Application for Gold West Country Cooperative Marketing Funds

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 **David Williams** Telephone **(406) 846-2094**

Address **1109 Main Street** City **Deer Lodge, MT** Zip **59722**

Regional President _____ Telephone _____

Tourism Region **Gold West Country**

Project Title **Deer Lodge Area Promotional Brochure**

Total Budget for Project (taken from attached detailed budget) **$7279.45**

Percentage of Cooperative Funds Requested 50 % Dollar Amount of Cooperative Funds Request **$3639.72**

Proposed starting and ending dates (maximum 1 year) : From **April 2011** To: **October 2011**

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

a. Regional/CVB funds	$**3639.72** *
b. Memberships	$_____
c. Advertising Revenue	$_____
d. Cash on Hand	$**3639.73**
e. Other (please list)	
1._____	$_____
2._____	$_____
3._____	$_____
TOTAL (should equal total project budget)	$**7279.45** *

Cooperative Marketing Application

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

The Powell County Chamber of Commerce has created a local travel brochure called 'Deer Lodge - Unburied Treasures' in order to attract tourists to Deer Lodge and the surrounding communities. In the last few years 60,000 copies of these brochures have been printed and distributed by the Chamber and Certified Folder Display. We have also established brochure exchanges with other Chambers and Visitor Information Centers.

Deer Lodge is located strategically on I-90 half-way between Yellowstone National Park and Glacier National Park, and we feel this brochure encourages visitors to spend a day or two in our town.

The cover of the brochure has a Monte Dolack poster representing the Old Prison Museum, Grant Kohrs Ranch Historic Site and the Auto Museum. The inside contains information about the communities in Powell County, the city of Deer Lodge and its attractions, which include Grant-Kohrs Ranch, Old Prison Museum, Montana Auto Museum, Milwaukee Road exhibits, Frontier Montana Museum, Powell County Museum, Desert John's Saloon Museum, The Circle Tour through the valley and a list of our annual events.

The brochure is illustrated throughout with photographs, hopefully enticing readers to visit and spend time in Deer Lodge and the surrounding area.

There is very little advertising that actively promotes Deer Lodge, and the Chamber feels that this brochure is greatly needed. Because of the tremendous size and diversity of attractions in Powell County, members of the Chamber board feel that this brochure, which outlines the many world class attractions the region has to offer, placed in the Certified Folder Display Racks across the State, has great exposure to thousands of potential visitors.

The format is a 9" x 16" 8 panel, double sided, parallel folded brochure, and folded two times to approximately 4" x 9". It is printed on both sides, with four colors on a white background.

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, visits that could be measured in hours. The Powell County Chamber of Commerce is currently trying to change these visitor hours into days, thus bringing more money into our local economy, bringing much needed assistance to our motels, RV parks, museums, restaurants, grocery stores, etc.

Historically, the main demographic group to stop in Deer Lodge has been Senior Citizens on their way to one of the national parks. They stop off for gas, lunch and a quick tour of the town's museums or the Grant Kohrs Ranch Historic Site. The Chamber is working hard to broaden that appeal, and encourage families and tourist groups to make Deer Lodge and Powell County a two or three day destination point. By providing information about our county, including the smaller communities and the mountainous landscape, the Chamber is confident a good number of the 30,000 to 40,000 visitors to the region will stay over and experience the many activities and attractions available to them.

3. Target market for this project.

Our target is for tourists of all ages to visit Deer Lodge and experience the "Gateway to Southwest Montana". We hope to attract more families, fishermen, bikers, rock hounders, wildlife viewers, photographers, travelers and history buffs. The Deer Lodge Museums and Ranch offer quality time for people of all ages. This brochure will also encourage visitors to leave I-90 and travel through a more relaxing environment, sampling the clean air, scenic landscapes and rural communities that exist in Powell County.

4. Method of Project Evaluation

The Powell County Chamber of Commerce monitors the number of visitors recorded at each of the area tourist attractions throughout the year. The Old Prison Museum complex and the Grant-Kohrs Ranch National Historic Site maintain such records. The Powell County Chamber of Commerce maintains monthly records on the number of 'hits' our web site receives, as well as the number of email, telephone and walk in requests for information. Surveys can also be conducted at the main attractions in Deer Lodge asking visitors how long they will be staying in the area and what attracted them to the area, i.e. travel brochures, billboards, internet or word of mouth.
Distribution numbers will be tracked, as requests for further information and more brochures will indicate the level of interest in the brochure.

PRINTED MATERIALS

Publication____**Brochure**_____ Quantity_____**50,000**_____
Color_____**4**_____ Paper Stock_____**80 lb recycled gloss paper**____
# of Pages or Folds_____**2**_____ Size_____**9" x 16"**_____
Ad Sales (Yes or No)_____**Yes**_____ Percentage____**25**_____

Distribution Plan (areas & method).

Distribution by Certified Folder Display Service to Butte/I-15 & I-90 (67 sites for 3 months), Missoula/5 Valleys (96 sites for 3 months), Helena/Great Falls (104 sites for 3 months) and the Yellowstone Route (116 sites for 5 months). The Chamber will also mail approx. 5,000 copies of the brochures to Visitor Information Centers and other locations around the State.

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).

The Powell County Chamber of Commerce and Certified Folder have insufficient brochures remaining to fill the display racks for the 2011 season. These brochures have been a great asset to our community by bringing in visitors traveling along Interstate I-90. These brochures are small enough to fit in a regular envelope, and require only one postage stamp which helps keep down our office expenses.

Powell County Chamber of Commerce
1109 Main Street, Deer Lodge MT 59722
Tel: (406) 846-2094 Fax: (406) 846-2094
E-Mail: chamber@powellcountymontana.com

31st January 2011

INFORMATION BROCHURE FOR VISITORS TO DEER LODGE, MONTANA

Printing Cost - $4642.89 (Printing Center USA)

QUANTITY: 50,000 BROCHURES
FORMAT: – 8 Panel Parallel Folded Brochure: 16" x 9" folded 2 times to approximately 4" x 9". Printed on both sides, with 4 colors on a white background.
SIZE: – 16" x 9" folded 2 times parallel to 4" x 9"
BINDING: – Brochure folded 2 times.
STOCK: – Printed on 80 pound recycled paper – coated glossy.

Distribution Cost - $2389.06 (Certified Folder Display Service)

Distribution in Butte/I-15 & I-90 (67 sites for 3 months), Missoula/5 Valleys (96 sites for 3 months), Helena/Great Falls (104 sites for 3 months) and the Yellowstone Route (116 sites for 5 months).

Postage Cost – 5,000 brochures (50 Priority mail envelopes @ $4.95 each) - $247.50

Chamber will mail approx. 5,000 copies of the brochure to Visitor Information Centers and other locations around the State.

TOTAL COST - $7279.45