

Sweetwater County Joint Travel & Tourism Board Grant Application





404 N Street, Suite 304, P O Box 38
Rock Springs, WY 82902 Ph 307.382.2538

Advertising & Marketing Application Check List of Required Items:

The following items to be included with the application form:

- Completed Bid Sheet & Bids
- Project Narrative
- Detailed Marketing Plan
- Summary of Promotional Items
- Detailed Budget or Spending Plan

Advertising & Marketing Application

Applicants that need to advertise to bring out-of-county attendees and participants to an event may qualify for an advertising & marketing grant.

Applicant Information

Organization Name: Green River Chamber of Commerce
 Mailing Address: 1155 W. Flaming Gorge Way
 City/State/ZIP: Green River, WY 82935
 Phone: 307-875-5711
 Email: jhartford@sweetwaterhsa.com

Type of Organization:
 WY non-profit 501c3
 WY non-profit (not 501c3) Code section of exemption: C-6
 For profit incorporated
 Individual Ownership

Event Information

Event Name: River Festival
 Type of Event: Festival-Entertainment-Horse-Runner
 Primary Contact: Janet Hartford
 Location of Event: Expedition Island & Evers Park
 Date(s) of Event: August 20, 21, 2010
 Projected Attendance: 5000
 Do you require membership in your organization for individuals to participate? Yes No

Est. # of out-of-county participants staying overnight: 500
 Arrival Date: 8-19-10 Departure Date: 8-22-10
 Total est. # of room nights generated by this project: 750
(Example. Estimated number of people requiring lodging: 600 people, average 2 people per room, 300 rooms required per night. Length of stay 2 nights; arriving Friday, departing Sunday. 300 rooms x 2 nights = 600 estimated room nights).
 Will this be an annual event in Sweetwater County? Yes No
 Has the event been in Sweetwater County before? Yes No
 If yes, how many out-of-county participants came last year? 500+

Advertising & Marketing Information

Amount Requested: \$ 4,000
 Total Event Budget: \$ 28,560.92
 Has the T&T funded this project in the past? Yes No
 If yes, number of times: 10
 Total funding received from T&T to date: \$ 39,000.00
 How will the event proceed if not funded by the T&T?
 We will have to drastically cut advertising and try to recruit more sponsors
 How will you promote out-of-county attendance/participation?
 Through print, radio and web as well as press releases
 Total budgeted for out-of-county promotion: \$ 4,601
 How will you promote in-county attendance/participation?
 Through print, radio, web, press releases, reader board signs, billboards, Chamber events

What on-site recognition will be provided for T&T?
 T&T banner at event site (required; provided by T&T)
 T&T logo on printed materials (required, if funded by grant)
 2 event tickets for T&T (required)
 Reader board recognition
 Public address announcements for T&T
 Other:

Advertising & Marketing Grant funds will be used for:
 Brochures *(3 bids required)
 Posters & Promotional Flyers *(3 bids required)
 Postage (out-of-county mailings)
 Billboards
 Magazine Advertising
 Newspaper Advertising
 Radio Advertising
 Television Advertising

*A minimum of 3 competitive bids from qualified vendors must be included with the grant application for projects that require printing fees and/or production costs (see Bid Summaries section on page 2)

Note: Payment reimbursement is based on approved items from the check list above

Total budgeted for in-county promotion: \$ 3,430.00

Signature:

Date: 2-9-2010

Read and follow the grant guidelines carefully. Incomplete applications will be returned. Submission deadline is 20 days prior to Grant Hearing.

For Completion by T&T Staff

Estimated Total Economic Impact: \$

Formula: Number of out-of-county participants multiplied by the number of days they are in the area; multiplied by a daily expenditure figure. Example: 200 people x 2.5 days = 500; multiplied by a \$150 daily expenditure, for a \$75,000 estimated total economic impact.



