



# Welcome!

MONTANA



# Pilot Community Tourism Grant Program

Cohort 1

Pre-Application Workshop

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Department of Commerce

Destination MT, Tourism Grant Program

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01. Purpose

02. What is a Community?

03. Eligible Entities

04. Cohort Phases

05. Funding

06. Tourism Ready Indicators

07. Application Process

08. Toolkit

09. Resources

10. Q&A Session

11. Contact

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## Workshop Sections

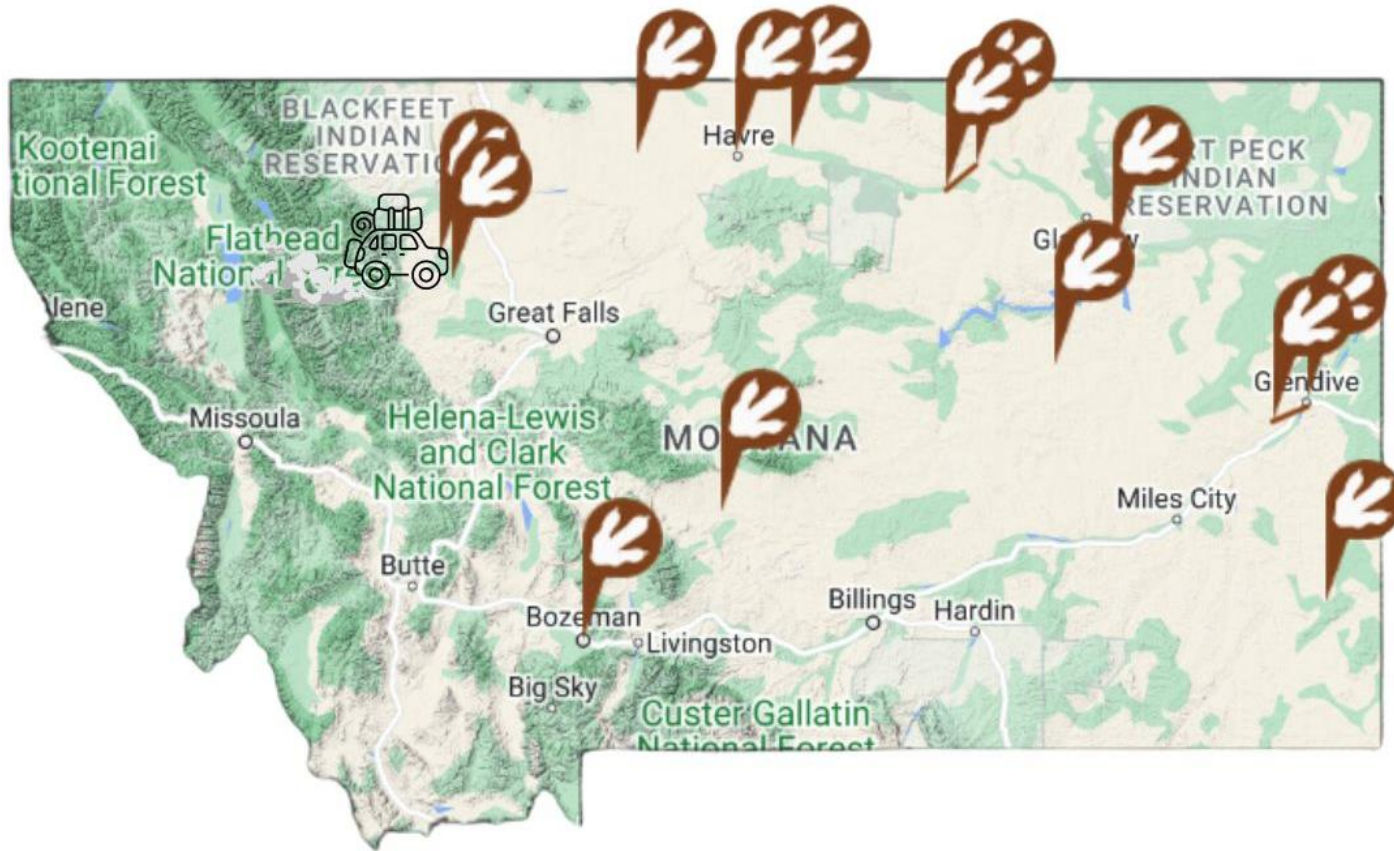


# Purpose

The Pilot Community Tourism Grant Program (“PCTGP”) is a state-funded opportunity authorized by the 2023 Montana Legislature’s enactment of Senate Bill 540 (“SB 540”). Building tourism in a manageable, sustainable way can stimulate and diversify Montana’s local economy, protect and enhance local resources, and foster community pride without compromising the qualities that make local communities so special.



