

Pilot Community Tourism Grant Program (Cohort 1) Application

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The Pilot Community Tourism Grant Program [PCTGP], offered through Destination MT, is a state-funded opportunity created in 2023 as a result of Senate Bill 540 (SB 540), Section 1 (1) (a) through (e) and (4) (a) through (b). Building tourism in a manageable, sustainable way can stimulate and diversify the local economy, protect and enhance local resources and foster community pride without compromising the qualities that make the community so special. The PCTGP aims to elevate communities across the state, increase their economic vibrancy by improving their appeal as visitor destinations, and to improve their resilience as a destination through enhancing and diversifying tourism related assets and infrastructure.

A community can be defined as a specific geo-location, or a group of communities within a destination that have identified tourism as an economic development strategy and are interested in working collaboratively to achieve community development through tourism. Interested communities must be prepared to make a significant and long-term commitment to leadership and participation in the PCTGP over the course of 60 months.

A Montana community / communities that meet the eligibility criteria [see Section III of the PCTGP Guidelines] and have identified tourism as a priority and an economic development strategy is encouraged to complete the Pilot Community Tourism Intake Form. The intake form is used as an initial screening tool to help evaluate community readiness and capacity for a potential Pilot Community Tourism Grant.

Please refer to the Tourism Grant Program website (<https://brand.mt.gov/Programs/Office-Of-Tourism/Tourism-Grant-Program>) for the complete PCTGP Guidelines and Grant Administration Manual.

*Please Review prior to Applying -

Gather and organize required information, documents, electronic files, and application materials prior to starting application. To start the online application, click "Apply" in the upper right hand area and follow the prompts to enter required information, file uploads, and attachments. ALL REQUIRED fields and uploads must have an entry or upload before the form will SAVE as a draft. Be sure to enter information, even if it will need to be edited later, and SAVE as a draft. This will allow the application to remain in draft mode for editing until the final submission on or before the deadline. "Start Application" is the button to submit the application once required fields and information are filled out. Make sure that you go back in and review/update final information if you save as draft prior to the grant deadline, April 30, as edits will not be accepted after the deadline.

Reference Only
Not To Be Submitted

Indicates required

Brief Community/Project Title

Please enter a very brief [less than 10 words] descriptive title for the PCTGP community / project. Think of this as a hashtag.

Community Identified Lead Organization or Fiscal Organization

Enter the lead organization or fiscal organization of the community / project. This will be the primary point of contact for the PCTGP. The organization name must match the most recently filed federal tax documentation. Do **not** use acronyms.

Primary Contact Name for Organization

First Name

Last Name

Provide first / last name of primary contact for lead organization or fiscal organization.

Title of Primary Contact

Primary Contact Phone Number

Primary Contact Email

Mailing Address of Organization

Address

Address Line 2

City

State, Province or Region

Zip or Postal Code

There must be at least two unique points of contact for the PCTGP. Additional contact information may be any person / steering committee member that will have knowledge of the proposed project and may be involved in the process of completion should the community be awarded funds.

Additional Contact Information

First Name

Last Name

Additional Contact Phone

Additional Contact Email

Multiple Response Question

Options

- Central Montana Tourism Region
- Glacier Country Tourism Region
- Missouri River Country Tourism Region
- Southeast Montana Tourism Region
- Southwest Montana Tourism Region
- Tribal Tourism Region
- Yellowstone Country Tourism Region

Identify the location of the community / communities of the PCTGP within each tourism region. Select all that apply. Value = up to 10 points for community / communities in non-urban and/or under-visited areas of the State (see Map <https://www.arcgis.com/apps/dashboards/1482e71be2a34511ab6577fa7689ffdb>)

Describe why the PCTGP is well-suited for your community/region.

Related to tourism development, what has the community done, what does the community need, and why is tourism grant funding the best fit for the community? Value = informational.



Define what the community/region hopes to achieve as a result of receiving tourism development assistance from the PCTGP.

Consider this section to define what the end result of 60 months of tourism development assistance will look like for your community/region. Value = up to 10 points.

Provide the list of the steering committee members and explain how each member has been engaged in the last 6 months in preparing to make a significant and long-term commitment to leadership and participation over the course of 60 months for the PCTGP.

This section should describe who / what role the community has for a local convener, a fiscal agency, and the diverse group of steering committee members willing and able to implement the program and use it as a catalyst for future destination development and management activities. This section should also include a narrative of activity / engagements the steering committee has been involved in the last 3-6 months. Value = up to 20 points.

Upload relevant MOU(s) / Steering Committee Agreement(s) /Letters of Invested Support



A demonstration of tourism readiness through MOU(s), Steering Committee Agreement(s), and/or letters of invested support should be provided in this file upload section. It is required to upload invested letters of support from at least 3 stakeholders / partners listed with at least 1 being a tourism partner. Value = up to 10 points.

Identify other stakeholders and/or organizations that are not currently involved and describe the plan to engage them.

Consider who is at the table, who is missing, and what next steps can be taken to bring them into the collaboration for this community tourism development. Value = up to 10 points.

Identify what other Local, State, Federal, and/or Tribal partnerships and funding that may be needed to support the community tourism development.

While it is not a prerequisite for potential partnerships and funding to be secured before submitting the PCTGP intake form, we strongly encourage active pursuit of these collaborations. Value = up to 10 points

Tourism Readiness

Options

- Community has an affiliate status with the Montana Main Street Program
- Community recently participated in a strategic planning process
- Community recently participated in a resiliency planning process
- Community recently participated in a community planning process
- Community recently completed a tourism asset survey
- Community has other recent community related assessment
- Community has not participated in any recent planning / assessment process

For the purposes of this section, "recently" is defined as within the previous 3-calendar years. If applicable, for any identified professional planning process checked above that has been completed more than 3-years past, provide a detailed narrative below of how the Community will revisit /

update that plan and timeline for doing so. **Also, for each plan / assessment that is selected it is required to upload a link (if available online) or upload the plan / assessment (if not available online).** Value = up to 10 points.

For any identified professional planning process the community has participated in as checked above, provide the link to the plan. If applicable, for any identified professional planning process checked above that has been completed more than 3-years past, provide a detailed narrative of how the Community will revisit / update that plan and timeline for doing so.

Or upload the professional plans as checked above that the community has participated in.

Upload professional plans as checked above that the community has participated in.



Acceptable file types: .doc, .docx, .pdf

Identify previous and/or potential challenges that have and/or could hinder tourism development in the community.

This section looks at community preparedness, an understanding of project(s) complexities, and how those will be addressed to achieve community goals. The challenges do not need to be tourism or project related but should be specific to the community. Value = up to 10 points.

Applicant Acknowledgement

Options

To the best of my knowledge and belief, the information contained in and submitted with this application is true and correct and the governing body of the applicant has authorized this application to be submitted.

The applicant will comply with all applicable laws and regulations prohibiting discrimination, including on the basis of race, sex, religion, national origin, age or handicap.

The applicant will comply with all federal, state and community licenses, permits, laws, and regulations.

The applicant acknowledges and agrees that any information they submit to the Department may be subject to public disclosure under Montana's Public Records Act.

The applicant acknowledges and agrees that submitting false or misleading information in connection with this application will result with the application being found disqualified for consideration from this funding opportunity.

Add
attach

Based on the scoring criteria, an identified tourism ready community / communities will be scheduled for a community evaluation by the PCTGP review committee for potential funding as allocated by the cohort schedule [see the [Tourism Grant Program](#) website].