

Tourism Grant Program FY22 Application for Projects

Project Title *

Limit: 10 words

Enter a brief descriptive **Title** of the proposed project. Think of this as a project Hashtag.

Organization or Entity of Application *

Entities **based 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 **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 or Social Media Site

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

Grant Funds Being Requested *

\$ USD

Not To Be Used
For Submission

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

Total Cost of Project *

\$ USD

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 *

- Digital Product Development
- Heritage Preservation
- Infrastructure Upgrades / Enhancements
- Niche Product Development
- Wayfinding / Signage

Select the best category for the proposed project. If the proposed project may be multi-faceted, such as digital and infrastructure, select the best category for the most costly component of the proposed project. Generally, projects that are a good fit for the consideration of the Tourism Grant Program include:

- Digital product developments for online assets that create or contain destination brand for the tourism and/or recreation industry.
- Heritage Preservation projects preserve, protect, or restore Montana's arts, culture, and/or heritage treasures.
- Infrastructure upgrades or enhancement projects of tourism facilities that will enhance the non-resident visitor experience **and** increase expenditures.
- Niche Product Development are projects within the three brand pillars that are of interest to non-resident visitors as identified in Montana Destination Brand Research Study (<https://www.marketmt.com/Programs/Marketing/The-Montana-Brand>).
- Wayfinding for a community or outdoor recreation opportunity through signage or mapping or destination development.

Project Description *

Limit: 300 words

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.

Project Promotion *

Limit: 100 words

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

Project Measurement Upon Completion *

Limit: 200 words

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

- Montana's Mobile Device Data (<https://marketmt.com/Programs/Marketing/Tourism-Research/Mobile-Device-Locations>)
- Visitor or Traffic Counts and/or Sign-In Books
- Surveys, Website Analytics, and/or Digital Traffic

Long-Term Project Impact *

Limit: 200 words

Describe the methods that will be utilized to measure the long-term impact of the proposed project particularly as related to increased non-resident visitation and expenditures. A few resources and suggestions:

- The Institute for Tourism & Recreation Research (<https://itr.umd.edu/>)
- Montana's Tourism Data (<https://marketmt.com/Programs/Marketing/Tourism-Research/Tourism-Spending>)
- Lodging Facility Use Tax Revenues (<https://marketmt.com/Programs/Industry-Services-and-Outreach/Lodging-Facility-Use-Tax>)
- Tripadvisor, Only In Your State, and/or Google Reviews
- Surveys, Website Analytics, and/or Digital Traffic

Community & Tourism Partnerships *

Limit: 100 words

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 Invested Support *

Choose File

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, .wps, .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 the response(s) as applicable to the proposed project. For a proposed project to be considered "identified" in a community or recreational plan, the **specific** project must be called out in the Plan.

Long-Term Project Management *

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .doc, .docx, .odt, .pdf, .rtf, .txt, .wpd, .wpl, .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 *

Choose File

Upload a file. No files have been attached yet.

Acceptable file types: .xls, .xlsx

Visit the Tools for Potential Grantees Section of the Tourism Grant Program Website (<https://marketmt.com/Programs/Industry-Services-and-Outreach/Tourism-Grant-Program>) to download the Tourism Budget Template for Projects, which is an excel spreadsheet, and the **required** format to upload and provide a comprehensive detailed budget of the proposed project. The budget should reflect the funding source for each line item or area of costs in the budget. In-kind costs must be reasonable based off standard Montana Labor Market Information and can only count up to 25% of applicant match.

Project Budget Narrative

Limit: 100 words

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 *

At the Department of Commerce discretion, due to the limited availability of tourism grant funds, 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 words

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

The Additional Contact information may be a project manager, or the submitter of the application, or any person that will have knowledge of the proposed project and may be involved in the process of completion should the project be recommended for funding. This information should be for someone **other** than the legal signatory.

Additional Contact Phone *



Additional Contact Email *

Save Draft

Submit Form