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Advertising & Marketing Application

Bid Summaries

Please list the following details for each bid received:

Bid Item #1: gFPoster

Bid #1

Vendor Name: **The UPS Store**

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$ 297.00

Bid #2

Vendor Name: **Smyth Printing**

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$ 323.48

Bid #3

Vendor Name: **Color World**

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$ 243.00

Bid Item #2:

Bid #1

Vendor Name:

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$

Bid #2

Vendor Name:

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$

Bid #3

Vendor Name:

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$

Bid Item #3:

Bid #1

Vendor Name:

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$

Bid #2

Vendor Name:

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$

Bid #3

Vendor Name:

In-County Vendor
 Out-of-County Vendor
 Preferred Vendor
 Price Per Item: _____ X # of Items: _____ = Total Cost of Items: \$

*Please copy this page to list additional bid items

Poster River Festival

Project 1

Flat size: 11x17

Paper Type: 80# Glossy Cover

Ink Colors: Full Color

Printing Style: Simplex, Bleeds (full bleed)

Turn Time: 7 to 10 business days from receipt of proof approval

Quantity: 500

Price: \$297.00 (tax not included)

Please let us know if we can be of further help.

Bob

The UPS Store

307-382-8228

www.theupsstorelocal.com/3042



Smyth Printing, Inc.

ESTIMATE

P. O. Box 1989 • Rock Springs, Wyoming 82902
Phone 307.362.7776 • Fax 307.362.1667

No. **E#19566**

Date 1/27/10

Customer P.O. No.

Green River Chamber of Commerce
1155 W. Flaming Gorge Way
Green River WY 82935
Green River Chamber of Commerce
Phone: 875-5711
Fax: 875-8993

QUANTITY	DESCRIPTION	AMOUNT
500	River Festival posters - 11x17; 4/0 full bleed; 80# gloss <u>cover</u> - digital file provided	323.48
500	River Festival posters - 11x17; 4/0 full bleed; 80# gloss <u>text</u> - digital file provided	232.08
<p><i>Janet,</i> <i>Last year's poster was on Text weight paper</i></p> <p><i>Thanks,</i> <i>Dan Smyth</i></p>		

Account Type: Charge Account

Ship Via:

SUB

TAXES

SHIPPING

TOTAL

Under our terms of sale your full account is due and payable 10th of month following purchase; in default if not paid prior to 29th of month. Accounts in default subject to a finance charge computed at a periodic rate of 1.5% per month (Annual Percentage Rate of 18%) on the past due balance. In addition, reasonable attorneys' fees, if placed with an attorney for collection, and expenses of collection will be added to all delinquent accounts.

Thank You

Received by _____

2010 River Festival GRANT REQUEST

The Green River Chamber of Commerce is hosting the 10th Annual River Festival, August 20, 21, 2010. The Chamber is a non-profit organization and is working to provide the community with a quality event for both spectators and participants.

PROJECT NARRATIVE

The River Festival will be held August 20, 21, 2010. The event begins Friday afternoon with signups beginning at 4 p.m. At 5:30 p.m., we will again have a Cajun Shrimp Boil open to the public, just 750 dinners will be sold; Great Duck Race will take place at 7:30 p.m.; Eric Jerardi Band in Concert is a change to the entertainment at 5:30 p.m.. This is a "Blues Band" that has been featured on the Beals Street Caravan, Blues Delux and the House of Blues Radio Show; and Fireworks at dark have been a great success and we plan on having them again this year. Saturday, will be the 7th Annual "Run with the Horses Marathon" to take place across the Wild Horse Loop Tour. This year the run will begin and end near Evers Park. This event will also include a ½ Marathon and a 10 K run and will begin at 6 a.m. Last year the race brought over 208 runners to the area. In the Marathon there were 123 participants, 30 states represented and 3 from Green River & Rock Springs. The race also had three runners from the military "Shadow Running" the race in Afghanistan, WOW, word travels to unexpected places. Running in the Half Marathon 13 different states were represented, Green River & Rock Springs had 11 entries and 7 others from across the State with a total of 41 runners. The 10K had 44 runners—the majority of those runners were from Rock Springs and Green River and 10 other states represented. The Marathon began and ended in the same location—Evers Park. Runners proceed through town, on to the Wild Horse Loop Tour and then turn and follow the same route back. Many positive comments posted on RunnersWorld.com have increased interest in the race; currently Race Director, Ellen O'Neill is getting requests for the 2010 entries and is working to continue the Race's great reputation. In 2009 we were also fortunate to have an elite running team for Anheuser-Bush's "180 Running Team" participate in the race. Where else can you "Run with the Horses"!

