



MC

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Tourism Grant Program FY21 Application for Projects

Project Title *

Limit: 40 characters

Enter a brief descriptive Title of the proposed project

Organization or Entity of Application *

Entities in Montana that are eligible to apply for a Tourism Grant include:

- A primary registered non-profit 501(c) organization [must match most recently filed Form 990-N]
- A Tribal government [or authority to apply by a passed Tribal Resolution]
- A City or County government

Authorized Legal Signatory *

First Name

Last Name

The authorized legal signatory is the Chief Elected Official of a Tribal/City/County government **or** the Executive Director of the Organization.

Legal Signatory Title *

Mailing Address *

Provide a valid street address **or** Post Office Box for the Entity/Organization. If the applicant is a 501(c) the mailing address

Not To Be Used
For Submission

must match the most recently filed Form 990-N.

City *

State *

Zip Code *

Limit: 5 characters

Telephone Number *

Provide a valid phone number including area code for the Organization or Entity

Signatory Email *

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

Applicant Website

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

Grant Funds Being Requested *

\$ USD

Enter whole dollar amount of grant funds being requested for the project.

Total Cost of Project *

\$ USD

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Enter the total cost of the project even if grant funds are not applied to the whole project, keeping in mind the 2:1 match requirement

Project Category *

Arts / Culture / Heritage Preservation

Visitor Facility Upgrade / Construction

Niche Product Development

Select the best category for the proposed project:

- Arts/Culture/Heritage Preservation projects preserve, protect, or restore Montana's arts, culture, and/or heritage treasures.
- Visitor Facility Upgrades/Construction projects will enhance the non-resident visitor experience and increase expenditures.
- Niche Product Development projects are of interest to non-resident visitors as identified in [Montana Destination Brand Research Study](#).

Project Description *

Provide a **brief** but detailed description of the proposed project. It is not necessary to provide a history of the entity/organization. Clearly indicate **how** the proposed project will increase tourism and/or non-resident visitor expenditures.

Limit: 250 characters

Project Promotion *

Describe how the proposed project will be promoted and/or marketed to the non-resident visitor when the project is completed.

Limit: 100 characters

Health and Safety *

Limit: 100 characters

Not To Be Used For Submission

Describe how the non-resident visitor will be educated about current health and safety mandates and how will you communicate good visitor behavior when the project is completed.

Project Measurement of Goals, Objectives, and Outcomes *

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Limit: 200 characters

Specifically describe the metric(s) that will be utilized to measure the outcomes or success of the proposed project particularly as related to increased non-resident visitation. A few resources and suggestions:

- The Institute for Tourism & Recreation Research: <http://itr.umt.edu>
- Montana's Arrivalist© Data: <https://marketmt.com/Programs/Marketing/TourismResearch>
- Lodging Facility Use Tax Revenues: <https://marketmt.com/Resources/LodgingFacilityUseTax>
- Visitor or Traffic Counts and/or Sign-In Books
- Surveys, Website Analytics, and/or Digital Traffic

Agreement to Department Conditions *

Yes, the applicant agrees to the use of a survey as defined by the Department

No, the applicant does not agree to the use of a survey as defined by the Department

At the discretion of the Department of Commerce, the applicant agrees to the distribution and use of a survey to measure resident and non-resident visitor satisfaction, general project feedback, and/or resident and non-resident visitor demographics. The survey link, duration of collection, and method of distribution may be defined by the Department *if* the applicant is entered into a contract with the Department.

Community & Tourism Partnerships *

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Limit: 100 characters

Destination event marketing and destination development can be sustainable & accomplished by working with community & tourism partners. List the partnerships your organization/entity has in support of the proposed project including the investment [financial, in-kind, marketing] or role of each partner in the proposed project. Be sure to solicit a letter of support for the proposed project from at least 3 partners listed with at least 1 being a tourism partner outside of your entity/organization.

Letters of Support *

Select up to 10 files to attach. No files have been attached yet. You may add 10 more files.

Acceptable file types: .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Upload at least **3** Letters of Support [up to 10]. Letters of Support should be from your community & tourism partners [as described above] **and** should identify the investment or role of the partner in the proposed project. At least **one** Letter of Support **must** be from a Regional Tourism, CVB, or TBID Partner. If the applicant **is** a tourism partner, this Letter of Support **must** be from outside of your organization.

Planning and Reports *

The proposed project has been identified as a key economic development project in a conducted community or strategic planning process or identified in a community tourism/recreational plan.

