



Welcome!

MONTANA



Economic Impact and Destination Event Grant Program

Application Workshop

Presented by:

Department of Commerce

Destination MT, Tourism Grant Program

Michele Cushman, Tourism Grant Program Supervisor

Rachel Mullen, Tourism Grant Program Specialist

Taylor Tidwell, Tourism Outreach Coordinator



1. Purpose
2. Eligible Applicants
3. Eligible Events
4. Ineligible Events
5. Eligible Uses of Funds
6. Ineligible Uses of Funds
7. Application Process
8. Resources
9. Contact

Workshop Sections



Purpose

The 2023 Montana Legislature authorized the Economic Impact and Destination Event Grant Program (“Event Grants” or “Program”) by enacting § 1(c) of Senate Bill 540 (“SB 540”). The purpose of Event Grants is to assist Montana’s communities with Destination Events and new Events that will increase tourism (including regional, national, and international visitors), promote Montana’s unique attributes, and generate additional community revenue. The Montana Department of Commerce (“Department”), Destination MT Division (“Destination MT”), will administer Event Grants in accordance with these Guidelines.



Eligible Applicants

Cooperative

Non-Profit 501(C)

Tribal Government

Incorporated City / Town

County Government

Consolidated Government



Eligible Events



Ineligible Events

Events Prohibited by Montana or Federal Law

State, County, or Community Trade, or Job Fair

Any School or League Tournament

High School, College, or Family Reunion

Professional Sporting Event That is Not Open to The Public

Private and/or Members-Only Events

An Event Held For The Main Purpose of Fundraising



Event Budget Template

PROPOSED BUDGET / DESCRIPTION OF COSTS FOR THE EVENT GRANT		TOTAL
Event Specific Content Creation	Grant funds are specifically limited to actual advertisement / marketing costs, select infrastructure costs, and non-permanent signage for the event.	
Digital Marketing Campaigns		
Social Media Ads and/or Social Media Post Boosts		
e-Communications [email blasts] to Targeted Market Segments		
Geo-Fencing		
Traditional Advertisement / Marketing Costs [such as Television, Radio, Newspaper, and/or Billboard]		
Portable Restrooms and/or Wash Stations		
25% of Rental Costs for Venue/Facility		
25% of Equipment Rental Costs [stage, sound system, tables, chairs, and/or tent]		
Production, Construction, and/or Installation Costs of Signage Directing Attendees to the Event Site		
Banners and/or Posters Promoting the Date / Time / Location of the Event		
TOTAL EVENT COSTS REQUESTED TO BE SUPPORTED WITH GRANT FUNDS		\$0.00

Eligible Uses of Funds



Advertisement & Marketing

- ▶ Event Specific Content Creation
- ▶ Digital Marketing Campaigns
- ▶ Social Media Ads
- ▶ E-Communications to Paid-For Target Market Segments
- ▶ Geo-Fencing
- ▶ Traditional Advertising

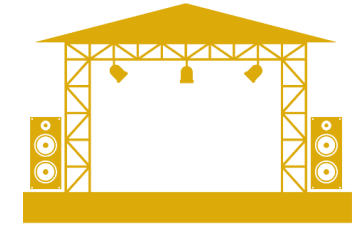
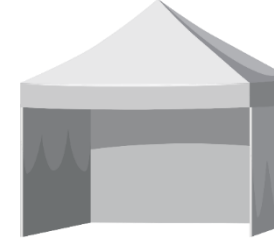
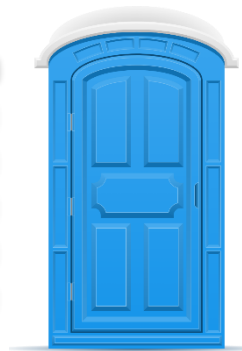


Eligible Uses of Funds



Event Infrastructure

- ▶ Portable Restrooms
- ▶ Portable Wash Stations
- ▶ Up To 25% of the Rental Cost for the Event Venue / Facility
- ▶ Up To 25% for Rental of Equipment Such As a Stage, Sound System, Tables, Chairs, and / or Tents



