

Application for projects over \$500

Organization Name Miles City CVB

Project Name Event Guide Inserts

Application Completed by John Laney

Approval Requested

X 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 allocated funds for brochures to print the insert pages for the Miles City Area Chamber of Commerce Event Guide. This guide is distributed 5 times during the spring through fall each year. We print 2500 guides and change the inserts for each of the 5 distributions. The guides are printed for our Beef Breeders Show, Bucking Horse Sale, Summer, Eastern Montana Fair, and our annual Ag Appreciation Dinner. This insert is unique to each show and is event sensitive. The production for these inserts are done in house so all that is needed is printing and insertion. The inserts will be 8-pages 8 ½ X

11

Objectives

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

The object is to put these guides in the hands of people that will not only see what we have going on but to also introduce them to our business community. This is already a proven commodity and serves it's purpose very well.

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

This project supports our entire marketing plan.

How does this project support the Strategic Plan?

___As mentioned above it will enhance visitor knowledge of our community as well as the events we host. This format has proven to be a successful way to meet the goals of the strategic plan.

You may put additional information on the back if necessary.

**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:					
	\$1800..00	+	\$0	=	\$1800.
	\$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	=	
TOTAL					

REGION/CVB	PROJECT TOTAL	\$1800.00	+	\$0	1800.
------------	---------------	-----------	---	-----	-------

THE BUDGET SHEET IS ALSO AVAILABLE IN EXCEL FORMAT