



**MARKETING PLAN for FY12/13
MILES CITY CVB**

1. PURPOSE

The purpose of this Miles City CVB FY 12/13 marketing plan is to strengthen the Miles City economy by promoting economic development of the area through tourism. The marketing plan will guide Miles City's promotional efforts therefore increasing awareness of and visitation to Miles City and the surrounding area. The Miles City CVB will continue to seek out consumers of and partners of our tourism product to enjoy our cultural, historical, & recreational adventures.

GEOGRAPHIC AREA

Miles City CVB will include Miles City and the area surrounding the city limits for approximately 50 miles.

2. STRENGTHS & WEAKNESSES

STRENGTHS

Miles City's strengths are many, beginning with its location and varying scenic beauty and including its people, who are eager to share the Montana experience with visitors. Specifically, our strengths are:

- 1. The changing landscape.** Miles City area consists of badlands, flatlands and rolling hills. The badlands cover area east of Miles City include the Terry area, flatlands and rolling hills cover the remaining area surrounding Miles City. Unusual sandstone formations make for interesting subjects and backdrops for photographers, bird and wildlife observers and those who want to more deeply appreciate the effects of nature over time on these soft ever-changing formations. The prairies of Forsyth and Terry are known for their fertile soil and ability to sustain many types of agricultural crops, from wheat and barley to hay, grasses, safflower, sugar beets and oats. In addition, these flat lands are ideal for grazing cattle, horses and sheep, as well as the antelope, deer and elk that thrive in the area.
- 2. Abundant recreational opportunities nearby.** This would include hunting, fishing, hiking, camping, boating, golfing, wildlife watching, photography, and horseback riding. Close proximity to recreational bodies of water like Spotted Eagle, Dean S Reservoir, 12 Mile Dam, Yellowstone River, and Tongue River. There are several fishing access sites like Kinsey Bridge, Bonfield, Matthews, Powder River Depot, Roche Juane and Moon Creek to mention a few.
- 3. Our rivers & streams.** Miles City is located between two rivers, the Yellowstone and the Tongue River. These rivers, known worldwide for their excellent ability to support species such as paddlefish, catfish, sturgeon, walleye, small mouth bass, sauger, Northern Pike, are fed by countless creeks and streams that support diverse species of fish and birds, such as Canadian geese, pelicans, ducks of all kinds, cranes and aquatic mammals.

4. **Nature trails & agate hunting.** Miles City has nature trails to offer to hikers, bikers and nature enthusiasts. Included are Big Sky Country Byway, Terry Scenic Overview, Calypso Trail, the Terry Badlands (Wilderness Study Area), Woodruff Park, and Pirogue Island. Agate hunters are attracted to Miles City to scout for the unique geological anomalies (moss agates) that can only be found in the free-flowing Yellowstone River.
5. **Interstate highway & 2 state highways.** Interstate 94 passes through Miles City and Highway 59 North towards Jordan and 59 South towards Broadus, and Highway 12 east towards Baker. A majority of our visitors use these highways to enter our area, and are favored by those who wish to spend leisure time in Miles City. Miles City is conveniently located between Dickinson, ND and Billings, MT also the largest town in a 150 miles radius.
6. **Western history & cultural tourism.** Our city got its name from General Nelson Miles who was famous for his military history and his achievements with the Native Americans. Miles City is home to Ft Keogh which was a military cantonment, a remount station, a fort and finally a University of MT Experiment Station. Miles City is steeped in history from the military, to the railroad, the cattle industry, the sheep industry and the location to see it all is the Range Riders Museum. There are numerous historic opportunities to visit while in Miles City such as the Custer County Art & Heritage Center, Ursuline Convent, Historic Volkswalk, Ghost Tours, and three historic districts listed on the National Register for Historic Places.
7. **Clean air, clear skies and open spaces.** Like most of Montana, we are blessed with clear, clean air and beautiful, endless skies. Visitors are often in awe of the things we take for granted, and we try to use it to our advantage by including pictures of our open, hilly country in our promotional pieces.
8. **Season Events.** Miles City is proud of its local events that draw visitors to the area from many states. Some of our events include the Cowtown Beef Breeders Show & Ag Trade Show, World Famous Bucking Horse Sale, Pioneer Days, Eastern MT Fair, Demolition Derby, Crazy Days, Bluegrass Festival, Wine & Food Festival and Christmas Stroll.
9. **Small Convention Area.** Miles City finally has a convention area and motel facility in one that can accommodate a group of up to 200 people year round. We had always been limited with use of the college facilities due to class schedules, etc.
10. **Tourism Understanding.** The community, based on a constant effort to educate, has a much better understanding of tourism and its importance to the success of the community.

