



Tourism Business Improvement District Application for Funding

We are pleased you have requested an application to apply for Tourism Business Improvement District (TBID) funding. The purpose of these funds is to grow our tourism economy through increased visitor spending in Great Falls, Montana lodging establishments.

The purpose of these funds must be in keeping with the TBID's Mission:

The mission of the TBID is to generate room nights for lodging facilities in the City of Great Falls, Montana by effectively marketing and funding grants to promote our region as a preferred travel destination.

Eligible Expenditures:

These funds are made available through the lodging facilities of Great Falls. For every occupied room night, guests are assessed \$1.00 that is returned to Great Falls to aid in tourism, promotion and marketing within the district.

A. The funding of all uses and projects for tourism promotion within Great Falls as specified in the Great Falls Tourism Business Improvement District work plan.

B. The marketing of convention and trade shows that benefit local tourism and lodging businesses in Great Falls; and

C. The marketing of Great Falls to the travel industry in order to benefit local tourism and the lodging businesses located within the Great Falls Tourism Business Improvement District; and

D. The marketing of Great Falls to recruit major sporting events in order to promote local tourism and to benefit the lodging businesses within the Great Falls Tourism Business Improvement District.

Deadline

Applications must be received a minimum of 120 days prior to event: Presentation meetings to request funds are held on the 3rd Thursday of each month at 1pm at the Holiday Inn of Great Falls.

****Please contact Karen Venetz to coordinate your presentation. (Application due one week prior to presentation).**

Please submit via email to both email addresses:

Karen Venetz – Administrative and Marketing Director

director@gftourismbid.com and kvenetz@bresnan.net

406-868-5610 and 406-868-5989

Applicants that meet the eligibility requirements above *may* be awarded funding based upon:

- 1)** A proven or qualified ability to generate, track, and report hotel-motel room nights and economic impact to Great Falls
- 2)** Available TBID resources

Approved projects must agree to follow the rules and regulations set forth by the Great Falls TBID as outlined below:

A. Printed Material

- (1)** The words Great Falls, Montana shall appear on all printed materials
- (2)** Include the following information on print projects:
- (3)** TBID website www.gftourismbid.com,
- (4)** Brand logo
- (5)** Acknowledgement of grant on collateral: "Produced with support from Great Falls TBID funds.

Print Advertising

- (1)** Great Falls, Montana, spelled out in its entirety
- (2)** All print ads shall be coded to provide a means of evaluation through inquiry tracking.
- (3)** Copies of ads and original invoices must be provided
- (4)** Target audiences must be a minimum of 90 miles away from Great Falls, Montana.

On-line Advertising

- (1)** Great Falls, Montana, spelled out in its entirety
- (2)** Clicks from all on-line ads shall be monitored with the ability to report the statistics.
- (3)** If purchasing on-line advertising, (i.e. on-line newspaper), target must be a minimum of 90 miles from Great Falls.

Television and Radio Advertising

- (1)** When appropriate, the words Great Falls, Montana shall be stated on all audio tracks produced which include speaking

(2) An affidavit of media buy shall be on file at the organization upon completion of the project.

(3) A copy of the audio/video tape shall be on file at the organization.

Other

(1) Other rules, regulations, policies, and procedures pertaining to this grant are at the sole discretion of the Great Falls TBID.

(3) Grant/Award winner must provide a wrap-up report and samples of produced pieces to the TBID Board of Directors upon completion (within 45 days of event/convention closure)

Process

1) Grant applications will be reviewed by the TBID Board of Directors and notification of request will be sent within 10 business days.

3) If 75% of proposed room nights is not met a percentage of the grant awarded may be required as repayment back to the TBID.

See Below for application



P.O. Box 648 - Great Falls, MT 59403 406-868-5989

director@gftourismbid.com www.gftourismbid.com

Application for Funding

1. PROJECT APPLICATION

Project/Event Title:

Event Date:

Potential Room Nights Generated:

If existing event, number of historic room nights used. _____.

Potential new room nights with TBID funding _____

Applicant:

Organization Name:

Contact Name:

Phone:

e-mail:

Web site:

Address:

City/Zip:

Amount requested:

Applicant's match (if applicable):

Total project budget:

To be considered, an application must be complete and adhere to the specified format.

Presentation meetings are held on the 3rd Thursday of each month at 1pm at the Holiday Inn of Great Falls

Please email to both email addresses

kvenetz@bresnan.net and director@gftourismbid.com

TBID

P.O. Box 648

Great Falls, MT

Attention: Karen Venetz/ Administrative & Marketing Director

2. PROJECT SUMMARY

In the space below, provide a one paragraph (250 word max), concise summary of your request and what it will accomplish. If your request is part of a larger project please briefly describe the over-all project. However, please focus the bulk of your answer on the specific element for which you are requesting funding

3. SCOPE OF WORK

Fully describe the project. Expand your summary paragraph to address such issues as:

- A.** What it is you wish to do?
- B.** How and why will the community and lodging industry benefit?
- C.** What are the beginning and ending dates of your project?
- D.** What are your room night goals and how will you measure?
- E.** Is this a new project or a continuation? If a continuation, how many new room nights will additional funding generate?
- F.** What other measurements will apply to evaluate the project's success?
- G.** Provide a brief history of your organization.

4. AVAILABLE RESOURCES

What alternatives to TBID funding have been explored? Do you envision this grant as seed money or as part of ongoing funding?

5. BUILDS ON COMMUNITY ASSETS

Based on the evaluation criteria, how does your proposal build on community assets and our community brand?

6. PROJECT BUDGET/TIMELINE/CASHFLOW

Please indicate when you will need funds from the TBID.

7. IN CLOSING . . .

Please provide any other comments you would like to have considered that relate to this project application.

If there is a Marketing Plan and Budget available for this project, please include with this application.