# What is a Community?



**The Montana Dinosaur Trail**



**Ekalaka, MT**



# Eligible Entities

Part 2

➔ Over-  
Visited

➔ Urban

➔ Urban &  
Over-Visited

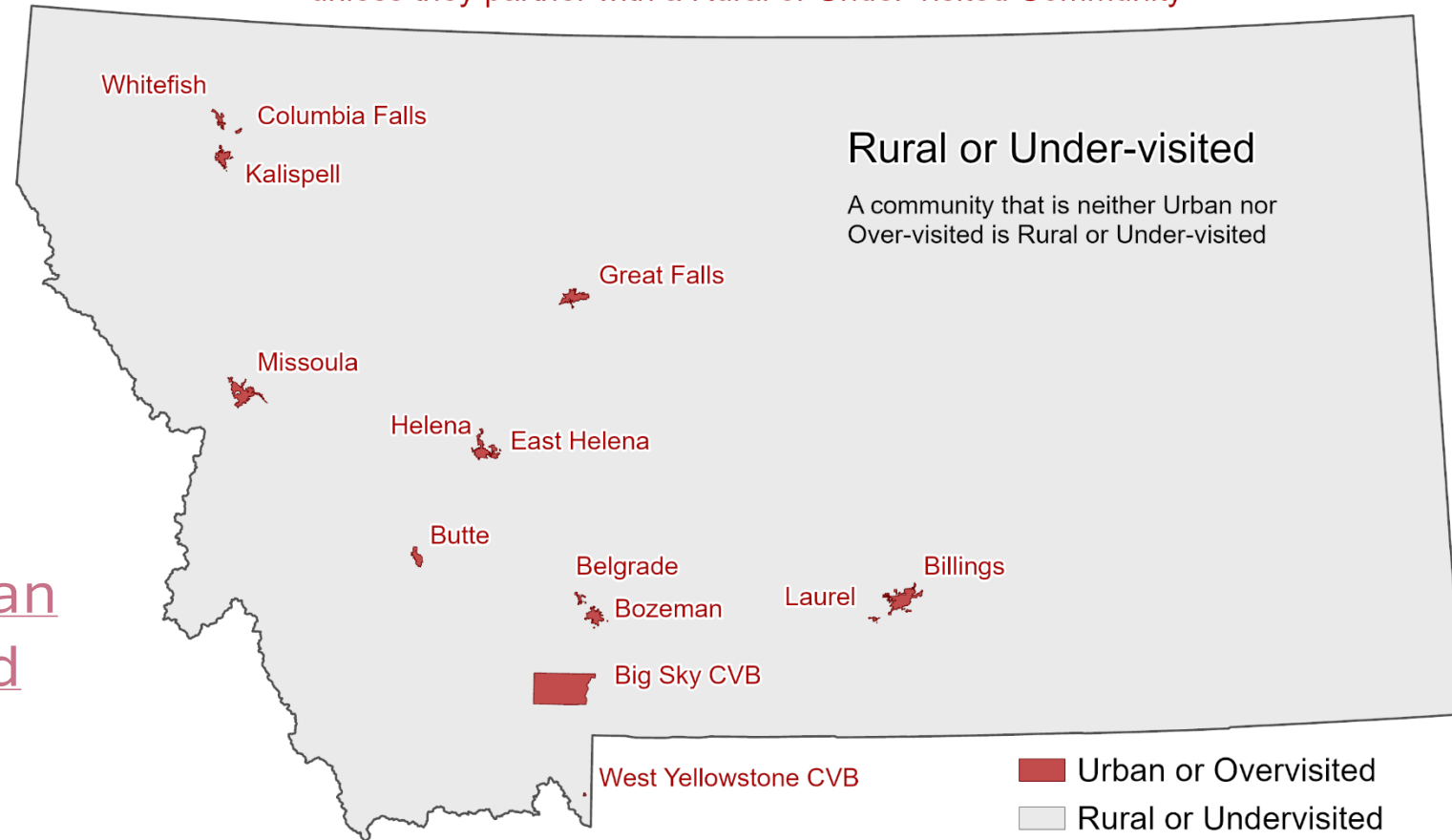




# Eligible Entities

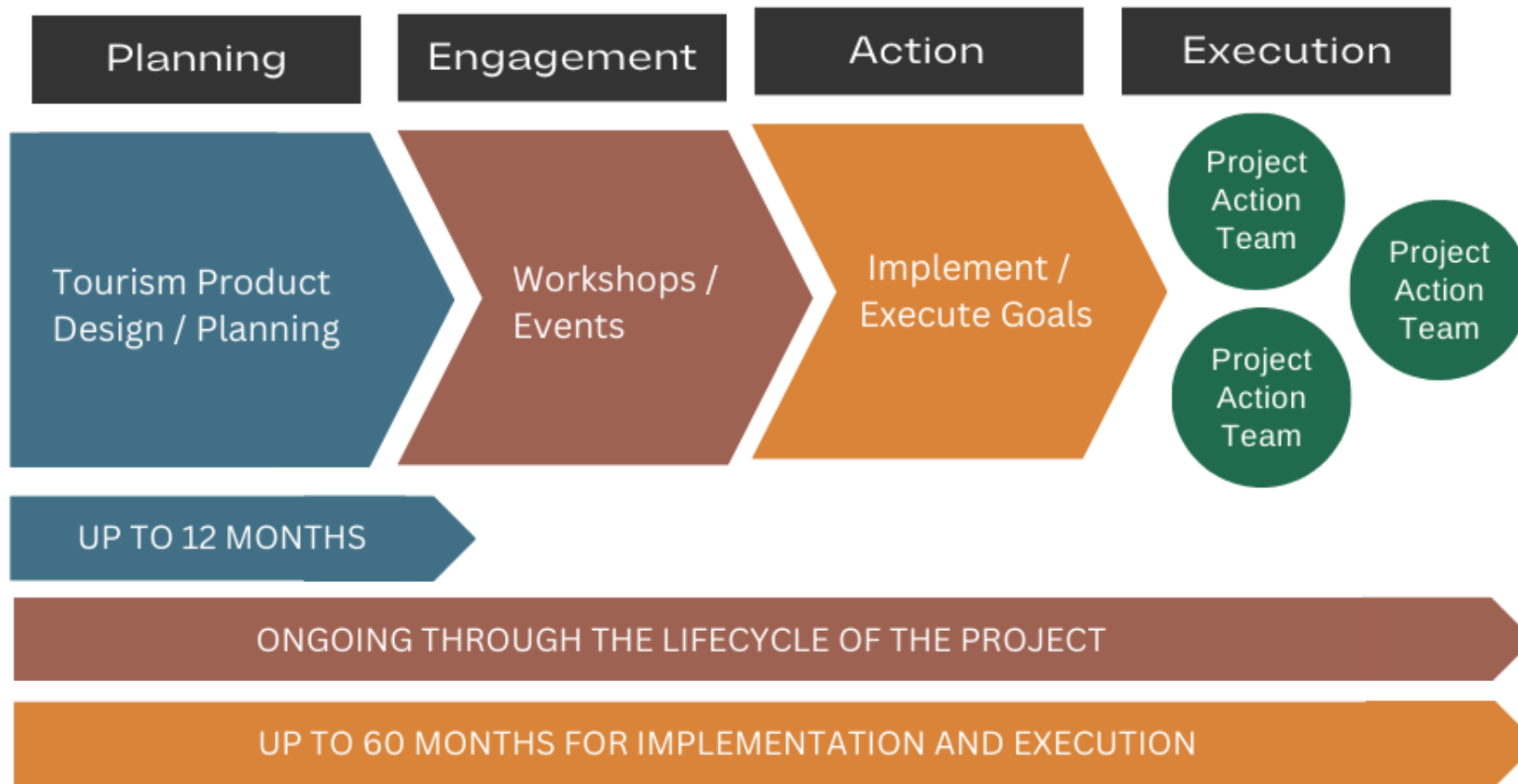
## Rural or Under-visited Communities are Eligible for SB540 Funding

