



GALLATIN VALLEY TBID • EVENT GRANT REQUEST

Bozeman Film Festival

A shoulder-season tourism investment for downtown Bozeman.

Presented by the Bozeman Film Society



OCT 8–11, 2026



DOWNTOWN BOZEMAN, MT



\$15,000 GRANT REQUEST



THE EVENT

A walkable, multi-day event downtown

Four days of independent cinema across historic downtown venues, the kind of multi-night, downtown-anchored event that fills rooms and tables, not a single-evening local outing.



4

Days

of film & celebration



3

Historic Venues

Ellen · Rialto · Armory



5

Downtown Locations

on & just off Main Street



OCT

Shoulder Season

outside the summer peak

Opening night fills the Baxter Hotel Grand Ballroom; passholders gather between films at the AC Hotel, all within walking distance downtown.

Why this event fills rooms



A new event, not an unknown

Built on the Bozeman Film Society's 50-year track record and proven audiences: the growth potential TBID seeks, with little of the risk of a first-time organizer.



October shoulder season

Drives overnight stays in one of the ten lower-occupancy months, well outside the July–August lodging peak, exactly when rooms need filling.



Multi-day and downtown

Four days across walkable Main Street venues turn visitors into multi-night guests who book hotels, not day-trippers passing through.



Weather-independent

Screenings are indoors in historic theaters, so the room nights hold regardless of an early-October storm, a reliability most events can't promise.

THE AUDIENCE

A destination audience, already booking

Before a single 2026 ad runs, passes are already held coast to coast: proof this draws overnight travelers, not just a local night out.



175

Passes already held



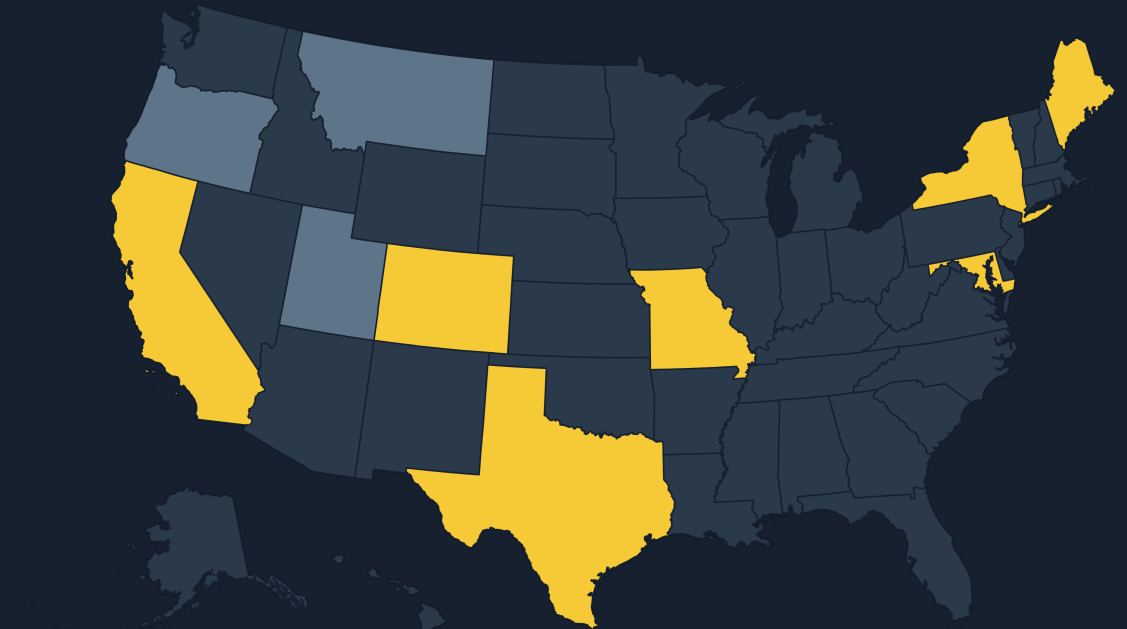
10

U.S. states represented



2

Countries represented (AU, US)



Passholders beyond our ad markets (7)



Within current ad markets (3)

Beyond our reach: 7 of these 10 states sit outside our paid ad markets, and well beyond the TBID's 150-mile target radius. That's organic, out-of-market pull.

PROJECTED IMPACT • YEAR ONE

Room nights and visitor spending



40–60

out-of-market visitors



70–120

incremental room nights



2.5–3

nights average stay



**\$1,600–
\$2,550**

direct spend per visitor

ESTIMATED TOTAL DIRECT VISITOR SPEND

\$64,000 – \$153,000

New, incremental spending in Bozeman hotels, restaurants, and downtown shops in year one alone.