The "Lucky 13" Horse Poker Run is in its 5th year with over 65 participants. We are working to increase that number by early placement of posters and advertising. The "Lucky 13" Poker Run will begin near the Hampton Inn and Suites, up the Wild Horse Loop Tour and the turn west at the top. Riders then follow along the top of the Palisades going only to the 6.5 mile point and then turn around and head back down the road. Beverages and snacks are at each stop. The best Poker hand in the first three places will split the pot.

The addition of the "Extreme Trail Challenge" at last year's event had great participation. The event takes place just north of Evers Park in an open lot. Riders and their horses will navigate a number of "obstacles", for instance they had to go through a "car wash"; drag a tarp around a barrel, cross a teeter-totter bridge etc. The course will change again this year. Participants are judged on time and on how well your horse goes through each station. This year it will include a "wild horse" component in that if you use a adopted mustang in the event you will receive point for a circuit competition. The event will be a jackpot with 60% of the entry fee going back to 1st, 2nd and 3rd places.

Photos from the Sweetwater County Photo Contest will be unveiled on Friday at 4 p.m. Then all photos entered will be displayed in a tent on the Island. The photographer's names as well as winners will be noted on the photos. They will remain on display during the River Fest Activities.

The River Festival will also have some great Kids Games during Friday and Saturday. The Games are FREE and all that play receives a prize!!

The Brew Fest will now shift to a "Beer Garden" and just micro-brews will be on hand. We have had difficulty in past years getting Micro-Breweries to participate.

Dog Fetching Competitions have been very popular and those will again take place. Dogs will participate in a timed fetching event both in the water and on land. We would like to add a distant jump and are working on the logistics. Dock Dogs is very interested in participating; the committee is working with them to lower the cost and find other sponsors to bring them to the area

Last year we expanded the number of vendors at the event by sending out letters to individuals that are in the Wyoming Business Council's Wyoming Made catalog. We are recruiting vendors that have unique products, artwork, jewelry and the like. We have had inquires from vendors already

*******Please note that the Art Council also holds their "Art on the Green" activities in the Pavilion. The numbers in the Grant only reflect our participants and do not include their participants.***

By advertising the event with radio, newspaper, posters and television, we would tap into a whole other area for us. Visitors would be purchasing gas, meals, trinkets, and groceries.

MARKETING PLAN

Placement of 3x8 foot banners on Uinta Drive, Shoshone and Bridger Avenue the last week in July. Distribution of posters will begin the first of July as we mail out entry forms to the various participants. The posters and brochures are distributed by committee members throughout Wyoming and around Flaming Gorge through Forest Service contacts and Chamber of Commerce. Radio talks shows will be scheduled soon and we will promote in the Chamber newsletter as well and sending out press releases to the State Travel and Tourism office and numerous newspapers/radios.

PROMOTIONAL ITEMS

Each participant in the Horse events will receive a hat; each participant in other events has the option of receiving a t-shirt. All sponsors for the event receive a t-shirt. Every participant will receive a Travel and Tourism bag with coupons, community information and a flyer listing River Festival Events.

SCHEDULE OF EVENTS

Friday August 20th

Signups and orientation	4 p.m.
Sweetwater County Photo Contest Photos unveiled	4 p.m.
Cajun Shrimp Boil-serving from	5:30-7 p.m.
Free Kids Games	5-7 pm
Concert with Eric Jeardi Blues Band	5:30 – 10:30 p.m.
Great Duck Race (Kiwanis Club's fun fundraiser)	7:30 p.m.
Fireworks	9 p.m.

Saturday August 21st

Marathon	6:30 a.m.
Poker Horse Run	9 a.m.
Sweetwater County Photo Contest Photos on display	9 a.m.
Horseshoe Trials	10 a.m.
Free Kids Games	11 a.m. – 5 p.m.
Concert - TBA	11a.m. – 5 p.m.
Beer Garden	11 a.m. – 5 p.m.
Dog Fetching Competition	11:00 a.m.
Extreme Trail Horse Competition	2:00 p.m.