Urban or Over-visited Communities are Not Eligible for SB540 funding unless they partner with a Rural or Under-visited Community



Refer to the interactive map for detailed boundary of Urban and Over-visited communities





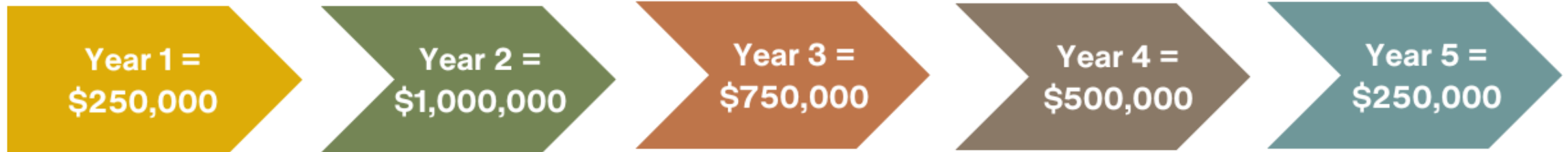
# Cohort Phases





# Funding

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# Year 1 Funding

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Year 1 =  
\$250,000

Costs associated with in-person meetings

Purchase of tourism-related data/primary research to support planning

Project-related planning documents

Procurement-related costs

Contracted professional services directly related to Community engagement, planning, implementation, and execution

Up to a max of 20% for direct grant administration



# Year 2 Funding

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Year 2 =  
\$1,000,000

Identified tourism asset / product development project(s)

Contracted professional services directly related to development project(s)

Project-related planning documents

Procurement-related costs

Continued professional services directly related to Community engagement, planning, implementation, and execution

Up to a max of 20% for direct grant administration



# Year 3 Funding

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Year 3 =  
\$750,000

Continued tourism asset / product development project(s)

Contracted professional services directly related to development project(s)

Project-related planning documents

Procurement-related costs

Continued professional services directly related to Community engagement, planning, implementation, and execution

Up to a max of 20% for direct grant administration



# Year 4 Funding

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Year 4 =  
\$500,000

Continued tourism asset / product development project(s)

Contracted professional services directly related to development project(s)

Project-related planning documents

Procurement-related costs

Continued professional services directly related to Community engagement, planning, implementation, and execution

Up to a max of 20% for direct grant administration



# Year 5 Funding

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Year 5 =  
\$250,000

Continued tourism asset / product development project(s)

Contracted professional services directly related to development project(s)

Project-related planning documents

Procurement-related costs

Continued professional services directly related to Community engagement, planning, implementation, and execution

Up to a max of 20% for direct grant administration



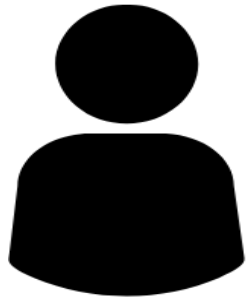
# Tourism Readiness Indicators



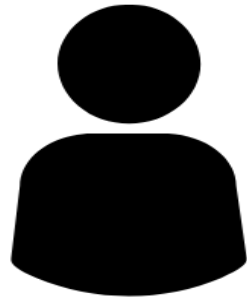


# Local Champions

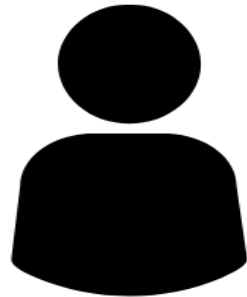
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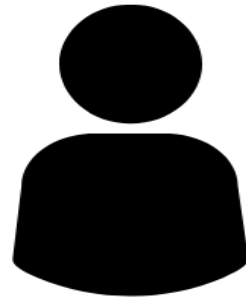
Local  
Government



