

2008 MCB Project Summary Outline

Please use this outline for each project

Community/Neighborhood: Arcadia Valley Community Betterment

Name of Project: River Valley Region Association Regional Tourism Marketing Campaign

Project Coordinator: River Valley Region Association

Type of Project: 5yrs Long-term (1-5 years) _____ Short-term (up to 12 months)

Time Frame: Date begun Nov. 2007 Date completed: Initial stage completed
May 2008: Project ongoing through 2012 (see attached)

Number of volunteers? All RVRA members serve on a volunteer basis

Age range of volunteers: 18 to 65+

Cost of project

Materials	Donated	\$ _____
	Purchased	\$ _____
Labor	Volunteer	\$ _____
	Paid	\$ _____
Total cost		\$ _____

Sources of funding

(How was money raised for this project?)

Grants: Federal Energy Regulatory Commission	(2007 through 2012)	\$ <u>7000.00 RVRA Admin. Expense</u>
		\$ <u>93,000.00 Marketing Campaign</u>
Donations _____		\$ _____
Other (explain) _____		\$_(See attached)

The River Valley Region Association was formed in June of 2005 after the breach of the AmerenUE Taum Sauk Reservoir which devastated Johnson's Shut-Ins State Park and tourism to the Arcadia Valley Region and Black River Recreation Area. The Association's members, a non-profit coalition of tourism related businesses in the effected area of Iron and Reynolds counties, have developed and executed a comprehensive internet marketing campaign on a shoe-string budget targeted to not only reach "global" and regional Missouri travelers, but also "niche market" travelers. (Please see attached)