

Governor's Office of Economic Opportunity

DRAFT BUDGET - Marketing Montana & Business Recruitment

	FY 06		FY 07	
Personal Services				
Salary	\$ 59,000		\$ 61,000	
Benefits	\$ 9,440		\$ 9,760	
Health Insurance	\$ 5,520		\$ 5,520	
Total Personal Services		\$ 73,960		\$ 76,280
Institutional Advertising	\$ 100,000		\$ 100,000	
Total Institutional Advertising		\$ 100,000		\$ 100,000
Postage/Mailings	\$ 10,000		\$ 10,000	
Total Postage/Mailings		\$ 10,000		\$ 10,000
Telecommunications	\$ 6,000		\$ 6,000	
Total Telecommunications		\$ 6,000		\$ 6,000
Web Site Activity				
Updates	\$ 20,000		\$ 10,000	
Maintenance	\$ 5,000		\$ 5,000	
Local Assistance	\$ 10,000		\$ 10,000	
Total Web Site Activity		\$ 35,000		\$ 25,000
Travel/Meals/Rooms				
In-state	\$ 6,000		\$ 6,000	
Out-of-state	\$ 50,000		\$ 50,000	
Overseas Missions	\$ 20,000		\$ 20,000	
Total Travel/Meals/Rooms		\$ 76,000		\$ 76,000
Trade Show Activity				
Materials	\$ 10,000		\$ 10,000	
Travel- Exp	\$ 10,000		\$ 10,000	
Booth Panel - Shipping	\$ 5,000		\$ 2,500	
Booth Space Rental	\$ 25,000		\$ 25,000	
Total Trade Show Activity		\$ 100,000		\$ 97,500
Promotional Materials				
Info Packets (2,000)	\$ 10,000		\$ 10,000	
Brochures (10,000)	\$ 6,000		\$ 6,000	
Ambassador Recruitment (1,000)	\$ 1,500		\$ 1,500	
Introduction Card (2500)	\$ 2,000		\$ 2,000	
BizMT Letterhead/Env (5000)	\$ 4,000		\$ 4,000	
Total Promotional Materials		\$ 23,500		\$ 23,500
Targeted Research				
Target Industry Research	\$ 60,000		\$ 60,000	
Company Prospecting	\$ 35,000		\$ 35,000	
Total Targeted Research		\$ 95,000		\$ 95,000
GRAND TOTAL	\$	519,460	\$	509,280

Summary Description of Budget for Marketing Montana & Business Recruitment

Category -- Purposes	FY 06	FY 07	Biennium
Personal Services	\$ 73,960	\$ 76,280	\$ 150,240
One senior economic development specialist position with benefits at current salary levels.			
Institutional Advertising	\$ 100,000	\$ 100,000	\$ 200,000
Insertion charges for full page ad 3 times per year in 6 selected business development publications.			
Postage/Mailings	\$ 10,000	\$ 10,000	\$ 20,000
Assumes 33,000 pieces of mail annually at average cost of 30 cents per (some first class, some bulk rate), including targeted mailings to <i>ex patriot</i> lists and targeted companies.			
Telecommunications	\$ 6,000	\$ 6,000	\$ 12,000
\$500 per month in phone, long distance and cell phone charges for Senior Economic Development Specialist.			
Web Site Activity	\$ 35,000	\$ 25,000	\$ 60,000
Update, keep current Bizmt website; provide financial assistance for improvement of local websites to standards.			
Travel/Meals/Rooms	\$ 76,000	\$ 76,000	\$ 152,000
Costs for in-state recruitment travel, and travel costs for 10 out-of-state visitations per year and 2 overseas visitations per year.			
Trade Show Activity	\$ 100,000	\$ 97,500	\$ 197,500
Promotional material, travel expenses, booth preparation and shipping, space rentals, etc. for 5 major trade shows annually.			
Promotional Materials	\$ 23,500	\$ 23,500	\$ 47,000
Various amounts of printed materials for recruitment efforts.			
Targeted Research	\$ 95,000	\$ 95,000	\$ 190,000
Targeted industry studies conducted by respected consulting firms & purchase of targeted prospect lists from major specialty firms.			
TOTAL	\$ 519,460	\$ 509,280	\$ 1,028,740

Measurable Goals for Marketing Montana & Business Recruitment:

Working in conjunction with local development organizations,
locate 10 companies/year to Montana;
creating at least 750 good quality jobs/year.