



**GREAT FALLS MONTANA
TOURISM PROJECT MARKETING
GRANT**
Guidelines, Instructions and Application

**GREAT FALLS MONTANA
TOURISM**
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All previous versions obsolete.**

PURPOSE

Great Falls Montana is a place for independent, outdoor adventurers and planners of meetings looking for a true, authentic Montana experience, located on the Missouri River in the heart of Montana provides a basecamp for a wide range of outdoor adventures and offers a haven of rich arts, culture, and history in a vibrant, modern community where an expansive, unspoiled, diverse landscape renews one's spirit.

Great Falls Montana Tourism is looking for projects that grow our economy through increased lodging room nights and visitor spending in Great Falls, Montana! The grant funds are strategically invested in projects that generate NEW overnight stays in Great Falls, with a high preference to non-peak visitation times.

The marketing focus of Great Falls Montana Tourism is visitors who will travel into Great Falls from a distance that will require them to spend a night. The primary markets for Great Falls Montana Tourism include the Montana cities of Missoula, Kalispell, Billings, Canadian Provinces of Alberta and Saskatchewan and US States of Washington, Illinois, Idaho, North Dakota, Colorado, California, Minnesota, Wyoming, and Arizona.

Great Falls Montana Tourism focuses on projects that have

- sustainable businesses model to fund operations, such as paid attendees and sponsorships
- appeal to visitors from Great Falls Montana Tourism's primary market
- enough lead time that visitors could incorporate the event in their travel planning
- positive economic impact for Great Falls

OBJECTIVE

Great Falls Montana Tourism is looking for a partner to assist in strengthening the Great Falls Montana economy by being the preferred choice for a genuine Montana experience through the promotion of Great Falls Montana as a preferred destination for travelers, tourists and conventions to visit, stay, experience, and return.

LOCAL TOURISM FUNDS

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

If approved, an investment agreement will be executed between your organization and Great Falls Montana Tourism. After an executed investment agreement, 50% of the approved investment 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. If 75% of the committed new hotel room nights listed on the application are not realized, 50% of potential grant funds will not be awarded.

Funds should be viewed as money to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. There is no set number of grants awarded in any year.

SUBMISSION

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

Once a completed application is received, your project will be scheduled for review at the next available Great Falls Montana Tourism Meeting. You will be notified when your project has been added to the agenda.

ELIGIBILITY

Any organization or individual that meets the purpose and objective is eligible to apply.

CRITERIA

Applications will provide the following.

1. Proof of match for the requested grant funds
2. Process to generate, track and report hotel room nights and economic impact of the event.
3. Marketing plan, budget worksheet and planning timeline
4. Event history data, including number of hotel rooms booked, attendance and financial reports. Applies only to established projects, occurring previously.
5. 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, www.visitgreatfallsmontana.org/where-to-stay/lodging/.
6. Project impact report. See REPORTING.

AGREEMENTS

1. Investment provided will be used for tourism marketing and promotion.
2. As appropriate, marketing will provide an inclusive list of Great Falls, Montana lodging properties. A list is available at Great Falls Montana Tourism's website: www.visitgreatfallsmontana.org/where-to-stay/lodging/.
3. Where and when appropriate, acknowledge Great Falls Montana Tourism's investment with either the Visit Great Falls Montana logo or the statement "Investment made in partnership with Great Falls Montana Tourism using local tourism funding."

4. Great Falls Montana Tourism would like the opportunity to promote all the other experiences Great Falls, Montana offers, sustainably, where and when appropriate, at the discretion of the partner. Promotion opportunities Great Falls Montana Tourism would consider:
 - a. Great Falls, Montana Welcome Table with local information.
 - b. Listing of experiences in Great Falls, Montana preceding and proceeding your event.
 - c. Welcome letter sent to participants.
 - d. Event program ad, welcome introduction, or prize entry opportunity.
 - e. Other mutually beneficial endeavors.
5. When discussing Great Falls, Montana, "Montana" will always be spelled out in its entirety.

