



Request for Partnership Proposals

15 Overlook Drive, Great Falls MT 59405
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Great Falls Montana Tourism accepts proposals throughout the year to fund projects that will generate **NEW room nights** in Great Falls lodging properties. There are 2,300 lodging rooms available in Great Falls, Montana. A room night is one occupied room for one night. If four people stay in one room for three nights, that is 3 room nights.

There is no minimum or maximum amount for a request, however; funding decisions will consider the potential revenue Great Falls Montana Tourism will generate and the cost per one thousand impressions of marketing that will be received. There is no set number of proposals that will be awarded in any year. Great Falls Montana Tourism is not a continuous source of funding. There is no set number of grants awarded in any year. Reference the revenue generated for Great Falls Montana Tourism on a room night and historic marketing spend results below to aid in developing a financial request.

Room Nights	Best Case Scenario TBID Assessment Generated	Best Case Lodging Tax Generated for Great Falls Montana Tourism	Total Return to Great Falls Montana Tourism
500	\$1,000	\$232.40	\$1,232.40
1,000	\$2,000	\$464.81	\$2,464.81
1,500	\$3,000	\$697.21	\$3,697.21
2,300	\$4,600	\$1,069.05	\$5,669.05

Previous Paid Media	Previous Spend	Impressions	CPM Impressions
Native Banner Ad	\$1,000	213,989	\$4.67
Targeted Leveraged Email	\$1,000	7,000	\$142.86
Email Newsletter Banner	\$2,800	308,770	\$9.08
Facebook	\$3,000	501,223	\$5.91
SnapChat	\$4,400	281,229	\$15.69

Great Falls Montana Tourism understands that visitation to Great Falls stimulates the economy beyond overnight room stays. Spending in local restaurants, gas stations, retail shops, and with outfitters and guides is important, however, Great Falls Montana Tourism's funds come from overnight stays.

If approved, an investment agreement will be executed between the organization and Great Falls Montana Tourism. After an executed investment agreement, 50% of the approved investment will be dispersed. The final 50% will be dispersed upon completion of the project, from an invoice, after receipt of a completed impact report. If 75% of the anticipated new room nights listed on the application are not realized, remaining funds will not be awarded.

Proposals should be submitted by the end of the month for consideration at the next scheduled Board of Directors meeting. Proposals for projects that have already occurred will not be considered.

Evaluation of proposals will be based on the number of new room nights generated, timing of when the project occurs in Great Falls, the marketing benefit to Great Falls Montana Tourism, the sustainability of the project outside of Tourism assistance, the lifecycle stage the project is in, and percent of the total budget Tourism funds are.

PARTNERSHIP PROPOSAL OUTLINE

Introduction

List the name of the project, first and last name of primary contact person and title, name of the organization that will coordinate the project, primary contact phone number, email address, and organization mailing address. Provide a brief history of the organization.

Project

Describe the project and why there is a need for this project in Great Falls. Share who is involved and what their role is. Explain what stage the project is in –new? growing? stagnant? Detail what the objective, goals, and anticipated results are. Describe who attends/participates, where they come from and when it will occur. Share event history data, including number of rooms booked, attendance and financial reports if applicable.

Financial Request

List the amount of money requested and what it will be used for. Share the full budget for the total project. Explain what alternatives have been considered for funding this project and what the status is.

Proposed Tourism Impact

Explain how the project benefits tourism in Great Falls, Montana. Discuss the anticipated economic impact, businesses benefited, and how this project increases the desirability of Great Falls as a destination.

Timeline

Detail the phases of this project, what phase the project is in now and what happens next and by when.

Sustainability

Share how long this project will require tourism funding before it can operate on its own. Explain the business model to include tickets or product sales, sponsorships, grants, and what factors cause the project to end or continue.

Room Nights

Provide specifics on potential overnight stays. Consider the behaviors of the target market – will they travel back home to sleep, like in Belt and Cascade; are they high school basketball teams staying 4 people to a room with only 12 kids on a team; is it a project that will bring people in for a day trip but not overnight. Share the process that will be used to track and report room nights.

Marketing/Collaboration Opportunity

Provide the plan for marketing the project. Explain if the organization will be responsible for marketing the event or if Great Falls Montana Tourism will be marketing the project. Detail the opportunities that would be provided to Great Falls Montana Tourism to market through this project. Ideas include being able to email your database, have a screen that plays Great Falls videos, pop-up windows/website call outs on your site, banners, callouts, features.