

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 11-OPPORTUNITY-Governor's Delta Airlines Sky Montana feature

Application Completed by: Robin Hoover 11-17-2010

Project Financial Request: \$17,900.00

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point:

Yellowstone Country requests approval to allocate \$17,900.00 FY 11 OPPORTUNITY FUNDS to participate in the Governor's Delta Airlines Sky publication feature project. Please see narrative provided by Delta re the project:

The State of Montana and Governor Schweitzer announced a partnership with Delta Air Lines' Sky Magazine, the world's most read in-flight magazine, to create a dedicated feature section on Montana and the people, places and business opportunities that make it the best place to raise a family, start a business and build a community.

Here is information regarding our upcoming feature on Montana for our January 2011 issue. The primary premise of the article is to look at why companies and individuals should consider moving, investing, relocating or visiting the state. About a week ago I met with state officials to create the framework for what this feature will look like. Below is a breakdown of our edit direction we plan on pursuing. As you can see, it's quite comprehensive. Currently, this feature is set to be ~ 25 pages in length.

Economic Development
Key Industry / Commerce
Energy
Natural Resources
Higher Education
Quality of Life
Tourism / Attractions

A number of the stories have already assigned. Here is a listing of the features:

- Native & Newcomer: A perspective of why someone chose to stay in North Dakota and why someone chose to relocate to the state
- By the Numbers: An info graphic showing the diversity of commerce within the state
- Five Minutes With: An interview of six different people making a difference within their respective sector (could be expanded to individual sectors)
- Map piece: A map illustration of the state with photo call outs of the region (i.e. universities/colleges, cities, companies, attractions, etc).
- Timeline: A timeline spread over two pages showing firsts, inventions and dates of important historical significance.
- Bragging Rights: Hot new things that happened in the last couple of years
- Leadership Profile: A Q&A with the governor and other possible community/corporate leaders

Last month's issue featured a similar profile of North Dakota. The size and structure are similar to what you can expect for Montana. Here is a URL to the feature for reference:

<http://msp.imirus.com/Mpowered/imirus.jsp?volume=ds10&issue=10&page=116>

Please feel free to send story ideas, recommended interviews and any imagery for consideration to my attention. Keep in mind, we are particularly interested in stories of national and global significance

In regards to advertising, the state has negotiated a ~60% break in our rate structure. Despite the regional discount, distribution will be throughout the Delta fleet globally targeting all 13+ million monthly passengers. In addition to the magazine in each seatback pocket, an online version will also be displayed on our website for a period of one year. Reprints have also been negotiated at cost by the state as well to use for their own recruitment purposes.

Objectives

- Take advantage of the strong visual beauty and attractiveness of the Yellowstone Country region through the use of a media mix.
- Increase awareness of diversity of region's winter experience by featuring alternate activities.
- Leverage other winter marketing efforts including: Minneapolis, MN focus by MTOT, Minneapolis-based cable advertising in the Yellowstone Country Winter Campaign project (downhill skiing), and advertising by individual Chambers/CVB's, as well as Yellowstone country businesses and organizations to this activity-based markets (Cross country skiing and snowmobiling markets).

Refer to the portions of your marketing plan, which support this project.

The following goals within the marketing plan support this project

- Identify and prioritize key marketing opportunities.
- Continue branding the region as "America's 1st Playground" in all media campaigns.
- Continue branding Yellowstone National Park as a Montana product.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- Attract new tourism dollars into the region.
- Increase tourism dollars by extending lengths of stay in the region.

How does this project support the Strategic Plan?

Yellowstone Country believes that this marketing program has the potential to support all aspects of the strategic plan, although it addresses these specific points:

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.
 - Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns
 - Goal 1.1.b Continue winter marketing, promoting Montana as a superb winter destination

PROJECT BUDGET
FY 11 OPPORTUNITY—DELTA SKY PROJECT

	Yellowstone Country Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Creation of full-page, full-color ad	\$350	+	\$0	=	\$350
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$350	+	\$0	=	\$350
MARKETING/ADVERTISING:					
Placement in Delta Sky publication	\$17,550	+	\$0	=	
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$17,550	+	\$0	=	\$0
TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging (for race officials)	\$0	+	\$0	=	0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0	+	\$0	=	
OTHER:					
	\$0	+	\$0	=	\$0
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
TOTAL	\$0	+	\$0	=	0

PROJECT TOTAL	\$17,900
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