

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 11 OPPORTUNITY—Beartooth All American Road—75th Anniversary Commemorative Event (June 11-12, 2011)

Application Completed by: Robin Hoover 11-17-10

Project Financial Request: \$4,900.00

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 \$4,900.00 FY 11 OPPORTUNITY FUNDS to provide sponsorship assistance to the Red Lodge Chamber in hosting the 2011 Beartooth Highway anniversary event.

Objectives

- Leverage existing promotional funds for smaller, rural regional communities
- Build visitor awareness of activities, attractions and events in the region
- Promote partnership opportunities with other tourism industry businesses, both for profit and non-profit

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

The following goals within the marketing plan support this project

- Maximize efficiency of marketing campaigns by developing key strategic partnerships to help leverage and increase available promotional funding.
- 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?

This project 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 5:** Support Appropriate Tourism Business Growth

Please see narrative provided by the chamber in their funding request to YCMI:

This is a request for a *sponsorship* in the amount of **\$4,900.00** to assist the Red Lodge Community in hosting a 75th anniversary commemorative event for the All American Beartooth Highway. The sponsorship would cover the costs for venue rentals, bus rentals for transportation & infrastructure such as portable toilets & garbage disposal. Red Lodge, Montana, situated at the base of the Beartooth Mountain Range, existed for many years as a mining town, surrounding by agricultural roots. Over the years the citizens of Red Lodge have enjoyed economic booms and definitely suffered economic slumps all the while reinventing itself several times to endure. Two years ago the Red Lodge Merchants and Lodging Association decided to reorganize, refocus, and recreate itself by promoting and focusing on unification and the idea of vacation destination marketing for the town as a whole. Instead of everyone simply looking out for his or her own business interests the association built up its membership by delivering the message that we need to promote and market the town of Red Lodge itself and the surrounding features that make it so unique. The fever took hold and within a 2 year time frame our town now enjoys a unified approach to marketing and self promotion with the Red Lodge Chamber of Commerce, Red Lodge City Council, Red Lodge Merchants and Lodging Association, and the Beartooth All American Road 75th Anniversary Steering Committee – Red Lodge. All of these entities see the benefit of working together. Our goal is to draw local, regional, and national attention. We seek to reach out to invite visitors to come enjoy the shopping, lodging, activities, dining and one-of-a-kind-wonders-of-nature that can be accessed from here, the Beartooth All American Road being one of the most spectacular of those features. Red Lodge is still facing some challenges in terms of attracting visitors during peak and shoulder seasons, but promotion of what we consider to be the most scenic gateway to Yellowstone National Park is a means by which to meet some of the challenges. As Red Lodge steps up to the plate to compete in these difficult economic times, we commit to:

- Offering the utmost in hospitality services to visitors.
- Working with other gateway communities to promote the Beartooth All American Road
- As much as finances allow - promote the care, historical and natural preservation of the Beartooth All American Road
- Continue to conduct events that draw attention to our recreational opportunities cradled by the backdrop of the Beartooth All American Road

In relation to this last commitment we come to Yellowstone Country and ask for assistance in the amount of \$4,900.00. For more than 5 decades Red Lodge has celebrated the annual opening of the Beartooth All American Road, more commonly referred to as the Beartooth Highway, but in 2011 we will celebrate the 75th Anniversary of the opening and it is with this two day event honoring the 75th celebration we intend to position the highway as a “must visit” destination scenic byway thus bringing regional, national and international attention to the Beartooth All American Road. This celebration will not only bring attention to Red Lodge, but it will also bring a considerable amount of attention to Cooke City as another Yellowstone Country / Yellowstone National Park gateway community. Red Lodge is asking for the support of the Yellowstone Country to help offset some of the costs that this two day event will require. Specifically we are requesting funding to cover the cost of renting the event’s two main venues, portable toilets, trash collection, and transportation shuttles.

Please note in our budget that we have received significant local hard dollar and in kind contributions in support of this event and we will also reap the benefits of well over 500 volunteer hours before this event is successfully put to bed.

Our objectives are as follows:

- To increase regional, national and international awareness of the Beartooth All American Road as a destination in and of itself due to its one-of-a-kind intrinsic value
- To increase annual attendance at the Beartooth All American Road Opening from 100 to 1000 people over the course of the next three years.

Results will be measured in several ways:

- We will measure and compare occupancy rates from June 11-12, 2010 to June 10-11, 2011.
- We will measure and compare the visitor count by the Red Lodge Chamber of Commerce for the year prior to the event to the year following the event to see if this promotional event is attracting visitors.
- With the help of Creative Design Works in Red Lodge, Montana we will monitor, measure and compare the keywords “Beartooth Highway, Beartooth Scenic Byway, Beartooth Road” using Google Analytics as a tracking tool for comparison for the year prior to event and year following event.

Project Budget
75th Anniversary of the Beartooth Highway All American Road

	Yellowstone Country Funds	Other Funds	Total
Venue Rentals 2 main locations, June 10-11, 2011	\$2100	\$0	\$2100
Marketing/Advertising	\$0	\$8000	\$8000
Transportation Bus Rentals	\$1500	\$0	\$1500
Food BBQ June 11, 2011	\$0	\$753	\$753
Entertainment Band (donated) Bounce House (donated) Band Lodging (\$240)	\$0	\$240	\$240
Miscellaneous Portable Toilets Trash Collection	\$1300	\$0	\$1300
Project Total	\$4900	\$8,993	\$13893