

TOURISM DEVELOPMENT

ORGANIZATION NAME
PROJECT NAME
APPLICATION COMPLETED BY

**YELLOWSTONE COUNTRY MONTANA
COMMUNITY TOURISM DEVELOPMENT
ROBIN HOOVER**

VISITOR INFORMATION CENTER FUNDING

YC requests final approval for the FY 11 COMMUNITY TOURISM DEVELOPMENT PROJECT, which received preliminary approval when the annual marketing plan was submitted. The entire budget will be used for the 2011 Visitor Information Center (VIC) Staffing Grant Program project. Details regarding the breakdown of funding to each eligible participating chamber VIC are attached. Each participating chamber meets eligibility requirements found in the Rules & Regulations:

1. Non-profit tourism related organizations
2. Each will be open a minimum of 24 h/p/week or a total of 300 hours within Memorial-Labor Days timeframe.
3. None of the participating VICs are new, so # 3 in Rules is non-applicable.
4. The VIC will submit an evaluative completion report at the end of the funding period.
5. All participating VIC signage has the words "Visitor Information."

The goal of this program is to provide funding to eligible Chamber's and Visitor Information Centers (VICs) for additional staffing or to extend hours beyond what they are able to be open without funding.

Visitation counts in 2010 for each VIC are included with this application. 2009 counts are NOT included, because prior to 2010, funding was based on a full year timeframe, and in 2010, YCMI changed the funding timeframe to the Friday before Memorial Day-September 30th. Therefore, counts for a full year are not applicable when compared to counts for the warm season only.

The regional VICs are a vital component of YC's efforts to entice travelers to visit, stay longer and do more while in Montana. The number of travelers stopping at regional VICs is significant; many people are stopping at community VICs as they move through the state, not just at the main entry points. VIC travel counselors cite that visitors often indicate they find the first-hand information they receive at the centers to be the most valuable travel resource once they are in the area. This program allows chambers the opportunity to operate more hours, employ travel counselors who are trained & knowledgeable about the region, and to provide information assistance. This in turn encourages visitors to stay longer in Yellowstone Country. Yellowstone Country requires an annual completion report from each chamber so demographic information regarding potential market areas and travel trends can be assimilated and analyzed for use in future marketing efforts.

OBJECTIVES (Include objectives from narrative portion of plan.)

- Build awareness of Yellowstone Country region communities through partnerships with VICs, Chambers of Commerce and private businesses.

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

- Continue branding Yellowstone National Park as a Montana product.
- Develop & utilize hospitality, education and training programs as a means to inform residents and business operators about the economic and social value of tourism to a community, region and the state.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- 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?

Goal 6: Address Tourism & Recreation Professional Development.

YC works with regional Chamber & VIC staff to provide information pertaining to the social & economic importance of the tourism industry in the local area, region and state.

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

- Develop & utilize hospitality, education and training programs as a means to inform residents and business operators about the economic and social value of tourism to a community, region and the state.
- Sell specific event and cultural/historical offerings in conjunction with a trip to the national parks. Emphasize the activities that can be found in Yellowstone Country that may not be available in the parks.
- 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?

- **Goal 6: Address Tourism & Recreation Professional Development.**

YC works with VIC staff to educate and inform them of the social & economic importance of the tourism industry to their community, and of the multitude of experiences to be found throughout the local area, region and state.

Detail pages attached **YES**/No

BUDGET PAGE

COMMUNITY TOURISM DEVELOPMENT—VIC STAFFING YELLOWSTONE COUNTRY MONTANA FY 11

PROFESSIONAL SERVICES	STATE TOURISM FUNDS	OTHER ORGANIZATION FUNDS	TOTAL
Per individual requests from 10 chambers (Livingston, West Yellowstone, etc.)	\$ 60,000		\$ 60,000
PROJECT TOTAL	\$ 60,000		\$ 60,000

*****Recommended Funding Based on # of Visitors in 2010**

2011 Funding

Budget:

\$60,000

of Visitors in 2010

TIER 1		Funding
West Yellowstone	91,515	\$ 13,000.00
TOTAL		\$ 13,000.00
TIER 2		Funding
Cooke City	14,797	\$ 6000.00
Gardiner	2056	\$ 6,000.00
Livingston	3594	\$ 6,000.00
Red Lodge	7162	\$ 6,000.00
TOTAL		\$ 24,000.00
TIER 3		Funding
Big Sky	1446	\$ 4,600.00
Bozeman	4795	\$ 4,600.00
Stillwater	1147	\$ 4,600.00
Sweet Grass	1995	\$ 4,600.00
Three Forks	1315	\$ 4,600.00
TOTAL		\$ 23,000.00
TOTAL AMOUNT OF FUNDING		\$ 60,000.00

(Funding period is 5/27-9/30, 2011)