

Organization Name: Yellowstone Country
Project Name: FY 10/11 OPPORTUNITY FUNDS
Yellowstone Country Placemats (reprint with new artwork)
Application Completed by: Robin Hoover 4-18-11

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 approval to allocate \$11,000.00 FY 10-11 OPPORTUNITY Funds to reprint 100,000 YC placemats. Yellowstone Country actively seeks new means for enticing visitors to stay within our region longer once they are here, while also providing readily accessible tourism & travel information to the people employed in the tourism industry. To that end, YCMI asks our horizontal and vertical business partners to help identify feasible tourism projects that will help them serve both resident and nonresident travelers.

Yellowstone Country has had an overwhelmingly positive response for our placemats from tourism-based businesses throughout the region again this year. We continue to receive requests from restaurants, hotel/motels, B & B's, lodges and retail shops to continue the project, as the placemats are a readily available and inexpensive way for them to help serve visitors' and residents' needs for information about the region. YCMI would like to print #100,000 new placemats for 2011. The new placemats will be a similar design to our map tear-off sheet, process color/2 sides, **with winter on one side and warm season calendar of events on the other. Due to the demand from businesses, and their input about what works best, the piece will now be useful on a year-round basis. Although there is not a quantifiable means of tracking how the placemats bring new visitation, the feedback from the regional businesses is that this is a great visual tool for front line personnel to use when interacting with visitors about what there is to see and do, and how to get there.**

Develop Objectives

- Print and distribute 100,000 placemats to provide business personnel and VIC staff relevant and up-to-date information regarding communities, attractions and events throughout the Yellowstone Country tourism region.

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

- Attract new tourism dollars into the region.
- Encourage visitors to stay longer while visiting Yellowstone Country.
- 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.

Goal 1: Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low-Impact Visitors.

Detail pages attached Yes No

Budget page must be attached for approval.

PRINTED MATERIALS

SPECS FOR YELLOWSTONE COUNTRY PLACEMATS

Publication: **Yellowstone Country Montana Placemats**

Quantity: 100,000

Color: Process color/two sides

Paper Stock: 60# white offset

Size: 13.75" x 9.625"

of Pages or Folds: One page

Ad Sales (Yes or No): No Percentage: **N/A**

DISTRIBUTION PLAN (Area & Method):

AREA – Entire Yellowstone Country tourism region

METHOD – Yellowstone Country and Chambers will distribute the placemats throughout the community to all tourism-based businesses and fulfill any direct inquiries for use of the maps.

BUDGET PAGE

PUBLICATIONS: YCMI MAP PLACEMATS REPRINT WITH NEW ARTWORK ON BOTH SIDES
YELLOWSTONE COUNTRY MONTANA FY 10-11 OPPORTUNITY FUNDS

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
CONCEPT	\$ 400		\$ 400
LAYOUT/DESIGN/ART PRODUCTION/TYPSETTING	1,750		1,750
COPYWRITING/ EDITING/PROOFING	500		500
PHOTOGRAPHY/USEAGE FEES PHOTO SELECTION	1,150		1,150
ACCOUNT MANAGEMENT	750		750
PRODUCTION MANAGEMENT & TRAFFIC	400		400
PRINTING/PRINT PREP/ FREIGHT	5,100		5,100
OTHER: DROP SHIP TO LOCATIONS	950		950
PROJECT TOTAL	\$ 11,000		\$ 11,000