CHALLENGES

1. **Perceptions.** Many visitors are burdened with the mistaken impression that all of Montana looks like Glacier or Yellowstone National Parks. While these two world-famous National Parks are a definite draw to Montana, the images potential visitors see of them don't prepare them for the equally beautiful landscapes that can be found in the area around Miles City. Indeed, visitors are often awe-struck by the colorful geological

formation and the sandstone faces and figures that seem to have been carved in the sandstone hills east of Miles City.

2. **Limited signage.** Regulations by the MT Department of Transportation limit signage on the Interstate highway, which hinders efforts to direct visitors into Miles City to visit the attractions and western history. Challenges persuading travelers to go to Main Street when they think Haynes Avenue is our main business street.
3. **Need for improved two-lane roads.** While we are grateful for the progress the Montana Department of Transportation has made on such roads as Highway 59 North to Jordan, 59 South to Broadus, Highway 12 to Roundup and Highway 12 to Baker, there are still portions of those roads that need repair, repaving and/or wider shoulders to ensure the safety of those increasing numbers of travelers who prefer getting off the Interstates. Furthermore, because improvements have, in many cases, been so long in coming, our reputation for questionable roadways still precedes us. We are hopeful that the continuing improvement of federal, state and county roads will help to improve that reputation.
4. **Lack of understanding of Miles City's historic importance.** Many people are unaware of the important role General Nelson A Miles and General Keogh have played in U.S. history. Beginning with its acquisition in the Louisiana Purchase to the importance of Ft Keogh and Milestown and continuing today with the role the area plays as a hub for eastern Montana, Miles City's impact on history is largely unknown or misunderstood.
 - Even those who claim to know American History are sometimes unaware of the extent of Captain William Clark's exploration and research in the Yellowstone Valley during the Lewis and Clark Expedition from 1804-1806.
5. **Lack of public transportation.** While Miles City has a regional airport, air and ground transportation is lacking in our area. Commercial flights in and out of Miles City are on a daily basis, but the schedules are not currently set to match with incoming and outgoing flights in Billings as of yet. The schedules and flights are getting better but still have issues While train service is limited to freight, busses only run along 1-94 on a very limited schedule. Taxi service and car rental is limited to business hours. While these are regional and national problems that Miles City cannot solve alone, it can be important to potential travelers when they are planning conventions or meetings for which Miles City is being considered.
6. **Long distances from U.S. population centers.** Miles City is located between Dickinson, ND at 160 miles, Billings, MT at 150 miles, Rapid City, SD at 235 miles. Miles City is the hub for all of Eastern Montana.
7. **Lack of extended store hours.** The Miles City downtown businesses refuse to change with the times by extending store hours until 8 PM to accommodate the tourists.

3. GOALS

1. To inform and educate travelers both in-state and out-of-state, about the attractions, events and recreational experiences available to them in the Miles City area.
2. To provide economic benefit from tourism to Miles City and area businesses.
3. To assist Miles City, museums, event organizers and those involved in tourism-related events in methods of promoting, growing and organizing events that will draw more visitors. This will include a cooperative marketing program, grants and directions on how to apply for grants from other organizations if the event or program does not qualify for assistance from Montana Office of Tourism sources.
4. To promote events and the community through PR and consumer advertising efforts and through assisting in hosting press tours for Miles City and the surrounding area.
5. To educate the general public, including those who live in Miles City, about the structure and importance of tourism in Montana, and the economic impact tourism and recreation has on the state.
6. To work with local and state government agencies to help improve existing tourism infrastructure and work on planning new visitor destinations and attractions within the Miles City area.
7. To promote the historical significance of Miles City.
8. To increase arrival, length of stay and expenditures of current Miles City visitors by raising their overall level of awareness of Miles City's historical, cultural, recreational attractions and activities.
9. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities.
10. Reach more potential visitors in a more efficient manner by partnering with Southeast Montana and Montana Office of Tourism by combining our dollars to eliminate unnecessary duplication and strengthen our marketing presence.

