Tourism Grant Program

Application Workshop for the Special FY20 Event Cycle

by Michele Cushman, Tourism Grant Program Manager
Overview of Funding

The Tourism Grant Program is funded by the 4% Lodging Facility Use Tax; commonly known as the “Bed Tax”.

![Pie chart showing distribution of 4% Lodging Facility Use Tax funding](chart.png)
Qualifying Events
Eligible Entities in Montana

• A primary non-profit 501(c) organization
• A Tribal government
• A City or County government

Event funds cannot primarily benefit ineligible entities.
Limited to one application for one event to be held prior to June 30, 2021.
### Budget & Eligible Costs

<table>
<thead>
<tr>
<th>Description of Costs</th>
<th>MOTBD Grant Funds</th>
<th>Applicant Funds</th>
<th>Other Funds or Contributions</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Advertisement/Marketing Costs [television, radio, newspaper, and/or billboard]</td>
<td>$0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Digital Marketing Campaigns</td>
<td>$0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Social Media Post Boost and/or Social Media Ads</td>
<td>$0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>e-Communications [e-blast] to Targeted Market Segments and/or Geo-Fencing</td>
<td>$0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Other Event Advertisement/Marketing Costs</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Portable Restrooms and/or Wash Stations</td>
<td>$0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Shuttle Services from/to Event</td>
<td>$0.00</td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>25% of a permanent Venue/Facility Costs</td>
<td>$0.00</td>
<td>$0.00</td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Other Event Infrastructure Costs</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Anticipated Hospitality Costs</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Signage Costs [including production, construction and/or installation] Directing Attendees to the Event limited to: Posters, Direct mailers [not including postage], Banners, and/or Directional to Event</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Other Signage Costs</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Other Not Described Above Event Costs</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td>Miscellaneous Not Described Above Event Costs</td>
<td></td>
<td></td>
<td></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>TOTAL EVENT BUDGET</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
<td><strong>$0.00</strong></td>
</tr>
</tbody>
</table>
Tourism & Community Partners
Marketing for Success
Measurement

• The Institute for Tourism & Recreation Research: [http://itrr.umt.edu](http://itrr.umt.edu)
• Montana’s Arrivalist© Data: [https://marketmt.com/Programs/Marketing/TourismResearch](https://marketmt.com/Programs/Marketing/TourismResearch)
• Lodging Facility Use Tax Revenues: [https://marketmt.com/Resources/LodgingFacilityUseTax](https://marketmt.com/Resources/LodgingFacilityUseTax)
• Attendee or Traffic Counts and/or Surveys
Tourism Grant Program Application

Special Tourism Grants for Events FY20 Application
Ends on March 1, 2020

The Tourism Grant Program announces a special application cycle to award funds of $5,000 up to $25,000 for an event to be held in Montana by an eligible entity prior to June 30, 2021. The purpose of this grant is to attract non-resident or out-of-state resident visitors to the event enhancing attendance and improving visitor spending. A high level of concentration will be for events in rural communities, underserved regions of Montana, and in tribal communities. Grants funds are available for either the creation of a new event or to make an existing event more successful. Eligible events are those held for entertainment, arts, and athletic Grant categories within the following categories:

- Attendance Events: creating or further developing a festival or event that generate attendance and complete the Montana activity experience.
- Enrichment Events: activities that enhance the experience for visitors and residents through cultural and/or heritage activities.
- Destination Development: generating new or innovative product development and destination brand awareness through media exposure.

Invalid events include: charity or community events, school and league tournaments, high school or family reunions, professional, or sporting and/or other events that are not identified as an interest to non-resident visitors (see Montana Destination Brand Research Study). Additional information can be found at the following link: [Grant Program Information](https://marketmt.com/TourismGrants).

Eligible in Montana that are eligible to apply includes a primary 501(c)3 non-profit organizations, a city or county government, or a tribal government that does not have an open/split Tourism Grant Award or Destination Development Grant. Eligible entities are limited to one application for one event, unless the event is in a series that attracts non-resident or out-of-state resident visitors to the series, and the series will end prior to June 30, 2021.

Applicants will need to demonstrate a partnership with at least 2 community partners including a tourism partner (Convention Business Bureau/OCT, Tourism Region Chamber, or Tourism Business Improvement District [TRB]) for the event. The role of each partner for the event must be detailed and a letter of support from at least 2 partners is required with the application.

Each applicant could be eligible for $5,000 up to $25,000 in grant funds which are not meant to fully fund any event. A match is not required, yet funds are distributed on a reimbursement basis apply for eligible costs which include:

- Accommodation marketing costs for increasing non-resident and resident visitors (such as traditional advertising, digital marketing campaigns, social media posts) and/or audio-visual communications (adistas) to targeted market segments and/or geo-fencing.

https://marketmt.com/montana/tourism-grants
Timeline of Tourism Grant Cycle

- February 1: Application Window Opens
- Application Window Closes March 1
- Team review through March
- Event must be held by June 30, 2021
- Announcement of Awards ~mid-April
- Report for Event due within 45 days of date of the event
Conditions & Requirements

MONTANA DEPARTMENT OF COMMERCE
CONTRACT #<<Contract>>

RFF & Final
Report for Events

June 30, 2021
Resources & Tools

• Explore the Tourism Grant Program website at: https://marketmt.com/TourismGrants

• Email TourismGrants@mt.gov

• Contact by Phone: 406-841-2796