Application for Gold West Country Cooperative Marketing Funds

Approved audits/apps cmte 3/8/09 Barb

Please type:

Organization Name(s) **Powell County Chamber of Commerce** Telephone **(406) 846-2094**

Legal Address **1109 Main Street** City **Deer Lodge MT** Zip Code **59722**

Project Supervisor Patty Cowan Telephone (406) 846-2094

Address 1109 Main Street City Deer Lodge Zip 59722

Regional President Barbara Reiter Telephone

Tourism Region **Gold West Country**

Project Title **Deer Lodge Area Promotional Brochure**

Total Budget for Project (taken from attached detailed budget) $ **1,205.55**

Percentage of Cooperative Funds Requested 50 % Dollar Amount of Cooperative Funds Request $ **602.77**

Proposed starting and ending dates (maximum 1 year) : From February 09 To: January 10

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds $ **602.77** *

b. Memberships $

c. Advertising Revenue $

d. Cash on Hand $ **602.78**

e. Other (please list)

1. $

2. $

3. $

TOTAL (should equal total project budget) $ **1,205.55** *

Deer Lodge Area Brochure Distribution

Cooperative Marketing Application

1. **Narrative description of this project. Include how the project is executed.**

The Powell County Chamber of Commerce Brochure was produced to attract visitors to our area. The brochures have been distributed by Certified Folder Display in over 150 locations, as well as local distribution through our Visitor's Center and merchants.

The brochure includes information about Deer Lodge and its attractions along with our website and email address.

Because of the tremendous size and diversity of attractions in Powell County the members of the chamber board feel that a brochure outlining all the attractions the region has to offer placed in the Certified Display racks we will have greater exposure in various areas.

2. **Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)**

In the past Deer Lodge has been the main stopping point for visitors to the area, and visits to the area could be measured in hours rather than days. The Powell County Chamber of Commerce wants to change that by promoting attractions throughout the county. The chamber hopes to attract several types of visitors: Those who stop off on their way to another out of state destination; those who are visiting the state and are looking for day trips to interesting Montana communities and attractions; and, most importantly, those who want to make Powell County a destination point. Visitors in the last category, those who stay for several days, spend the most in the communities and are more apt to return for a visit.

3. **Target market for this project.**

Tourist of all ages, fishermen, travelers, history buffs, bird watchers, mountain bikers, to come visit Deer Lodge and experience the "Gateway to Southwest Montana."

Another target is to place these brochures in Oregon and Washington visitor centers. Already have brochures in some of the visitor centers, with good results. These brochures are on a brochure exchange with no cost, except postage, to the chamber.

4. **Method of Project Evaluation.**

The Powell County Chamber of Commerce will monitor the number of visitors recorded at each of the tourist attractions throughout the year. Success will also be based on the number of requests for information on Deer Lodge within Montana and other states.

REGION/CVB PROJECT BUDGET
PROJECT NAME

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	$0	+	$0	=	$0
Printing		+		=	
Distribution	$602.77	+	$602.78	=	$1,205.55
Other/Postage		+		=	
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
TOTAL	$602.77		$602.78		$1,205.55
MARKETING/ADVERTISING:					
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
TOTAL			$0		
TRAVEL:					
Personal Car	$0	+	$0	=	$0
Commercial Transportation	$0	+	$0	=	$0
Meals	$0	+	$0	=	$0
Lodging	$0	+	$0	=	$0
Vehicle Rental	$0	+	$0	=	$0
TOTAL	$0		$0		$0
OTHER:					
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
		+	$0	=	
	$0	+	$0	=	
TOTAL					
REGION/CVB PROJECT TOTAL	$602.77		$602.78		$1,205.55