4. THE MARKETING PLAN TIES TO THE STRATEGIC PLAN

This year's marketing plan will focus on the following goals.

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.

1.3 Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museums, art, music, etc.).

4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal 7: Improve Montana’s transportation system for both residents and visitors.

7.1 Increase air service capacity to and from Montana cities.

5. OBJECTIVES

1. Continue to work to increase by 10% the number of local businesses that have a working knowledge of the importance of Tourism to their business
2. Increase inquiries 5% by continuing to work cooperatively with Southeast Montana and Montana Office of Tourism through Joint Ventures.
3. Increase event attendance by 10% using targeted marketing efforts with event partners.
4. Increase attendance at cultural and historical attractions by 10% using targeted marketing efforts.
5. Increase web user sessions and length of visit by 15%.
6. Continue to work with Montana Office of Tourism with the “Montana’s High Plains” campaign.

6. TARGET GEOGRAPHIC MARKETS

The geographic markets we have targeted are chosen on the basis of encouraging continued visitation from those areas that have traditionally shown interest in visiting or re-visiting the Miles City area, information gathered by ITRR and inquiry reports from Montana Office of Tourism. Areas targeted will be:

- The Midwestern states of Michigan, Ohio, Illinois, Minnesota, Wisconsin and North and South Dakota.
- Regional neighbors due to our central location and easily accessed by outlying areas using Interstate 94 or State Highways 59 and 12.(Promote regional medical center)

- During these economic times a concerted effort toward the in-state traveler is now more than ever of great importance.

7. TARGET DEMOGRAPHICS

Our target demographics are based upon research by ITRR, inquiry statistics. We have targeted four major demographic groups as follows:

- **Traditional Family Travelers: Adults 35 + years of age**
 1. Travel by car
 2. Average age 53
 3. Income less than \$60,000 (According to ITRR profiles, 50% earn less and 50% earn more)
 4. Spend an average of 4.56 nights in the state
 5. Primarily travel with family members.
 6. Average group size is 2.46 people

Interests

 - Scenic driving
 - Nature photography
 - Camping/hiking
 - Wildlife viewing
 - Relaxing and memorable experience
 - History enthusiasts
- **Mature adults comprised of two subcategories: Empty Nesters and Mature Adults**

Active Empty Nesters 50+

 1. By 2014, 1/3 of the U.S. population will be age 50+
 2. Over 30% of the nation's 78 million baby boomers are Empty Nesters.
 3. Possess a youthful outlook on life and travel ("50 is the new 30")
 4. Prefer activities such as camping, hiking, photography and wildlife viewing.

Mature Adults

 1. Primarily married couples
 2. Median age of 62
 3. 60% are retired
 4. Average household income of \$60,000+
 5. A portion travel by motorhome
 6. Differ from Active Empty Nesters in that they prefer to look rather than do
- **Western History & Culture Buffs**
 1. Adults 35+ who are traveling with or without children
 2. Household income of \$60,000+
 3. Interest in western history and culture
 4. Likely to visit a historical site as part of their vacation

- **Convention & Meeting Planners**
 1. Book small-to-medium conventions
 2. Convenient location
 3. Offering Unique Western hospitality
 - a. Local history
 - b. Culture
 - c. Recreation
 - d. Outdoor activities

8. MARKETING METHODS

Media tools used to reach the goals listed above may include:

Print Advertising

- Print advertising designed and placed to reach the Miles City destination audiences and to coordinate with editorial coverage or advertorials copy whenever possible
- Collateral pieces:
 - Southeast Montana Vacation Guide
 - Miles City Brochure
 - Regional newspapers
 - Gulfstream In Flight Magazine

Public Relations

- Media guides and kits
- Advertorial/editorial coverage in magazines
- Press releases prepared by marketing firm of Southeast Montana or Miles City Chamber Executive Director
- FAM tours for travel writers, TV and radio producers and photographers
- Montana Office of Tourism internet site
- Southeast Montana's internet site
- Miles City Chamber's internet site
- Photos supplied to magazines, newspapers, and other media groups by Miles City, Montana Office of Tourism and other contributors

Miscellaneous

- Events promotion and brochures through our Cooperative Marketing Program, Joint ventures with Southeast Montana and Montana Office of Tourism.

