

CREATE FY22 REGION/CVB MARKETING PLAN IN WEBGRANTS

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Click '**Funding Opportunities**' to create a new marketing plan.

Main Menu

Click Help above to view instructions. Go to "My Profile" to reset password.

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- Funding Opportunities**
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Click 'FY22 Region/CVB Marketing Plan' in the Opportunity Title column

 **Funding Opportunities**

Current Funding Opportunities

All currently posted opportunities appear below. The Application Deadline indicates the due date for the application submission. You will be unable to submit your application after this date.
Click on the title to open the Funding Opportunity summary.
Click on the column headers to sort list of Opportunities.

ID	Agency	Program	Opportunity Title	Application Deadline
106648	Department of Agriculture	AGR Commodity Research and Market Development Program	March 2021 AGR Pulse Research & Market Development Program	03/01/2021
100300	Department of Labor and Industry	DLI IWT Incumbent Worker Training	SFY21 Incumbent Worker Training	06/10/2021
100605	Department of Commerce	DOC MOTBD BSTF Job Creation	DOC - Big Sky Economic Development Trust Fund (BSTF) - Job Creation Projects - FY 21-04	03/17/2021
107689	Department of Commerce	DOC MOTBD BSTF Planning Projects	DOC - Big Sky Economic Development Trust Fund (BSTF) - Planning Projects - FY21-04	03/17/2021
100980	Department of Commerce	DOC MOTBD SBIR/STTR Matching Funds Program	DOC - Montana SBIR/STTR Matching Funds Program - FY21 - Stage 1	05/31/2021
100981	Department of Commerce	DOC MOTBD SBIR/STTR Matching Funds Program	DOC - Montana SBIR/STTR Matching Funds Program - FY21 - Stage 2	05/31/2021
108654	Department of Commerce	DOC MOTBD WTG	DOC - Primary Sector Workforce Training Grant (WTG) Program - FY 21-04	03/17/2021
108656	Department of Commerce	DOC Office of Tourism	FY22 Region/CVB Marketing Plan	05/04/2021
104427	Department of Transportation	MDT - High Visibility Enforcement Mini Grants	MDT-FFY21: High visibility Enforcement-Mini Grants	Final Application Deadline not Applicable
107453	Department of Transportation	MDT - Highway Traffic Safety	MDT - FFY2022 State Highway Traffic Safety	03/01/2021
105789	Department of Transportation	MDT - Impaired Driving Mini Grants	MDT Impaired Driving Mini Grants: Non-Enforcement	Final Application Deadline not Applicable
108078	Department of Transportation	MDT - Occupant Protection Mini-Grant	MDT Occupant Protection Mini-Grants	Final Application Deadline not Applicable
107444	Department of Transportation	MDT Transit	MDT Transit 5311 Operating Grant FY22	03/01/2021
107549	Department of Transportation	MDT Transit	MDT Transit Rural Public Providers Capital Grant FY22	03/01/2021
107551	Department of Transportation	MDT Transit	MDT Transit 5310 Capital Coordinated & Non-coordinated agencies Grant FY22	03/01/2021

Click 'Start a New Application'. DO NOT Copy Existing Application

Opportunity Details	Copy Existing Application	Start a New Application
108656-FY22 Region/CVB Marketing Plan		
DOC Office of Tourism		
Application Deadline: 05/04/2021 12:00 AM		
Award Amount Range:	Not Applicable	Program Officer: Barb Sanem
Project Start Date:	07/01/2021	Phone: 406-841-2769 x
Project End Date:	06/30/2022	Email: bsanem@mt.gov
Award Announcement Date:		
Categorical Area(s) To be Addressed by Program		
This Opportunity is recurring	No	

A new Application MUST be started. Changes have been made to the Marketing Segments & Methods and Marketing Method Budget Components.

Primary Contact* is available in the drop-down menu

Project Title* is **FY22 [org name] Marketing Plan**. Insert the Region or CVB name in [org name] title example

Organization* name is available in the drop-down menu

The screenshot shows the top navigation bar with icons for Menu, Help, Log Out, Back, Print, Add, Delete, Edit, and Save. The 'Save' icon is circled in red. Below the navigation bar is the 'Instructions' section, followed by the 'General Information' section. In the 'General Information' section, the 'Primary Contact' dropdown is set to 'Barb Sanem', the 'Project Title' text box contains 'FY22 Region/CVB Marketing Plan', and the 'Organization' dropdown is set to 'Montana Office of Tourism & Business Development (MOTBD)'. The 'Project Title' text box is also circled in red.

Click 'Save'

The screenshot shows the application summary page. At the top, it says 'Application: 109604 - FY22 Region/CVB Marketing Plan'. Below this, it lists 'Program Area: DOC Office of Tourism', 'Funding Opportunities: 108656 - FY22 Region/CVB Marketing Plan', and 'Application Deadline: 05/04/2021'. The 'Instructions' section is repeated. The 'General Information' section lists 'System ID: 109604', 'Project Title: FY22 Region/CVB Marketing Plan', 'Primary Contact: Barb Sanem', 'Additional Contacts: Ava Green', and 'Organization: Montana Office of Tourism & Business Development (MOTBD)'. A red circle highlights the 'Go to Application Forms' link in the top right corner of the 'General Information' section. At the bottom right, it says 'Last Edited By: Ava Green, 02/25/2021'.

Click 'Go to Application Forms'

The forms to complete the Marketing Plan are here

Application Forms		Application Details Submit Withdraw	
Form Name	Complete?	Last Edited	
General Information	✓	02/25/2021	
Reg/CVB-Marketing Plan Narrative			
Reg/CVB Marketing Segments & Methods			
Marketing Method Budget			
Miscellaneous Attachments			
Reg/CVB Required Documents			

1. **General Information** – contains contact information for the organization and is marked complete because this information was provided and updated when the marketing plan was created.
2. **Marketing Plan Narrative** - answer the 5 questions asked in Section 6 of the Regulations. Use this form to describe your overall marketing strategy and goals
3. **Marketing Segments & Methods** – provide details of marketing methods. *The column headings have changed for FY22. ‘Provide a brief rationale’ has been eliminated. The column for metrics has been clarified to specify that quantifiable and measurable metrics must be included.*

Marketing Segment, Method & Budget							Mark as Complete Go to Application Forms	
Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attachmnt	
					\$0.00			

Last Edited By:

4. **Marketing Method Budget** – used for posting the budgeted amount for each marketing method. *The column headings have changed for FY22. The ‘non-bed tax funded budget’ column has been eliminated.*

Marketing Method Budget			Mark as Complete Go to Application Forms	
Marketing Segment	Marketing Method	Bed tax funded budget		
			\$0.00	

Last Edited By:

5. **Miscellaneous Attachments** – used for attaching additional items for reference. Attachments not included with the narrative or marketing method portions of the marketing plan can be attached here.
6. **Required documents** – there are the three documents that must be included with the marketing plan. (Application for Lodging Tax Revenue, Pledge of Understanding and Compliance, Applicant’s Certificate of Compliance.)