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-area resident visitors to the event enhancing attendance and increasing visitor generated revenues. A high-level of concentration will be for events in rural communities, under-served regions of Montana, and in tribal communities.

Grants funds are available for either the creation of a new event or to make an on-going event more successful. Eligible events are those held for entertainment, arts, and destination brand events that fit within the following categories:

- Attendance Event: creating or further developing a lifestyle event that generate attendance at and complete the Montana activity experience.
- Enrichment Event: activities that enhance the experiences of visitors and residents through cultural and/or heritage activities.
- Destination Development Event: generating cost effective product development and destination brand awareness through media exposure.

Ineligible events include: county or community fairs, 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] as well as members-only events.

Entities in Montana that are eligible to apply include a primary 501(c) non-profit organizations, a city or county government, or a tribal government. Eligible entities are limited to one application for one event, unless the event is a series that attracts non-resident or out-of-area 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/CVB, Tourism Region, Chamber, or Tourist Business Improvement District/TBD] 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 only for eligible costs which include:

- Advertisement/marketing costs for increasing non-resident and resident visitors [such as: traditional advertisement; digital marketing campaigns; social media post boost and/or ads; e-communications [eblasts] to targeted market segments and/or geo-fencing].

https://mtot.submittable.com/submit/45fb6849-3327-4eb6-ab2d-f041c6901065/special-tourism-grants-for-events-fy20-application?step=submission
- Event infrastructure costs limited to: portable restrooms and/or wash stations; shuttle bus services from a lot to the event; 25% of a permanent venue/facility costs.
- Signage costs including production, construction and/or installation costs directing attendees to the event limited to posters; direct mailers [not including postage]; banners, and directional signage.

Awards, and funding amount awarded, will be based on the number of total applications received as well as by a review and evaluation process by Montana Department of Commerce staff and a Tourism Advisory Council member. Other factors that may affect the success of an application or the amount of award is the frequency of previous grants to an organization/entity, the amount of previous grants to a community, and/or compliance issues with any grant program within the Montana Office of Tourism and Business Development. A high-level of award concentration will be for events in rural communities, under-served regions of Montana, and by tribal communities.

Title of Event *

Organization or Entity Submitting Application *

Entities that are eligible to apply include a primary non-profit entity and/or city, county, or tribal government in Montana that does not have an open/current Tourism Grant Award or Destination Development Grant.

Signatory First Name *

The authorized legal signatory [Chief Elected Official or Executive Director of the Organization].

Signatory Last Name *

The authorized legal signatory [Chief Elected Official or Executive Director of the Organization].

Signatory Title *

Mailing Address *

https://mtot.submittable.com/submit/45fb6849-3327-4eb6-ab2d-f041c6901065/special-tourism-grants-for-events-fy20-application?step=submission
Provide a valid street address OR Post Office Box for the Entity/Organization.

City *

State *

Zip Code *

Telephone Number *

Email of the Chief Elected Official or Executive Director OR general email of the Organization or Entity.

Signatory Email *

Event Website

This is not required; however, may be useful if provided in consideration of the application by the review team.

Grant Funds Being Requested *

Enter whole dollar amount ($5,000 up to $25,000) of grant funds being requested for the project. Grant funds are not meant to fully fund any event. Note: if funded, an event may receive all or a portion of the requested funding at the discretion of the Department of Commerce.
The Event is a *
- New Event to be held in the Community
- Re-occurring Event that has been previously held in the Community

Tourism Grant Funds are being requested to support *
- a Single day or 1/2 day Event
- a Multiple day [2+ consecutive days] Event
- a Series of Events

The Event will take place on *

Enter the date of the event. If multiple dates [like 2+ consecutive days] OR a series enter the start date of the event or event series. (Date format: MM/DD/YYYY)

Description of the Event *

Describe the event in detail. Be sure to address the following areas:
- Where and when the event will take place?
- What is the history [if any] of the event?
- What is the importance of the event to the community?

Limit: 200 words

Visitation to Host Community or Area of Event *
Describe the ability of the event's host community or area to accommodate expected event attendance for the duration of the event. Be sure to address:
- The estimated number of event attendees.
- How the event will increase the length of stay or encourage overnight stays from non-resident visitors.
- How the event will increase resident and non-resident expenditures in your community.

**Marketing and Measuring**

1. Describe how the event will be promoted or marketed to visitors or participants from outside a 100-mile radius of the event site.