Miles City CVB – FY2012/2013 Budget Overview

Marketing Support

Administrative (no more than 20%)	\$6288.00
Include marketing plan development	
Opportunity Marketing (no more than 10%)	\$1,000.00
Cooperative Marketing	\$1,000.00
Joint Ventures	\$1,000.00
TAC/Gov. Conf. Meetings	\$3,000.00

TOTAL **\$12,288.00**

Consumer Advertising

Radio

Bucking Horse Sale (Thurs. & Sun.)	\$2,000.00
Western Art Roundup	\$2,000.00
Bluegrass Festival	\$1,000.00
Eastern Montana Fair Concert	\$1,000.00
Wine and Food Festival	\$1,000.00
Live with Jim Thompson Radio Show	\$7,200.00

Print

Motel Wrap	\$1,200.00
Preliminary Approval	\$1,356.00

Brochure

Preliminary Approval	\$5,000.00
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TOTAL **\$21,756.00**

PROJECTED BUDGET **\$34,044.00**

The project budget figure was arrived at by using the following figures:

Projected Revenue: \$31,444.00

Rollover from FY2012: \$2600.00

TOTAL: \$34,044.00

(A 10% reduction can be made up with a mixture of preliminary projects.)

Application for projects over \$500

Organization Name Miles City CVB

Project Name Radio Advertising (BHS)

Approval Requested

Final

Preliminary

Application Completed by John Laney

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.

I would like to use \$2000.00 to advertise the Thursday night concert to be held in conjunction with the Miles City Bucking Horse sale along with the Match Bronc Ride held on Sunday. I feel this has been a huge benefit to the first and last day of the sale growing the attendance for both days and keeping people through the weekend. The goal is to grow to 6 days so these days are key.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

This campaign will inform both travelers and interested listeners to the two events. The very nature of these events is to stretch the time people are in town for the Bucking Horse Sale as well as to stimulate the local economy. The goal is to grow this into a 6 day event with people coming the day before and staying the day after the 4 day event.

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

These events are designed to increase stays as well as to expose people to upcoming events of the same nature such as the Eastern Montana Fair and others.

How does this project support the Strategic Plan?

An easily tracked ad campaign that will increase attendance at this event as well as give us the ability to showcase ourselves and future events.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

Application for projects over \$500

Organization Name Miles City CVB

Project Name Radio Advertising (Western Art Roundup)

Application Completed by John Laney

Approval Requested

Final

Preliminary

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.

I would like to use \$2000.00 of my radio advertising budget to again boost the Western Art Roundup held throughout the Bucking Horse Sale and the three weeks to follow. This is a premier event during the the weekend and has proven to keep people that extra day or two. I feel this event is so important to the weekend experience and beyond that adding our sponsorship in the form of radio advertising has great merit. We plan to use a regional station with a coverage area that covers Eastern and Central Montana, Southwestern South Dakota, as well as Northeastern Wyoming. Ads will run 6a to 7p. This is a big seasonal push for The Custer County Art and Heritage Center so this campaign actually has multiple benefits.

Include the objectives from the narrative portion of your marketing plan that support this project.

This ad campaign will inform travelers as to this event as well as The Art Center in general. It provides great economic benefits to our community by increasing BHS goers as well as people passing by to stay and spend time viewing a one of a kind art experience. It also aids the Art Center to get the word out in a way they would normally not be able to afford.

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

This event increases the length of stay at an already proven event as well as increasing the chances that we will see return visitors due to the splendor that is The Art Center.

How does this project support the Strategic Plan?

This enhances an off season cultural event as well as marketing The Art Center as a year round destination.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:

Radio	\$2000.00	+	\$0	=	\$2000.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0

REQUIRED SPECS FOR PROJECTS

BROADCAST ADVERTISING

Type of medium (circle one): Radio Television

City of Location Miles City Length of Spot 30

Area of Coverage 300 mile radius No. Dakota , So. Dakota, Wyoming ,Eastern and Central Montana

Application for projects over \$500

Organization Name Miles City CVB

Project Name Radio/ Bluegrass
Festival

Application Completed by John Laney

Approval Requested

Final

Preliminary

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.

