



Park Visitors

62% of Visitors come to Montana to visit Glacier National Park and Yellowstone National Park

10.2 Million people drive that interstate back and forth.

We have invested in Billboards, IMAX theater in West Yellowstone and over 25,000 Brochures located in Madison County Hotel and the majority of hotels in West Yellowstone and Jackson Hole Wyoming. We have built several large sandblasted wood signs to be displayed at the Bozeman Airport by the baggage claim and the Display Case as well as the West Yellowstone and Jackson Hole Visitor/Chamber Offices.

TV and Radio Advertising

"We are Virginia and Nevada City Campaign" spotlighting top attractions in a 1 minute radio and (2) 30 second TV ads. We have committed to run these ads through Memorial Day through September. The Radio Ads are through the "Eagle" in Bozeman and KOPR and KBOW out of Butte. The TV commercials are being run on ABC/CBS/FOX hitting the Butte, Bozeman and Helena markets.

E-Commerce

Virginia/Nevada City App for I-Phones and Droid Phones

(App will show Shopping, Restaurants, Lodging, Attractions and give a Audio Tour of the Historical Backgrounds of Virginia and Nevada City)

QC Scan Codes Linking to Heritage Commission Site, Virginia City Chamber and "Where History Lives" on YouTube.



Print Advertising

Gold-West Magazine -Back Page

Madisonian-Reserved 14 weeks (Memorial Day through September and the back cover of the Summer Times)

Rediscover MT (Back Page) \$144,00 Circulation

History Magazine (Full Color Ad)

Yellowstone and Glacier Journal (Full Color Ad)

Business Model to Change Revenues

- 1- We Must Operate Some of the Operations Ourselves !**
- 2- Going forward businesses must participate in Percentage of Revenues Collected !**
- 3- We Must Spend 10-25% of Earned Revenue in Marketing Virginia and Nevada Cities !**

(Operational Expenses for 2012-2013 Fiscal Year is \$850k)

Year One (2012)

(New) Train Operations and Revenue Projected (65k)

Nevada City Living History Museum (96k)

(New) River of Gold (Gold Panning Operation) (45k)

(New) School Tours/History Camp (May-June) (12k)

Gift Stores (25k)

Total Projected Revenue \$253k + Rents Revenue (\$166,039) = \$420k

Year Two (2013) (150th Anniversary Celebration)

Manage and Operate Nevada City Hotels and Fairweather Inn

(Contract Ends 12/31/2012, we will take over management should the vendors not want to renew)

50 Rooms/90 Nights \$100-125dollars a night = \$450,000

Total Projected Revenue \$869,000

Year Three

Going Forward on all new contracts businesses pay either 10% of revenue or minimum existing rents (whichever is higher) with the understanding that 10% of Revenue generated from all Montana Heritage Properties and businesses goes back to Marketing and Advertising for Virginia and Nevada City.

(Assuming each business generates 30k on average of the 13 businesses)

10% Revenue = \$390,000 vs \$166,039 (Rents) (Increase of \$223,961)

Total Projected Revenue \$1,095,000

If this is achieved it will be giving close to \$800k a year to preservation!

(\$400k Bed Tax/\$200k License Plate Fees)

Potential Revenue Streams

State owns 3 Liquor Licenses (Currently generating over \$300k a year for Concessionaires)

(We are currently not collecting anything on the liquor sales, we need to be collecting a percentage of Revenue or operate one of these liquor licenses ourselves)

Daylight Village \$50k /30 Cabins that need to be repaired, could generate rental income year round

Convenience Stores \$50k