

Organization Name: Yellowstone Country Montana

Project Name: FY 10/11 OPPORTUNITY FUNDS Kiosk Poster & Signage Project

Application Completed by: Robin Hoover 04-18-11

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 to use \$6,000.00 FY 10-11 Opportunity Funds for the following project:

Kiosk Description: The kiosks have three panels. We put seasonal posters up with regional calendars and maps. The kiosks are stocked with local brochures, the MT Vacation Planner, and the Yellowstone Country travel planners & map brochures.

The Kiosk Poster project is an ongoing, annual program. Due to weather elements, the posters become faded and worn in the course of a year and must be replaced annually to ensure updated appearance, attractiveness and visibility. The posters promote the community and region, depicting specific attractions for that particular area within the region. We request to print 250 one-sided, 22 x 28" White Lustre 8 Mil Photo base posters. There will be 8 different posters with local activities, events and maps.

Develop Objectives

Objective: To print 250 color posters, helping to maintain the attractiveness and visibility of the information kiosks throughout the region, and giving the guest helpful information.

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

- Attract or increase new tourism dollars into the region.
- Encourage visitors to do more and stay longer while visiting Yellowstone Country.
- Maximize efficiency of dollars spent to promote tourism through a cohesive effort: promoting our vertical markets (such as fly fishing, golf, skiing) with the focus on family, mature travelers and travel related industries.
- Make Yellowstone Country a year-round vacation destination, encouraging summer, winter and shoulder season recreation.

Does this project support the Strategic Plan? Yes No If so, describe how.

- Helps promote awareness of region for visitors and residents

- Avenue for sharing information about communities/region
- Helps to create an interactive system of visitor information and interpretation

Detail pages attached Yes No

Budget page must be attached for approval.

PRINTED MATERIALS

Publication_Kiosk Posters

Quantity_250

Color_4-color

Paper Stock_White luster 8 mil photo base one side

of Pages or Folds_1 page, 1-sided

Size_22 x 28"

Ad Sales (Yes or No) _____ Percentage _____

Distribution Plan (areas & method)

The kiosk posters will be placed in the 11 regional kiosks by YCMI staff.

YELLOWSTONE COUNTRY FY 10-11 OPPORTUNITY FUNDS BUDGET
Kiosk Posters

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Concept	\$300.00	+	\$0	=	\$300.00
Account Management	\$500.00	+	\$0	=	\$500.00
Layout/Design/Art (8 versions)	\$1050.00	+	\$0	=	\$1050.00
Copywriting/Editing/Proofing	\$300.00	+	\$0	=	\$300.00
Photography/Photo Selection/ Useage Fees/File Conversion	\$800.00	+	\$0	=	\$800.00
Printing/Print Prep/Shipping	\$2700.00	+	\$0	=	\$2700.00
Drop Ship Locations (11 kiosks)	\$350.00		\$0		\$350.00
TOTAL	\$6000.00		\$0		\$6000.00

MARKETING/ADVERTISING:						
		\$0	+	\$0	=	\$0
		\$0	+	\$0	=	\$0
		\$0	+	\$0	=	\$0
TOTAL		\$0		\$0		\$0

TRAVEL:						
Personal Car		\$0	+	\$0	=	\$0
Commercial Transportation		\$0	+	\$0	=	\$0
Meals		\$0	+	\$0	=	\$0
Lodging		\$0	+	\$0	=	\$0
Vehicle Rental		\$0	+	\$0	=	\$0
TOTAL		\$0		\$0		\$0

OTHER:						
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
		+		\$0	=	
TOTAL		\$0		\$0		\$0

YCFI PROJECT TOTAL	\$6000.00	+	\$0		\$6000.00
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