PLACEMENT SCHEDULE FOR 2010 ADVERTISING

- **FEBRUARY** ENTRY FORM MARATHON RACE ONLINE
- **MARCH 1** DISTRIBUTE POSTERS FOR EXTREME TRAIL ENTRY FORMS AVAILABLE AT VARIOUS PLACES
- **MARCH 1** MARATHON RACE LISTED IN RELATED MAGAZINES CALENDAR OF EVENTS
- **APRIL 1** ADVERTISING POKER & MARATHON RACE IN RELATED PUBLICATIONS
- **MAY 1** BEGIN PROMOTION OF ALL EVENTS RADIO, NEWSPAPER, GUEST EDITORIALS
- **JUNE 1** ENTRY FORM DISTRIBUTION FOR DOG CONTEST OUT OF STATE
- **JULY 1** POSTER DISTRIBUTION
- **JULY 1** ADVERTISING SUBLETTE COUNTY
- **JULY 15** ADVERTISING RODEO NEWS- BEGIN DISTRIBUTING RACK CARDS
- **JULY 30** ADVERTISING UINTA COUNTY HEARLD, BILLBOARD
- **AUGUST 1** ADVERTISING WPA ADS, BILLBOARD
- **AUGUST 15** ADVERTISING SUBLETTE COUNTY
- **AUGUST 20** ADVERTISING UNITA COUNTY HEARLD
- **AUGUST 20** ADVERTISING ON CLEARCHANNEL STATEWIDE CAMPAIGN
- **AUGUST 15 & 20** ADVERTISING PLANET JACKSON HOLE
- **AUGUST 13-21** RADIO ADVERTISING ON KUGR, KYCS, KQSW & KSIT
- **AUGUST 5, 12, 19** ADVERTISING IN GREEN RIVER STAR
- **AUGUST 13, 14, 15, & 19** CASPER STAR TRIBUNE
- **AUGUST 14, 18, 19, 20, 21** ADVERTISING ROCKET MINER

"River Festival"- August 20, 21, 2010

Expenses

Entertainment	\$2,500.00
Kids Games	\$750.00
Fireworks	\$1,000.00
Cajun Shrimp Boil	
\$8.50 per plate- 800	\$6,800.00
Porta Potties 12 x \$75	\$1,500.00
Insurance event	\$1,500.00
Mailing to Sports Center, Marathoners, Horse	\$120.00
Windshirts Marathon 240 @ \$10	\$2,400.00
Tee-Shirts River Fest 108 @ \$8.00	\$864.00
Endurance/Poker Run hats 84 @ \$8.99	\$970.92
Medals	\$1,263.00
Banners	\$140.00
Rack Cards	\$425.00

Tourism Board allowed expenses

Radio ads out of county

Cowboy State News Network \$300.00

Print ads out of county

Runners World	\$200.00
Runner Triathlet	\$720.00
WPA Wyoming Press Asso. v	\$480.00
Uinta County Herald - Evanston	\$450.00
Casper Star Trib "	\$1,512.00
Sublette Exam ,	\$589.00
Planet Jackson \	\$350.00

Total out-county \$4,601.00

Posters \$297.00

Radio in county

Total At 30%

KUGR,KFRZ, KYCS	\$1,100.00	\$330.00	\$770.00
KQSW-KSIT	\$630.00	\$189.00	\$441.00

Newspaper in county

Green River Star	\$900.00	\$270.00	\$630.00
Rocket	\$800.00	\$240.00	\$560.00

Billboard \$975.00

Total in-county \$3,430.00

\$5,927.00 \$22,633.92

Total Expense

\$28,560.92

Income

Entry Fee \$10 per person Dog Events 35	\$350.00
Entry Fee \$10 per person Horseshoe 30	\$300.00
Entry Fee \$10 per Hand Poker 30	\$300.00 \$120.00
Entry Fee \$60 per person 160 full marathon	\$9,600.00
Entry Fee \$50 per person 35 1/2 marathon	\$1,750.00
Entry Fee \$ 40 per person 30 - 10K	\$1,200.00
Travel & Tourism Grant	\$4,000.00
Sponsorships	\$7,500.00
Shrimp Dinner 585 x \$20.00=\$6,000	\$13,350.00
165 X \$10.00 = \$1,650.00	

Total Income \$38,170.00