Non-Profits



Public Works



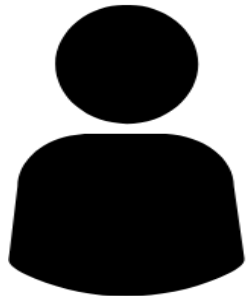
Business  
Owners



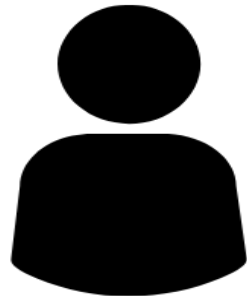
Volunteers



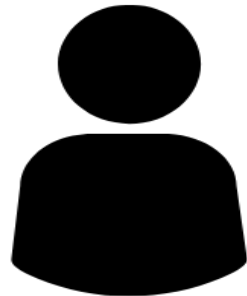
DMO / Tourism  
Groups



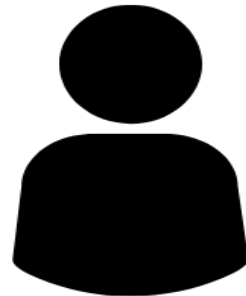
Artisans /  
Entrepreneurs



Chamber of  
Commerce



Community  
College /  
Education



Local  
Foundations



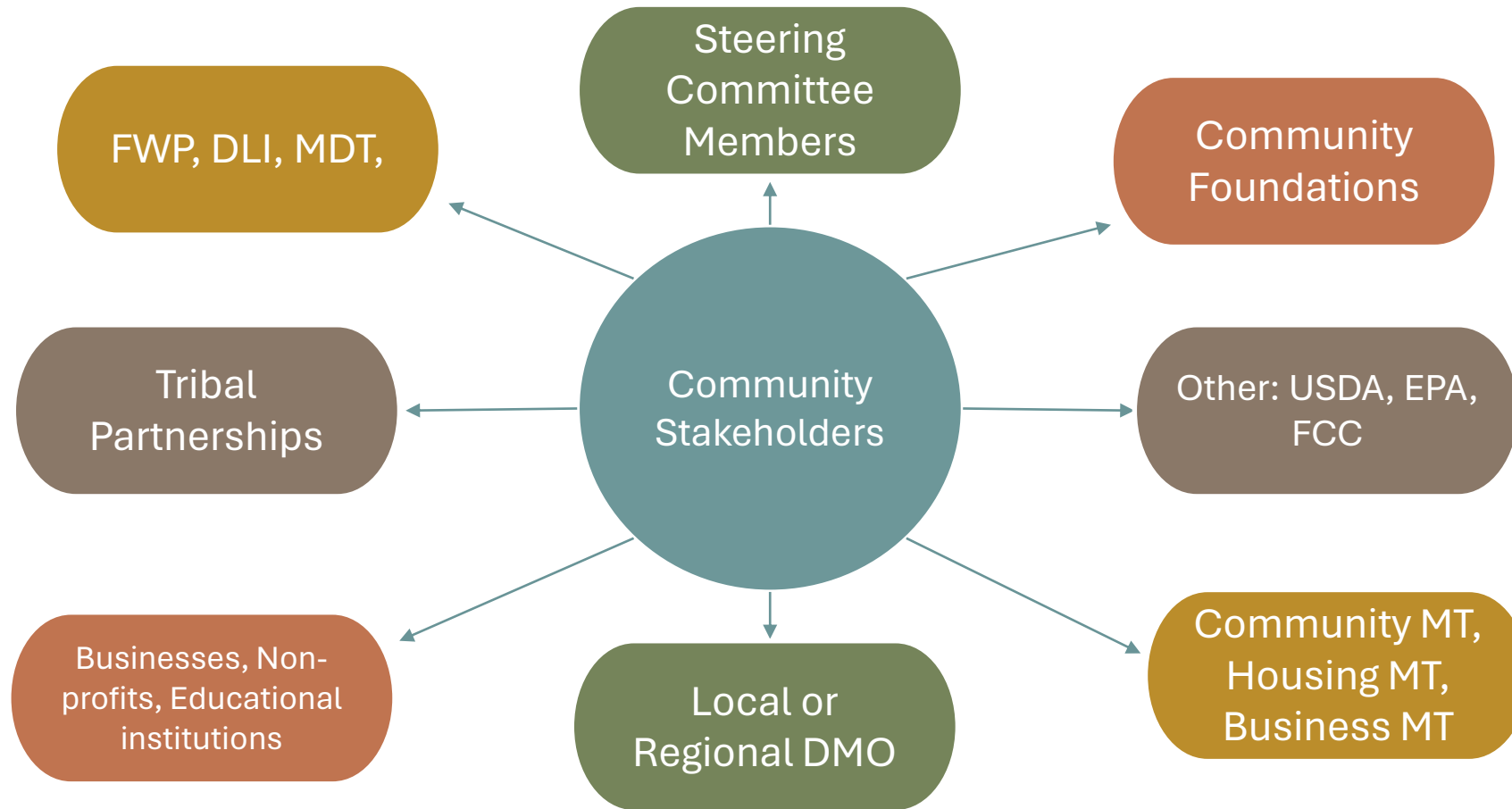
Tribal  
Members



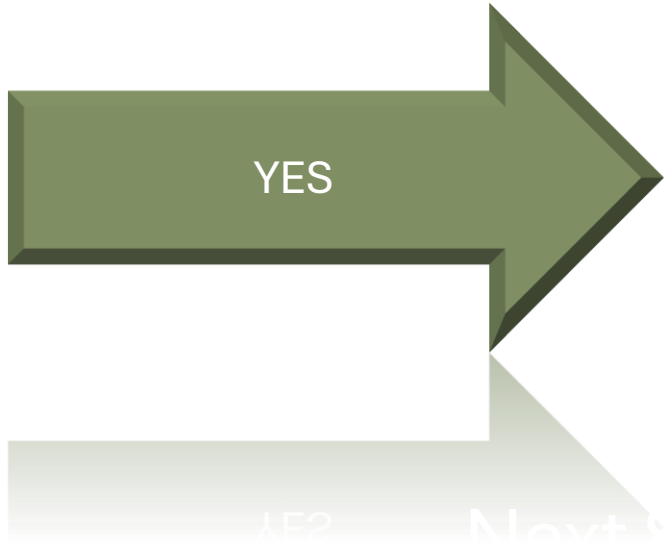
Museums /  