2. Describe how the event attendance and origin of event attendees will be tracked.

3. Define what success of the event will look like and how that will be measured.

**Community & Tourism Partnerships**

Destination event marketing can be sustainably accomplished by working with community & tourism partners.
List the partnerships your organization/entity has in support of the event including the investment [financial, in-kind, marketing] or role for each partner for the event.
Be sure to solicit a letter of support for the proposed project from at least 2 partners listed with 1 of those being a tourism partner [to be uploaded below].

**Letters of Support**

Acceptable file types: pdf, doc, docx, txt, rtf, wpf, odt, xls, wpd.

Upload at least 2 [up to 5] Letters of Support.
Letters of Support should be from your community & tourism partners [as described above].
At least ONE Letter of Support MUST be from a tourism partner [Convention Business Bureau/CVB, Tourism Region, Chamber, or Tourist Business Improvement District/TBD] for the event.
Select up to 5 files to attach. No files have been attached yet.

**Detailed Event Budget**

REQUIRED: Complete the detailed budget for the entire event, specifically identifying expenditures that will be paid in full or part with Event Grant funds.

NOTE: Eligible costs for Event Grants ONLY include:
- Advertisement/marketing costs for increasing non-resident and resident visitors such as:
  - Traditional advertisement
  - Digital marketing campaigns
  - Social media post boost and/or ads
  - E-communications [eblasts] to targeted market segments and/or geo-fencing
- Event infrastructure costs limited to:
  - Port-a-potty stations
  - Shuttle bus services from a lot to the event
  - 25% of a permanent venue/facility costs
- Signage costs including production, construction and/or installation costs directing attendees to the event limited to: posters, direct mailers, banners, and directional signage

If the event budget is larger than the template allows, please upload an excel spreadsheet of the event budget under the Letters of Support section but the template must also be completed for appropriate costs.

### Event Title: [Enter event title]

<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></td>
<td></td>
<td></td>
<td>0</td>
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<tr>
<td>Digital Marketing Campaigns</td>
<td></td>
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<td>0</td>
</tr>
<tr>
<td>Social Media Post Boost and/or Social Media Ads</td>
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</tr>
<tr>
<td>e-Communications [e-blasts] to Targeted Market Segments and/or Geo-Fencing</td>
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<td>0</td>
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<tr>
<td>Other Event Advertisement/Marketing Costs</td>
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<td>0</td>
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<tr>
<td>Portable Restrooms and/or Wash Stations</td>
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<tr>
<td>Shuttle Services from/to Event</td>
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<td>0</td>
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</tbody>
</table>
### Detailed Event Budget Narrative *

For each cost that is to be supported by MOTBD grant funds, provide a detailed narrative of type of costs, estimated cost per method, and such.

#### Additional Contact Information: First Last Name, Title *

Provide additional contact information for a person who could receive and/or send information related to this application [other than the signatory].

#### Additional Contact Information: Email *

Provide additional contact email for a person who could receive and/or send information related to this application [other than the signatory].

<table>
<thead>
<tr>
<th>Cost</th>
<th>0</th>
<th>0</th>
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</thead>
<tbody>
<tr>
<td>25% of a permanent Venue/Facility Costs</td>
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<tr>
<td>Other Event Infrastructure Costs</td>
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<td></td>
<td>0</td>
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<tr>
<td>Anticipated Hospitality Costs</td>
<td></td>
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<td>0</td>
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<tr>
<td>Signage Costs [including production, construction and/or installation] Directing Attendees to the Event limited to: Posters, Direct mailers [not including postage],</td>
<td></td>
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<td></td>
<td>0</td>
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<tr>
<td>Other Signage Costs</td>
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<td>0</td>
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<tr>
<td>Other Not Described Above Event Costs</td>
<td></td>
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<tr>
<td>Miscellaneous Not Described Above Event Costs</td>
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<td>0</td>
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<tr>
<td>TOTAL EVENT BUDGET</td>
<td>0</td>
<td>0</td>
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<td>0</td>
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</tbody>
</table>
Yes, Agreement to Department Conditions *

At the discretion of the Department of Commerce, the applicant agrees to the distribution and use of a survey to measure audience satisfaction, general event feedback, and/or audience demographics. The survey link, duration of collection, and method of distribution will be defined by the Department IF the applicant is entered into a contract with the Department.