I would like to use \$1000.00 of my Radio Advertising budget to advertise the Miles City Bluegrass Festival held in September. This event has demonstrated it has lasting power and could really use a boost. It brings people from all over the area including No. Dakota, So. Dakota, and Wyoming. I will use KATL am. It is a strong regional with a coverage of 300 miles in all directions. All ads will run 6a to 7p.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

To attract people to this three day local event and to expose them to the rest of what we have to offer as a community.

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

Supporting a growing local event that has a large draw area. Stimulate the local economy with weekend stays.

How does this project support the Strategic Plan?

Event publications as well as stimulating overnight stays and return visits

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
MARKETING/ADVERTISING:					
Radio/ Bluegrass festival	\$1000.00	+	\$0	=	\$1000.00
	\$0	+	\$0	=	\$0

REQUIRED SPECS FOR PROJECTS

BROADCAST ADVERTISING

Type of medium (circle one): Radio

City of Location Miles City Length of Spot 30

Area of Coverage 300 mile radius No. Dakota , So. Dakota, Wyoming ,Eastern and Central Montana

Application for projects over \$500

Organization Name Miles City CVB

Project Name Eastern Montana Fair
Concert

Approval Requested

Final

Preliminary

Application Completed by John Laney

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.

I would like to use \$1000.00 of my Radio Advertising budget to advertise the Saturday night concert at the Eastern Montana Fair. The Fair Board is trying to grow this event and are in need of financial assistance to bring in quality acts. They have proven that they can draw with bigger names but need to get the message out to a larger area and they struggle with funds to do this. Almost all the out of town draw will stay the night based on time. This helps both the fair and the town. It's a win/win. I will use a regional station with a 4 state coverage area and all ads will run 6a to 7 p.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

To attract visitors to a local event and hopefully keep them for the weekend. Also it is our intention to help this event grow itself.

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

Supporting an event that has great potential to be a great draw as well as a huge boost to the local economy

How does this project support the Strategic Plan?

Event promotion, overnight stays, exposing people to our culture and heritage at a county fair, and cultivating return visitors

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

REGION/CVB PROJECT BUDGET
PROJECT NAME

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:

Radio Advertising/ EMF Concert	\$1000.00	+	\$0	=	\$1000.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0

BROADCAST ADVERTISING

Type of medium (circle one): Radio

City of Location Miles City Length of Spot 30

Area of Coverage 300 mile radius No. Dakota , So. Dakota, Wyoming ,Eastern and Central Montana

Application for projects over \$500

Organization Name Miles City CVB

Project Name Radio Advertising/Wine and Food Festival

Application Completed by John Laney

Approval Requested

Final

Preliminary

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.

I would like to use \$1000.00 to advertise The Miles City Wine and Food Festival held in November. This is an annual event that is bringing people from all over for a pre-holiday event. This has great potential if it is marketed to it's fullest. This advertising will be directed to the regional visitor with a holiday weekend shopping hook. We marketed a holiday weekend last year with good success and this will be a great addition. I will use a regional station with a 4 state coverage. The ads will run 6a-7p.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

To attract visitors to a local event and introduce visitors to our local cuisine.

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

Supporting and growing local events and cultivating return visitors.

How does this project support the Strategic Plan?

Event publications for the area as well as to stimulate return visitors for the good of the local economy.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:

Radio/ Wine and Food Festival	\$1000.00	+	\$0	=	\$1000.00
	\$0	+	\$0	=	\$0

REQUIRED SPECS FOR PROJECTS

BROADCAST ADVERTISING

Type of medium (circle one): Radio

City of Location Miles City Length of Spot 30

Area of Coverage 300 mile radius No. Dakota , So. Dakota, Wyoming ,Eastern and Central Montana

Application for projects over \$500

Organization Name Miles City CVB

Project Name Radio Advertising Live with Jim Thompson

Approval Requested

Final

Preliminary

Application Completed by John Laney

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.

I would like to use \$7200.00 of my radio budget to advertising on a live radio program based out of Spearfish S.D. This show has a 6 state coverage area that hits into the market we want. We want to market the Bakken region because we are seeing a lot of traffic into Miles City as a get away location. This show is Monday through Friday from 1:00pm-2:00pm. We will get a 60 second as well as name mentions Mon. – Thurs. and a 5 minute call in on Friday. We will also be able to call anytime for special promos. It costs \$1000.00 per month and is in over 20 markets . We did a trail run on this and found it to be a great opportunity for us.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

This will be great as a stimulator for the local economy because the areas we are targeting have seen price hikes and lack of inventory . This project will also act as a stimulator for overnight stays because of the lack of safe social interaction in the area we are marketing the hardest. It also affords us the luxury to use this as a community calendar so we wouldn't need to have constant expensive copy changes.