Eligible Uses of Funds



Signage

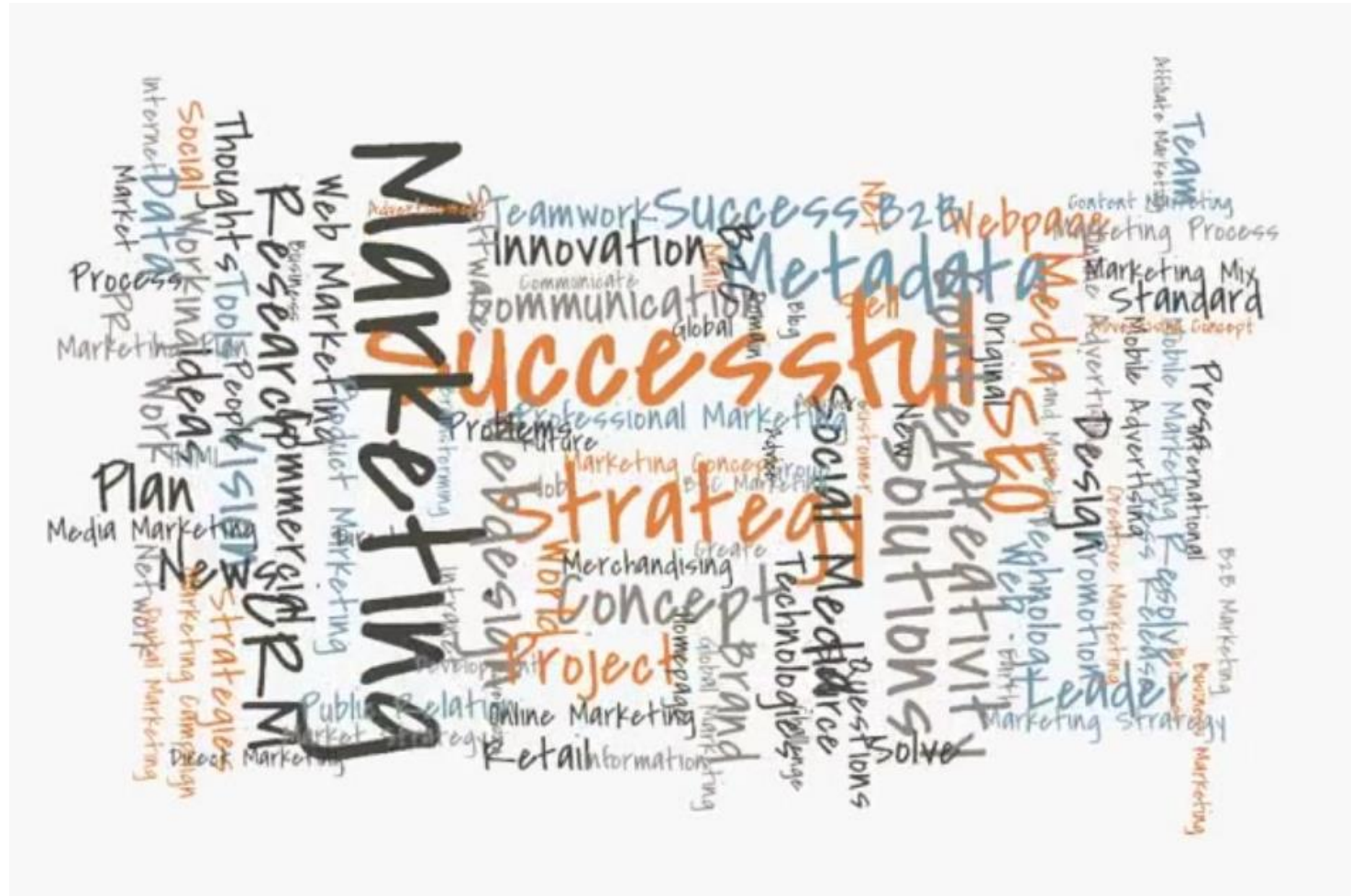
- ▶ Production, Construction, and / or Installation Costs of Signage Directing Attendees to the Event Site
- ▶ Banners and / or Posters Promoting the Event



Eligible Uses of Funds



Marketing for Success



Eligible Uses of Funds

MONTANA



Event Measurement



Eligible Uses of Funds

MONTANA



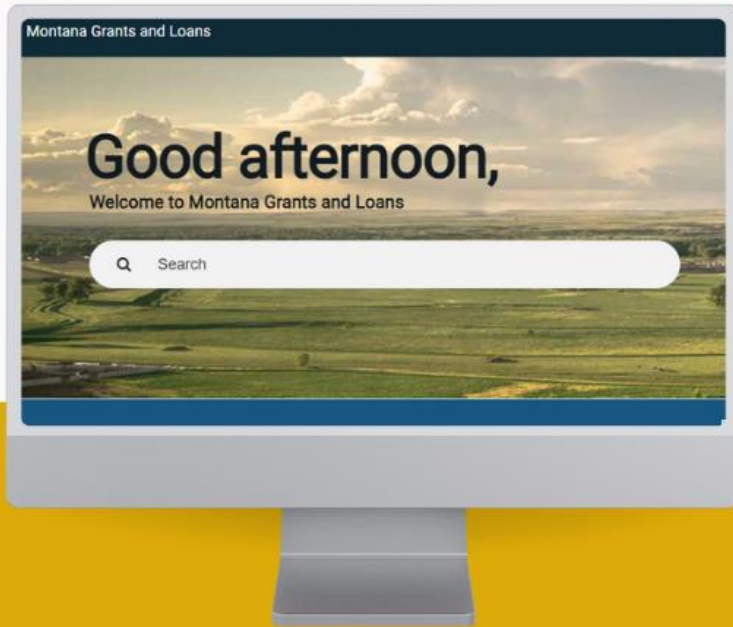


Any cost that is not specifically approved in the budget for the event will not be reimbursed with grant funds.

Ineligible Uses of Funds



EVENT GRANT APPLICATION



Application Process

Application Window:
March 13, 2024-April 11, 2024



Resources



[Tourism Grant Program](#)





Thank You

tourismgrants@mt.gov

MONTANA