Historical  
Groups



# Partnerships



Does the Community have an invested Steering Committee?



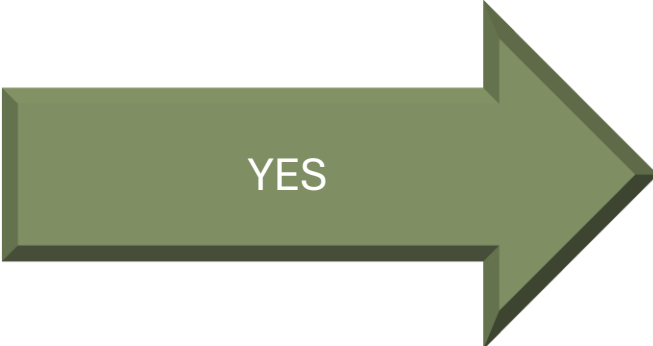
No / Not Quite

Continue building a cross-sectored and invested Steering Committee to be tourism ready.

# Community Readiness



Has the Community identified tourism asset or product development opportunities?



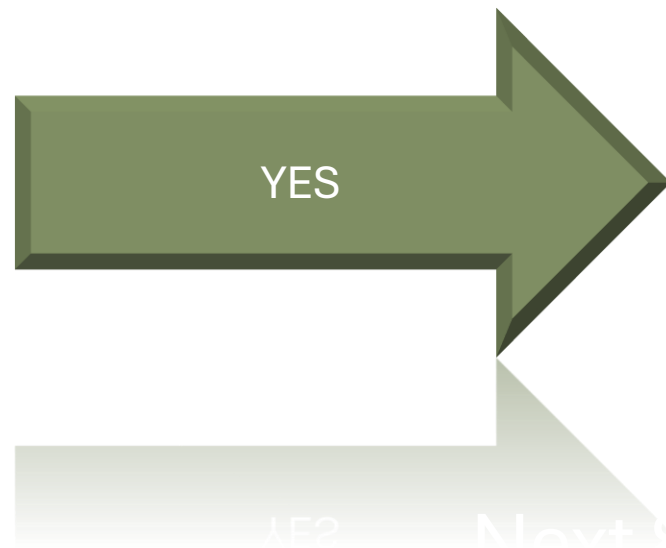
No / Not Quite

Work to identify tourism asset and product development within the Community.

