Tourism Grant Program

2023 Application Cycle Workshop

by Michele Cushman, Tourism Grant Program Manager
Intent

The Tourism Grant Program awards funds to projects that strengthen Montana’s economy through the development and enhancement of the State’s tourism and recreation industry.
Overview of Funding

The **Tourism Grant Program** is funded by the Lodging Facility Use Tax; commonly known as the “Bed Tax”.

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DISTRIBUTION OF 4% LODGING FACILITY USE TAX*

- Brand MT (60.3%)
- Regions/CVBs (22.5%)
- FWP (Parks) (6.5%)
- Historical Interpretation (Historical Society) (2.6%)
- University System (ITRR) (2.5%)
- Aquatic Invasive Species (AIS) (1.4%)
- MT Heritage Preservation Commission (2.7%)
- Historical Society (1.0%)
- DOR Tax Admin + State Employee Reimbursement
- Tribal Tourism (0.5%)
Eligible Entities in Montana

- A primary non-profit 501(c) organization
- A Tribal government
- A City government
- A County government

Eligible entities cannot use funds as a pass-through for ineligible entities.
Limited to one application for one proposed project per funding cycle.
The Proposed Project

The asset/proposed project must be owned by the entity applying for the grant or the applicant must have a long-term lease with automatic renewal in place.
General Categories of Tourism & Recreation Projects

- Digital Product Development
- Heritage Preservation
- Infrastructure Upgrades / Enhancements
- Wayfinding / Signage
- Niche Product Development
  - Montana Destination Brand Research Study
Match for Projects

$2 Grant Ask + $1 Your Match = Total Cost of Project
Building the Project Budget

Receipt

C'est quelque chose .... $9.90
Un article que vous achetez .... $3.80
Autre chose .... $5.90
Achetez beaucoup de choses .... $1.30
Acheter des poissons .... $0.29
C'est un peu de gas, $0.69

MONTANA
Tourism Grant Budget Template
Tourism & Community Partners

Invested LoS

NOT Invested

MONTANA
Marketing the Project
Impact & Measurement

ITRR

Customer feedback survey

GRAND OPENING

Analytics

MONTANA
Tourism Grant Program FY23 Application for Projects

Organization or Entity of Submission *

This information must match the most recently filed federal tax documentation. Do not use acronyms. Do not include the tax id number here. Entities based in Montana that are eligible to apply for a tourism grant include:
- A primary registered non-profit 501[c] organization must match most recently filed form 990-N
- A Tribal government or authority to apply by a pooled Tribal Reservation
- A City government
- A County government

Authorized Legal Signatory *

First Name

Last Name

The authorized legal signatory is the Chief Elected Official of a Tribal/City/County government or the Executive Director of the Organization.

Legal Signatory Title *

Mailing Address *

Country
Timeline of the 2023 Tourism Grant Cycle

- **Application Window Opens:** 1 Aug 2022
  - Applications are accepted through the Submittable link on our website. Questions should be sent to TourismGrants@mt.gov.

- **Application Window Closes:** 15 Sep
  - Application window closes at midnight MST. Any information submitted after close may not be considered in the review process.

- **Review & Ranking of Applications by TGP Review Team:** September thru October
  - Eligible and qualified applications are reviewed and evaluated by the Tourism Grant Program Review Team.

- **Announcement of Awards & Technical Assistance Provided:** mid-to-late November
  - Tourism Grant Program awards are announced (tentative timeframe subject to change). Applicants that are not funded are provided an opportunity for technical assistance.

- **Awarded Project Completed by:** 1 Jun 2024
  - Awarded applicants are entered into a contract with the Department of Commerce. Awarded projects have ~18 months to complete the project and submit a Final Project Report to the Program.

Tourism Grant Program FY23 Application and Project Timeline
Resources & Tools

• Explore the Tourism Grant Program website at: https://brand.mt.gov/Programs/Office-Of-Tourism/Tourism-Grant-Program

• Email TourismGrants@mt.gov

• Contact by Phone: 406-841-2796