

Tourism Grant Program

2022 Application Cycle Workshop

by Michele Cushman, Tourism Grant Program Manager



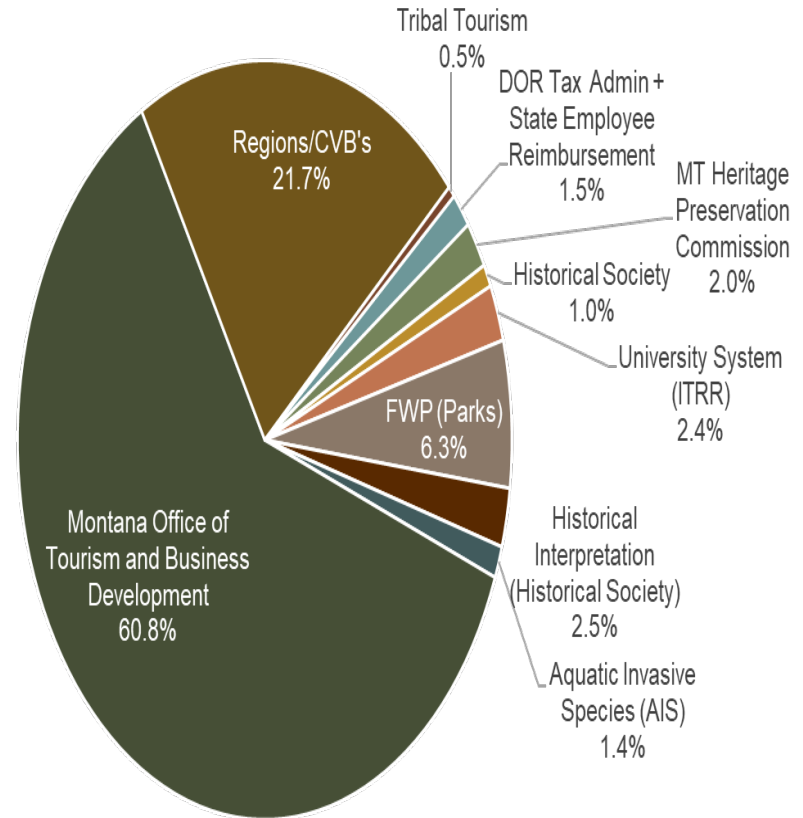
Intent

The Tourism Grant Program awards funds to projects that strengthen Montana's economy through the development and enhancement of the State's tourism and recreation industry.



Overview of Funding

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



Eligible Entities in Montana

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

Eligible entities cannot use funds as a pass-through for ineligible entities.

Limited to one application for one proposed project per funding cycle.



The Proposed Project

The asset/proposed project must be owned by the entity applying for the grant **or** the applicant must have a long-term lease with automatic renewal in place with the owner.



General Categories of Tourism & Recreation Projects

- Digital Product Development
- Heritage Preservation
- Infrastructure Upgrades / Enhancements
- Wayfinding / Signage
- Niche Product Development
 - [Montana Destination Brand Research Study](#)



Match for Projects



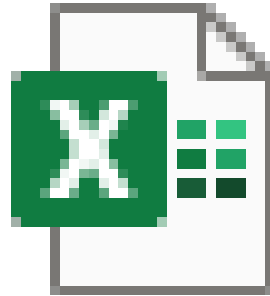
Building the Project Budget



Artist.com



Tourism Grant Budget Template



Tourism Grant Budget Template



Tourism & Community Partners

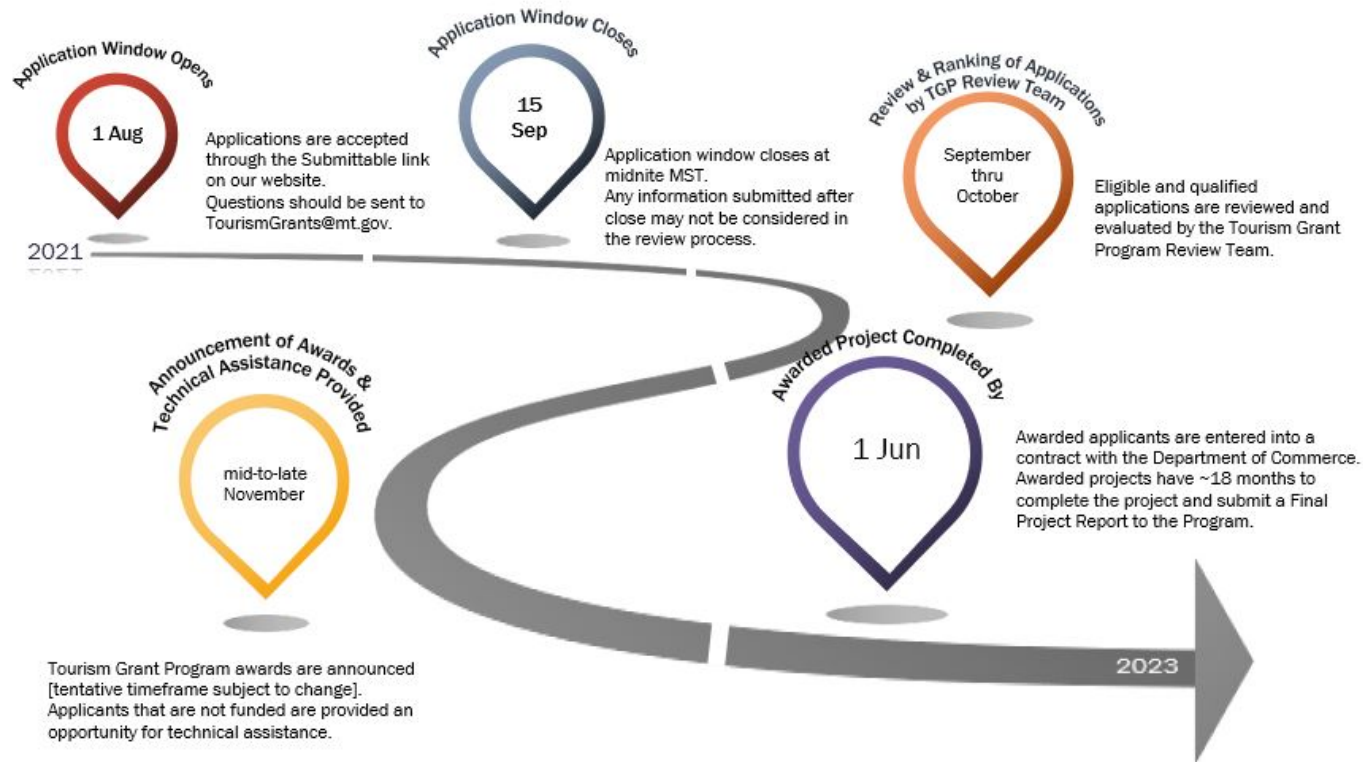


Impact & Measurement

- The Institute for Tourism & Recreation Research:
<http://itrr.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



Timeline of the 2022 Tourism Grant Cycle



Tourism Grant Program FY22 Application and Project Timeline



Tourism Grant Program Application

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 *



Resources & Tools

- Explore the Tourism Grant Program website at:
<https://marketmt.com/TourismGrants>
- Email TourismGrants@mt.gov
- Contact by Phone: 406-841-2796