# Community Readiness



Has the Community identified other partnerships to complete the project?



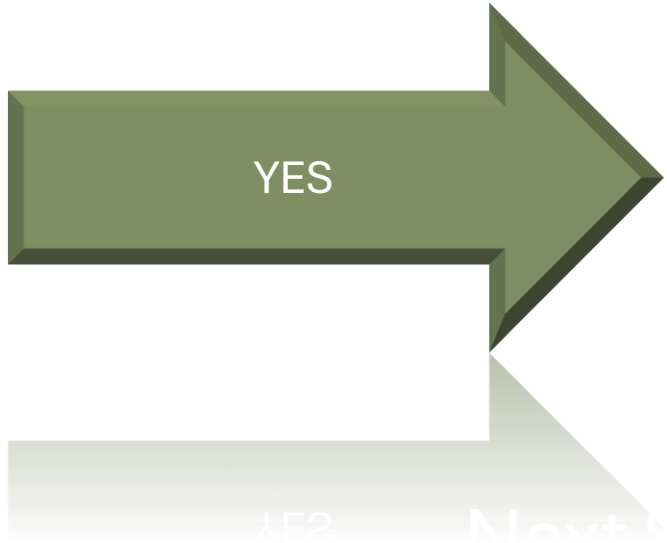
No / Not Quite

Continue building strong partnerships to be tourism ready.

# Community Readiness



Has the Community participated in tourism plans and/or assessments?



No / Not Quite

Encourage community participation in a professional strategic planning process to be tourism ready.

# Community Readiness



Has the Community identified challenges that have or could hinder tourism development?

YES

No / Not Quite

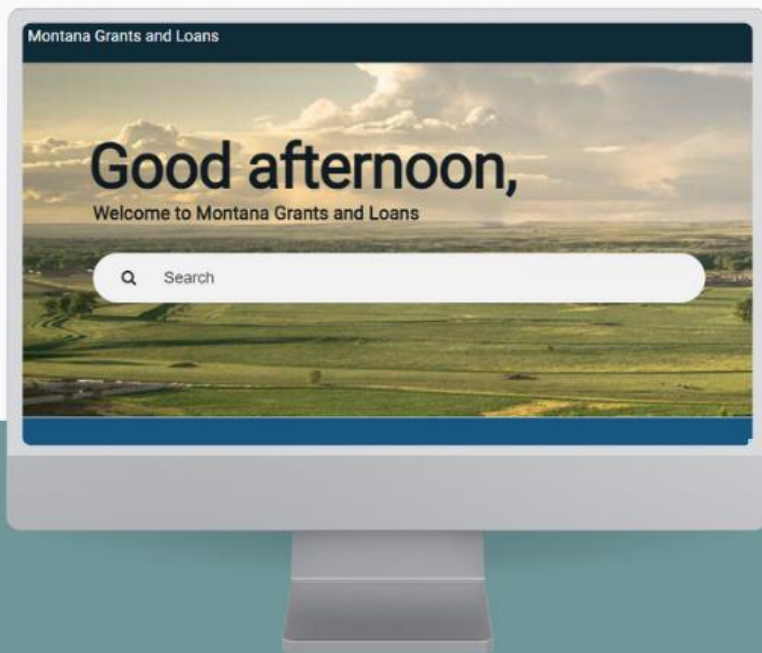
Work with the Community Steering Committee and Partners to identify known or potential challenges to the overall project(s) to be tourism ready.

# Community Readiness





# PCTGP APPLICATION



# Application Process

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Application Window:  
March 1, 2024-April 30, 2024



- PCTGP Community Budget
- Steering Committee MOU
- Grant Management Plan
- Grant Assistance Agreement
- Signature Certification Form
- Uniform Invoice Tracking Sheet

# Toolkit



# Resources

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Tourism Grant Program





Thank You

406.841.2796

[tourismgrants@mt.gov](mailto:tourismgrants@mt.gov)

Schedule a One-on-One

MONTANA

