

## **APPENDIX G**

### **Business Development (BD) Project Details**

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Details of Tier I Business Development projects listed in Chapter IV are provided below. The numbers in brackets following each description correspond to project numbers assigned by the Commission during the evaluation process (see Appendix A).

#### **BD-1: Conduct Bicentennial Tourism and Visitor Assessment Studies**

The Institute for Tourism & Recreation Research (ITRR) at the University of Montana in Missoula will conduct three studies prior to and during the Lewis & Clark Bicentennial. The first will be a statewide study to determine the impact of the Commemoration on Montana economically, socially, and environmentally, with collection of data extending from 2003-2006. The second will be an assessment of national interest and awareness in the Lewis & Clark Expedition and Bicentennial Commemoration, including an evaluation of current Bicentennial marketing strategies. Data collection will begin in February 2002 and be completed in June 2002. Third, a characterization of visitors to Lewis & Clark sites in Montana, including an assessment of visitor needs and preferences will be conducted from June through September 2002. The study results will help guide private and public sector planning and marketing for the Bicentennial. [ITR01, ITR02, ITR03]

#### **BD-2: Sponsor Community Tourism Assessments**

Montana's Community Tourism Assessment Program (CTAP) is an 8-month "self help" process offered to communities by Travel Montana with facilitation assistance provided by MSU Extension and UM's Institute for Tourism and Recreation Research. Local community action committees use the process and facilitation services to analyze local resident attitudes about and interest in tourism, their community's tourism potential, gaps in visitor services, basic marketing concepts, and the identification of affordable projects or actions that could strengthen the role of tourism in the local economy. Following completion of the CTAP process, the communities are eligible to apply for CTAP grant funds to help in the development of a tourism-related infrastructure project deemed a priority by the community. Since the beginning of the program in 1991, \$316,000 has been invested in 22 community projects. The amount of funds available for the CTAP Grants is dependent on funding available from Travel Montana's "bed tax" revenues. [LCBC08]

#### **BD-3: Support Business Assistance Through Workshops, Loans, Counseling**

The Commission will coordinate with the Montana Department of Commerce, Small Business Development Centers and others to provide business assistance workshops, low-interest loan programs and business counseling related to tourism development and the Bicentennial. [LCBC09]

#### **BD-4: Encourage National Product Licensing**

The Commission will help promote the National Bicentennial Council's product licensing program opportunity to Montana businesses who may be interested in national licensing and distribution for their products or services. Licensing opportunities, in coordination with the National Bicentennial Council and their agency, the Carlson Marketing Group, will be promoted through the Commission's newsletter, web site and annual conference, and via notices to chambers of commerce, business trade associations and statewide media. [LCBC10]

#### **BD-5: Implement Statewide Sponsorship Opportunities Program**

The Commission will develop a statewide sponsorship program for businesses and corporations who wish to market their products and services through sponsorship of Montana based Bicentennial events, projects and programming. The Commission also will provide technical assistance to local/regional planning groups regarding sponsorship opportunities for local events and projects. The program will be promoted statewide to businesses and corporations, to build awareness about Bicentennial events and projects seeking sponsors, and to promote the benefits to sponsoring businesses. [LCBC11]