

Approval Requested

 X Final

_____ Preliminary

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 12 OPPORTUNITY—Photo Library Project

Application Completed by: Robin Hoover 10-31-11

YCMC requests approval to spend **\$24,950 FY 12 OPPORTUNITY** funds to develop a photo library. As Yellowstone Country continues to promote Alpine, snowmobiling, Nordic and Yellowstone National Park, quality, updated photography is needed. Many hours have been put into researching images and many dollars have been spent paying usage fees to obtain images needed to meet short term production deadlines. A library will be far more cost efficient and the images will have a consistent look and feel to maximize our future marketing efforts. 3rd party costs incurred during production may include traveling, equipment rental, ski passes and entrance fees.

The photo library will include:

- 10 snowmobiling photos
- 10 Alpine photos
- 10 Nordic photos
- 10 Yellowstone National Park photos

OBJECTIVES

- Build a Yellowstone Country image library with unlimited usage rights.
- Obtain images with a consistent look and feel.
- Obtain a broader range of images than currently available.
- Maximize cost efficiency.

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

Attract new tourism dollars into the region.

1. Increase tourism dollars by extending lengths of stay in the region.
2. Target adventure-based travelers in regional marketing efforts.
3. Continue to promote “America’s 1st Playground” as theme in marketing campaigns.
4. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.

How does this project support the Strategic Plan?

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

Detail pages attached Yes N

**YELLOWSTONE COUNTRY PROJECT BUDGET
FY 12 OPPORTUNITY-Photo Library**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES					
Account Management	\$0.	+	\$0	=	\$3,800
Photo production	\$0.00	+	\$0	=	\$11,400
Art Direction	\$0.00	+	\$0	=	\$3,800
Photo Editing	\$0.00	+	\$0	=	\$950
3 rd party expenses					\$5,000
TOTAL	\$0.00		\$0		\$24,950

OTHER:

	+	\$0	=
	+	\$0	=
	+	\$0	=
	+	\$0	=
	+	\$0	=
	+	\$0	=

TOTAL

REGION/CVB	PROJECT				
TOTAL		\$00.00	+	\$0	\$24,950

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