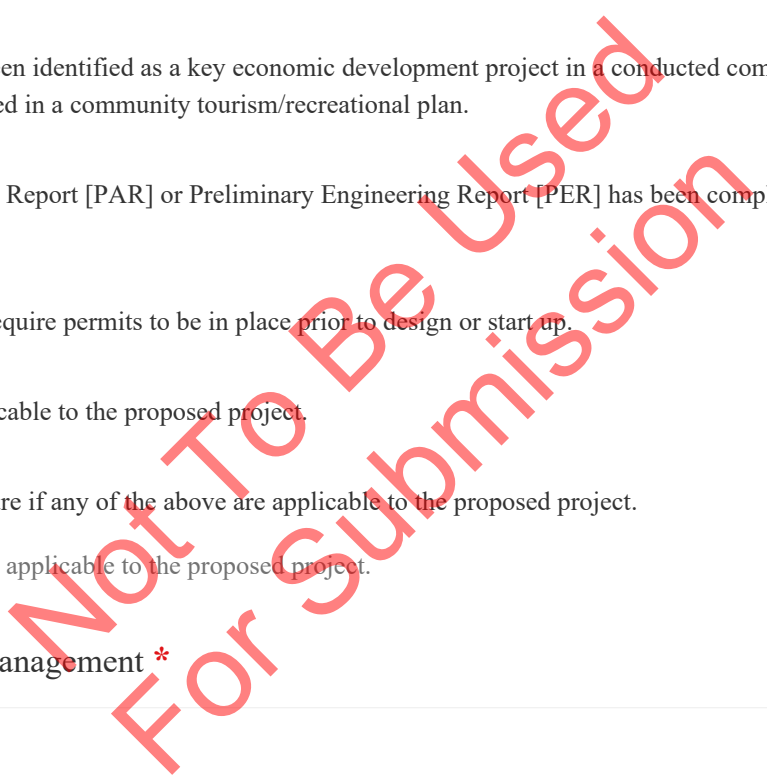
A Preliminary Architectural Report [PAR] or Preliminary Engineering Report [PER] has been completed for the proposed project.

The proposed project will require permits to be in place prior to design or start up.

None of the above are applicable to the proposed project.

Applicant is unclear or unsure if any of the above are applicable to the proposed project.

Select as many responses as applicable to the proposed project.



Long-Term Project Management *

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpf, .gif, .jpg, .jpeg, .png, .svg, .tif, .tiff

Provide a Letter of Commitment from the organization or entity who will be responsible for long term management with details of the annual financial commitment towards maintenance of the proposed project.

Proposed Project Budget *

Proposed Project Budget					
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*please refer to the Tourism Grant Program Qualifiers &	MOTBD GRANT FUNDS	APPLICANT FUNDS	OTHER SOURCE(S) OF FUNDS	IN-KIND CONTRIBUTIONS *must be reasonable*	TOTAL
PROJECT RELATED ACTIVITIES - MATERIALS					
					0
					0
					0
					0
					0
					0
					0
					0
					0
					0
					0
					0
					0
TOTAL PROJECT RELATED ACTIVITIES	0	0	0	0	0
ADVERTISESEMENT AND MARKETING					
					0

Not To Be Used For Submission

					0
					0
					0
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					0
					0
					0
					0
					0
					0
					0
TOTAL ADVERTISE MENT/MARK ETING	0	0	0	0	0
TOTAL PROPOSED PROJECT COSTS	0	0	0	0	0

Provide a comprehensive detailed budget of the proposed project. The budget should reflect the funding source for each item or area of costs in the budget. In-kind costs must be reasonable.

Project Budget Narrative

Limit: 100 characters

An opportunity to provide additional and/or a more complete narrative to the costs in the proposed project budget. This is not required; however, may be useful if provided in consideration of the application by the review team.

Potential of Partial Funding *

Limit: 50 characters

At the Department of Commerce discretion, a proposed project may receive only a portion of the grant funds requested. If partially funded, explain what would and would not be accomplished on the proposed project.

Season of Operation *

Limit: 50 characters

Provide the current hours of operation of the Entity/Organization. Include months of year [if seasonal] and days/hours of the week. If the proposed project will extend the hours or seasons of operation, explain.

Additional Contact Information *

First Name

Last Name

Additional Contact Phone *

Additional Contact Email *

Save Draft

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For Submission