

Organization Name: YELLOWSTONE COUNTRY
Project Name: World Snowmobile EXPO 2011 (March 11-13)
Application Completed by: Robin Hoover
Project Financial Request: \$7,910.00

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 \$7,910.00 FY 11 OPPORTUNITY FUNDS to assist West Yellowstone Chamber in hosting the 2011 World Snowmobile EXPO. Please see narrative provided by the chamber in their funding request to YCMI:

West Yellowstone is still highly challenged to reinvent itself as a winter destination, to rebuild our once vibrant winter economy. And while we are in that process, we must still do all we can to retain, as far as possible, the winter visitation we currently enjoy. To these ends, we will:

- *Maximize, as far as financially feasible, every means of marketing to let the public know
 - *visiting Yellowstone in winter is a life-time experience.*
 - *Yellowstone is open in the winter and so are we!*
 - *we have the greatest powder snow for every type of winter play*
 - *about our great winter recreational trails**
- *develop new/additional winter products (such as our S'mores & Sleddin' of last year)*
- *continue to conduct events that draw attention to our winter recreational opportunities*

It is specific to this last item that our application for Yellowstone Country assistance, in the amount of \$7,910.00 comes.

For more than 40 years West Yellowstone has sponsored major snowmobile events. During the 1970's and 80's it was oval and cross-country racing. In 1990 the World Snowmobile EXPO, a combination of exciting racing events and product exhibition was born and last year heralded the 20th anniversary of this three-day event. West has used all of these events to generate recognition as a premier destination for snowmobile enthusiasts.

Changes to Yellowstone winter use and the myriad of EIS's (we are now in another round) have confused many return and potential visitors. Many believe that what affects Yellowstone, affects the entire area. A perception has risen that in order to ride anywhere in the area they must be on BAT snowmobiles and riding with a guide. Events like EXPO are essential to our ability to dispel that myth.

No matter what, snowmobiling as an acceptable and exciting activity must be a part of our winter offerings. And this brings us to our request.

The changes to winter use in Yellowstone have had a marked depressing impact on our winter visitation and therefore on revenues and our ability to sponsor winter events. Disposable income available for our businesses to help support such activities is reducing. And, events such as EXPO and the Yellowstone Rendezvous Ski Race help businesses remain open through the middle of March. Without them it is increasingly likely that our already short winter season would be further shortened.

West Yellowstone is asking for the support of Yellowstone Country to defray some of the costs associated with our EXPO 2011 that will be held March 11-13. Specifically we are requesting funding to cover the public address announcer, lodging for required race officials, the public portable toilets and the placement and dumping fees for trash receptacles. We have outlined these expenses in our project budget. As well, we have included our full budget for the event and it is attached to this application.

You will note within the budget that we do receive considerable local hard dollar support for the event. We expect to receive nearly \$15,000 from our private business sector, \$25,000 in grants from a combination of the West Yellowstone Tourism Business Improvement District, the Town of West Yellowstone Marketing and Promotion Fund and the West Yellowstone Economic Development Council. And, last, though not least, we know we will receive in excess of 1,000 volunteer hours in order to have a successful EXPO.

As you can see from the overall budget, it is balanced and we have based that on our experience. There is a line that says that organizations should only do events if they will make the organization rich or famous. This won't make us rich; however, as we explained above, we believe it will continue to make us famous to this very important niche market. Therefore we enter into the 21st World Snowmobile EXPO with the optimistic hope that economic conditions do not limit the support we receive from local organizations and private sector and that the weather will cooperate giving us a healthy attendance. The assistance of Yellowstone Country means that we will have just a little breathing room.

There will always be a core of snowmobilers and we need to keep them enamored of Yellowstone Country as a place to experience the greatest riding. The national snowmobile press that EXPO generates contributes significantly to keeping us in the forefront of the minds of snowmobilers. Both the Red Lodge/Cooke City area and West Yellowstone are primary beneficiaries of this interest; however, all of Yellowstone Country benefits as these riders come cross country from snow belt states to enjoy terrific trails and unbelievable powder riding.

Objectives

Results will be measured in a number of ways:

- We will measure admissions to the EXPO event against 2010 admissions.
- We will measure sewer flows for the weekend against the sewer flow of 2010.
- We will measure the number of out-of-state snowmobile permits that are purchased in the 2011-12 season against that of the 2010-11 season to see if we have retained or increased ridership.
- We will measure our snowmobile trail counts in 2011-12 season against that of the 2010-11 season to see if we have retained or increased usage.

This project supports the Montana Office of Tourism Strategic Plan:

Primarily:

1.2.a: Amplify targeted marketing to attract groups, meetings, and conferences.

1.2.b: Work with local sports groups to attract sport events in the off-peak season

And as adjunct:

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing, snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience”.

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

1.4.d. Use technology to enhance Montana visitor information and marketing efforts.

5.1.a. Create vacation packages, and develop theme itineraries, designed for offpeak season niche markets targeted by promotion efforts.

Budget page must be attached for approval.

PROJECT BUDGET
WORLD SNOWMOBILE EXPO 2011

	Yellowstone Country Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Public Address Announcers	\$3,200	+	\$0	=	\$3,200
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$3,200	+	\$0	=	\$3,200
MARKETING/ADVERTISING:					
	\$0	+	\$0	=	\$0
	\$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 (for race officials)	\$1,890	+	\$0	=	\$1,890
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$1,890	+	\$0	=	\$1,890
OTHER:					
Public Toilets	\$2,620	+	\$0	=	\$2,620
Trash Receptacles and removal	\$ 200	+	\$0	=	\$ 200
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
TOTAL	\$2,820	+	\$0	=	\$2,820
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PROJECT TOTAL	\$7,910	+	\$0	=	\$7,910