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

Marketing for local economy and multiple event notices as well as overnight stays as a getaway location.

How does this project support the Strategic Plan?

This project will get us in front of thousands of people in a way we can afford. It gets us in a six state market of the kind of people we see looking for us. It will generate economic development, overnight stays, and best of all return visits.

You may put additional information on the back if necessary.

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Detail pages attached Yes

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:Radio

\$3000.00	+	\$0	=	\$3000.00
\$0	+	\$0	=	\$0
\$0	+	\$0	=	\$0

BROADCAST ADVERTISING

Type of medium (circle one): Radio

City of Location 6 state region _____ Length of Spot 60's
and live callins _____

Area of Coverage Montana, South Dakota, North Dakota, Minnesota, Wyoming,
Colorado

Application for projects over \$500

Organization Name Miles City CVB

Project Name Print Advertising Motel

Wrap

Application Completed by John Laney

Approval Requested

Final

Preliminary

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.

I would like to use \$1200.00 for a wrap that is placed around the Local daily paper that is delivered to all the local motels . This wrap has all local events and our location listed. It is a great ad piece and gives visitors a list of things to do and also plan for in the future. We have witnessed return visitors based on the information from this piece.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

To attract visitors to local events and to also stimulate return visitors.

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

Supporting and growing local events. Letting people know what is going on in the community and what we have to offer. Cultivate return visitors.

How does this project support the Strategic Plan?

Event publications for the area as well as to stimulate return visitations. Both are priorities in the strategic plan.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

MARKETING/ADVERTISING:

Print Advertising/Motel Wrap	\$1200.00 +	\$0 =	\$1200.00
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0

Application for projects over \$500

Organization Name Miles City CVB

Project Name Print Advertising

Application Completed by John Laney

Approval Requested

Final

Preliminary

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.

It is our desire to aid in the promotion of activities put on in our community. It is with advertising help that we can grow these events and increase attendance with the hope of creating overnight stays.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

It is our goal to become active in event planning for some of the events in Miles City that are not meeting their full potential as far as what the event can do for the community. With the aid of advertising funds and a realistic goal we feel we can grow some of the events we currently have in place and also stimulate other groups who may want to pursue events of their own. We currently have several events that we can grow with the proper marketing and print advertising that will reach this target audience in a successful way.

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

This project will offer us the ability to support existing events with much needed exposure through print advertising as well as as potentially opening avenues to new event planners by offering needed support.

How does this project support the Strategic Plan?

This project will enhance events in the community which will increase travel and stays as well as expose our cultural and historic way of life which will in turn generate repeat visitations.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

REGION/CVB PROJECT BUDGET
PROJECT NAME

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0
MARKETING/ADVERTISING:			
Print Advertising/preliminary	\$3800.00 +	\$0 =	\$3800.00
	\$0 +	\$0 =	\$0

Application for projects over \$500

Organization Name Miles City CVB

Project Name Brochure

Application Completed by John Laney

Approval Requested

Final

Preliminary

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.

It is our desire to create a lure piece for the Miles City area. Miles City has grown greatly in the last couple of years and we have a lot to show off.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

We have made great strides in improving our trail systems around the area, we have grown our retail community, as well as our lodging facilities and it is key that we show what we have. It is our belief that a display piece is critical at this point in time to show we are indeed open for business.

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

It is important to have a piece that fully shows what is here both to enhance travelers our event goers. It will also showcase our business community to everyone so it will have great economic benefits to our community.

How does this project support the Strategic Plan?

It will aid in increasing four season travels, show off our culture and historic heritage, as well as giving one more piece for our target customer market.

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0			=	\$0

MARKETING/ADVERTISING:

Brochure	\$5000.00	+		=	\$5000.00
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PRINTED MATERIALS

Publication Brochure

Quantity 5000

Size 5X8

Ad Sales (No) _____ Percentage _____

Distribution Plan (areas & method) Mail, make available in other VIC's , Convention and meeting planners.