

Organization Name: Yellowstone Country

Project Name: FY 10-11 OPPORTUNITY FUNDS

Yellowstone Country Map Tear-off Sheets (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 **\$8,000.00 FY 10-11 OPPORTUNITY Funds** to reprint 60,000 YC Map Tear-off Sheets. 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.

This project has been a huge success. While the YCMI annual Travel Planner is the primary distribution print piece for YC, numerous businesses identified a need for a smaller, easily accessible companion piece for use by front line staff and Visitor Information Center travel counselors when they are interacting with travelers and responding to information requests from on-premises customers. These process color/two-sided sheets are 11 x 8.5 inches in size and depict a new version of our map with icons. This map shows some catchy photos of different places you can be active in Yellowstone Country. Some of the activities portrayed are hiking, biking, camping, horseback riding, fishing, skiing, snowmobiling, etc.

Develop Objectives

- Print and distribute 60,000 tear-off sheets to resident and nonresident travelers in the region during 2011
- 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.

Page 84 A.2 Objective: Conduct Strategic Promotions that Attract Top Priority Markets Action
A.2.2 Encourage Cross-Promotion between Tourism Partners & Sectors

Page 109 B.4 Objective: Create a Comprehensive & Interactive “System” of Visitor
Information & interpretation

Detail pages attached Yes No

Budget page must be attached for approval.

PRINTED MATERIALS

SPECS FOR YELLOWSTONE COUNTRY MAP TEAR-OFF SHEETS

Publication: **Yellowstone Country Montana Map tear-off sheets**

Quantity: 60,000

Color: Process color/two sides

Paper Stock: 60# white offset

Size: 11" x 8.5"

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, Chambers and VICs will distribute the map tear-off sheets throughout the community to all tourism-based businesses and fulfill any direct inquiries for use of the maps.

BUDGET PAGE

PUBLICATIONS: YCMI MAP TEAR-OFF SHEETS REPRINT WITH NEW ARTWORK
YELLOWSTONE COUNTRY MONTANA FY 10-11 OPPORTUNITY FUNDS

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
CONCEPT	\$ 400		\$ 400
LAYOUT/DESIGN/ART PRODUCTION/TYPSETTING	1,200		1,200
COPYWRITING/ EDITING/PROOFING	500		800
PHOTOGRAPHY/USEAGE FEES PHOTO SELECTION	900		900
ACCOUNT MANAGEMENT	750		750
PRODUCTION MANAGEMENT & TRAFFIC	300		500
PRINTING/PRINT PREP/ FREIGHT	3,500		3,100
OTHER: DROP SHIP TO LOCATIONS	450		350
PROJECT TOTAL	\$ 8,000		\$ 8,000