REPORTING

Great Falls Montana Tourism requires reporting regarding the impact your funded project had on Great Falls. Failure to comply with Agreements and Reporting will affect future investment. If final report is not provided by the investment agreement date, remaining funding will not be awarded. Reports should include required items outlined in Investment Agreement. Sample reporting requirements could include, but are not limited to:

1. The summary of income and expenses.
2. Samples of any marketing used to promote the project.
 - a. Great Falls Montana Tourism's logo or statement of investment must be present.
 - b. As appropriate, marketing should provide an inclusive list of Great Falls, Montana lodging properties. A list is available at Great Falls Montana Tourism's website: www.visitgreatfallsmontana.org/where-to-stay/lodging/.
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 rooms, by night, used at Great Falls, Montana lodging facilities.
5. What other activities attendees participated in while in Great Falls Montana for this project.
6. The level of event growth that was a result of the grant funds received.

Sample surveys can be provided for your use. Visit Great Falls App surveys are also available to collect data.

SCORING

Each application will be scored using identical criteria and can earn a maximum of 250 points. The point distribution is as follows:

| Criteria | Total Available Points |
|--|------------------------|
| # of potential new room nights generated | 25 |
| Timing of when the project occurs in Great Falls | 25 |
| New or Growing Event | 15 |
| Completeness of Application Questions | 30 |
| Budget Worksheet | 20 |
| Match | 10 |
| Marketing Plan | 20 |
| Event Timelines | 10 |
| Great Falls Montana Tourism Marketing Opportunities | 20 |
| Sustainable Business Model | 20 |
| Appeal to Great Falls Montana Tourism Primary Market | 20 |
| Lead time to promote project | 20 |
| Economic Impact to Great Falls | 15 |

APPLICATION PROCESS

1. Eligible applicants must complete current Great Falls Montana Tourism Marketing Grant application at a minimum of **120 days** prior to project implementation. Applications will not be accepted under 120 days prior to the project implementation.
2. Great Falls Montana Tourism Staff will conduct an internal review of criteria. A minimum of 100 points must be earned in the internal review to be scheduled for Board of Directors review.
3. All pre-screened applications will be scheduled for the next available Great Falls Montana Tourism Meeting. Pre-Screened applications will be provided the Board of Directors to review and score prior to the meeting. Action will be taken on applications during the meeting.
4. Notification of Board of Directors action will be made in writing to applicant. Applicants who receive funds will be provided an Investment Agreement.
5. Upon executive of Investment Agreement, funds are available for disbursement in accordance with the Investment Agreement.
6. If the report is received past the deadline, or if 75% of the committed new hotel room nights are not realized, the remaining grant funds will not be awarded.

CONTACT

If you have any questions, please contact your project manager or Rebecca Engum, 406-761-4436 or Rebecca@VisitGreatFalls.org.



Great Falls Montana Tourism Marketing Grant Application

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 held previously and/or has it been funded by Great Falls Montana Tourism previously?
 YES, answer Questions 7 and 8
 NO, continue to Question 8

7. Please detail:

- 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/determined 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 statement to investment 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 Question 1, please include contact, company, title, email, phone and mailing address.

NOTE: Great Falls Montana Tourism will disperse 50% of approved funds prior to the event. The final 50% will be dispersed 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 regard 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.

FORMS

Projected Budget Worksheet

Required: The combined cash and in-kind total dollar amount must be equal to or greater than the requested grant funds

| | |
|----------------------|--|
| Organization | |
| Event Name | |
| Event Dates | |
| Event Contact | |

| Revenue Source | Dollar Amount |
|--|----------------------|
| Ticket Sales | |
| Vendor/Participant Fees | |
| Cash Sponsorship | |
| In-Kind Sponsorship | |
| Great Falls Montana Tourism Marketing Grant | |
| Other | |
| Totals | \$0.00 |

| Expense Type | Cash | In-Kind | GFMT Marketing Grant | Totals |
|---------------------------|---------------|----------------|-----------------------------|---------------|
| Facility Rental | | | | |
| Marketing | | | | |
| Printing | | | | |
| Equipment | | | | |
| Hospitality | | | | |
| Hotel Accommodations | | | | |
| Transportation | | | | |
| Labor | | | | |
| Vendor Fees | | | | |
| Licensing/Permitting Fees | | | | |
| Speaker/Entertainment | | | | |
| Other | | | | |
| Totals | \$0.00 | \$0.00 | \$0.00 | \$0.00 |