



Tourism Project Funding Request Application

Great Falls Montana Tourism is looking for projects to grow our tourism economy through increased lodging room nights and visitor spending in Great Falls, Montana!

The funds being requested are made available through the lodging facilities of Great Falls, Montana. Great Falls Montana Tourism through the Tourism Business Improvement District receives \$1.00 from every occupied room night in Great Falls Montana to aid in promotion and marketing.

Great Falls Montana Tourism requires all funding requests be received a minimum of **120 days** prior to project implementation.

If approved, 50% of the approved funding request will be dispersed, from an invoice, prior to the project start. The final 50% will be dispersed, from an invoice, after receipt of a completed impact report, upon the completion of the project.

The impact report must detail:

1. The summary of income and expenses.
2. Samples of any marketing used to promote the Festival. Great Falls Montana Tourism's logo or statement of funding must be present.
3. Number of attendees/participants at the project/event and where they came from - either by zip/postal code or by County/Municipality and State/Province.
4. Number of attendees who stayed in Great Falls Montana lodging properties and the number of nights spent.
5. What other activities attendees participated in while in Great Falls Montana for this project.
6. What worked, what didn't, what your plan for the future is.

Please note, a host hotel is acceptable to promote as long as clear message indicates other properties are available and can be found on Great Falls Montana Tourism's website, GenuineMontana.com/hotel-guide/.

Twenty (20) questions follow regarding the tourism project, the financials for the tourism project, and the organization leading the tourism project.

Great Falls Montana Tourism

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Visitor Center | 15 Overlook Drive, Great Falls, MT 59405 | +1 406-771-0885
www.GenuineMontana.com

1. What is the name of your tourism project?
2. Tell us about the primary contact person and company that will coordinate the tourism project.

First Name
Last Name
Job Title:
Company Name:
Work Phone:
Email Address:
Mailing Address 1:
Mailing Address 2:
City:
State:
Postal Code:

These next questions are related to the specific tourism project funding is being requested for.

3. What date is the event or what is the timeline for the project to be completed?
4. How will this project grow the Great Falls Montana tourism economy?
5. Provide a concise summary about this project and what you hope it will accomplish?
6. Has this project/event been funded/held previously?

Yes, Answer Questions 7 and 8
No, Continue to Questions 8

7. If yes, please details
 - previous locations
 - dates of the previous event
 - attendance in number for the previous event(s)
 - location attendees were from by percentage (50% local; 25% Washington; 25% Alberta)
 - percentage that stayed in lodging facilities
 - how many nights attendees stayed
 - if there is a standard rotation of cities for the event

8. What are the expectations for this project in relations to
- attendance numbers
 - location attendees will come from by percentage (50% local; 25% Washington; 25% Alberta)
 - percentage that will stay in lodging facilities
 - how many nights attendees will stay
 - will the event rotate to other cities
9. How is success measured/determine for this project?
10. What marketing will you be doing? If you have a marketing plan, please forward to Vanessa@VisitGreatFalls.org. If not, include details regarding
- types
 - markets (Havre, Helena, Cheyenne WY, etc.)
 - when/timing (6 months out: 5 radio spots three times a week, etc.)
 - messaging and call to action

NOTE: If approved for funding, Great Falls Montana Tourism's logo and declaration of funding will need to be included in marketing messages with final approval from Great Falls Montana Tourism.

These next set of questions are in relation to the financial portion of the tourism project funding is being request for.

11. What is the total cost for the project?
12. If this project has occurred previously, please forward a statement of income and expenses from the previous project to Vanessa@VisitGreatFalls.org. If you do not have financial statements, provide specific of:
- income by sources (registration, other sponsors, etc.)
 - line item of expenses (rentals, personnel, marketing, etc.)
13. Please forward a detailed budget for this project to Vanessa@VisitGreatFalls.org. If you do not have a budget, provide specifics of:
- income by sources (registration, other sponsors, etc.)
 - line item of expenses (rentals, personnel, marketing, etc.)
14. How much funding would you like to receive from Great Falls Montana Tourism? Indicate in dollars.
15. What budget line items will Great Falls Montana Tourism funding be used for?

16. If this project is approved for funding, who should the funds be issued to? If different than primary contact in Questions 1, please include contact, company, title, email, phone and mailing address.

NOTE: Great Falls Montana Tourism will disperse 50% of approved request prior to the event. The final 50% will be disperse after receipt of completed impact report.

17. What alternatives have been considered for funding this project? What is the status of those alternatives?

The next set of questions are in regards to the organization connected to the tourism project.

18. Provide a brief history regarding your organization.

19. What is the long-term vision for this organization and this project? Include details regarding:

- financial feasibility plans
- partners to achieve long-term vision

20. What additional information should Great Falls Montana Tourism have related to this project, your organization or your partners?

Thank you! We appreciate when Great Falls Champions are working to bring fun, new and exciting projects to our community. Great Falls Montana Tourism has a vision to strengthen the Great Falls Montana economy by being the preferred choice for a Genuine Montana experience. We focus our efforts to promote Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return. We look forward to seeing if your project aligns with our efforts.

Great Falls Montana Tourism would appreciate partnering with you, regardless of the decision regarding your funding request. If available, we would like the opportunity to promote all the other experience Great Falls Montana has to offer participants, attendees, and guests coming into town for your event. We are willing to set up a Great Falls table with local information, send letters inviting people to attend, place ads in programs, send save the date reminder postcards or brainstorm specific ideas with you.

Great Falls Montana Tourism Team
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