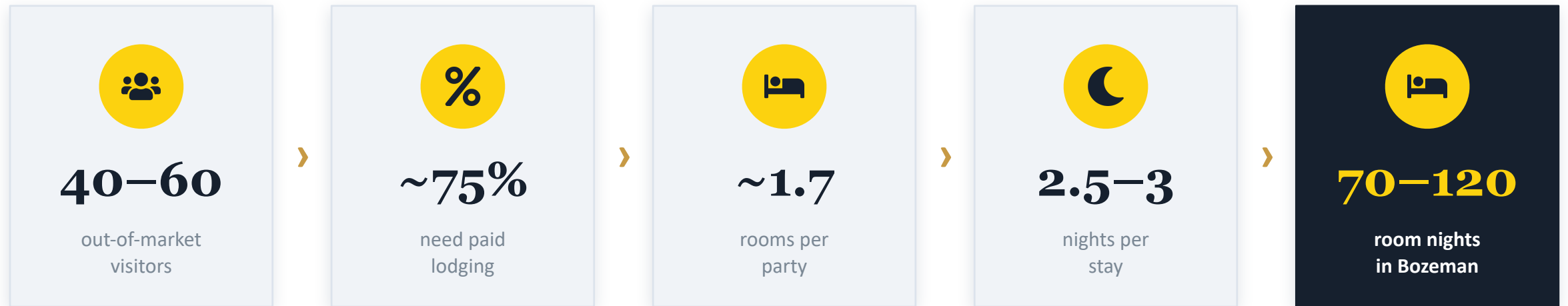
4× – 10×

return on the \$15,000 requested, measured in direct visitor spending alone.

HOW WE GET THERE

The room-night math, in the open

A deliberately conservative model a board can check: every assumption shown, not just the headline.

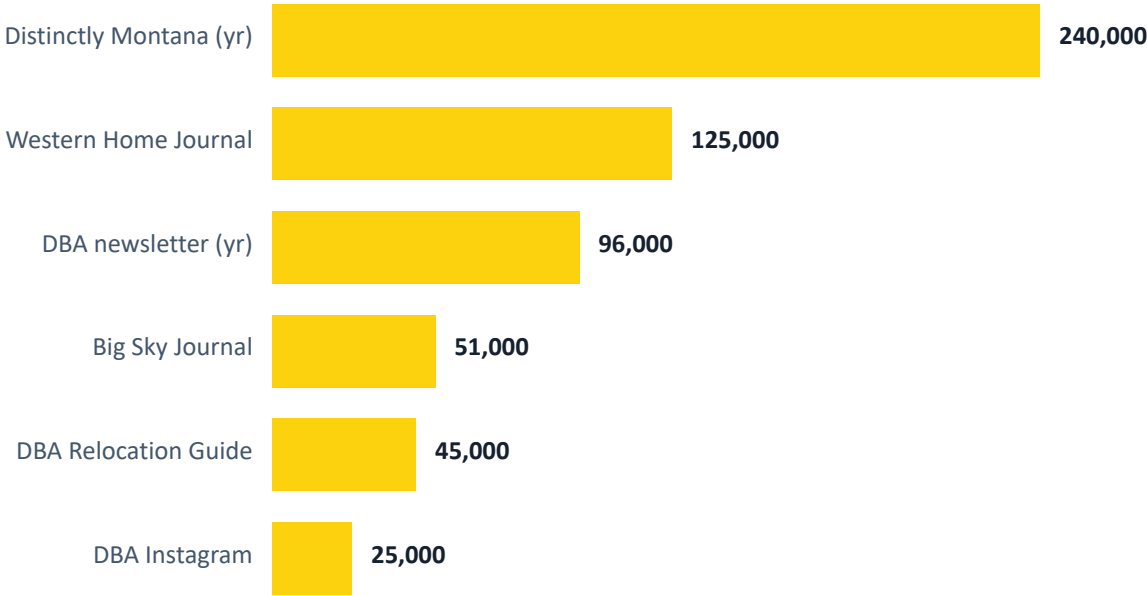


Nearly all of these land inside Bozeman city limits (the event is anchored downtown), so they convert directly into the room nights the TBID is funded to grow. Figures exclude same-day regional attendees.

MARKETING REACH

Built to be pointed out of market

500,000+ combined regional reach across paid placements **+ 2,000,000+** filmmakers via FilmFreeway



WHERE THE ADS RUN

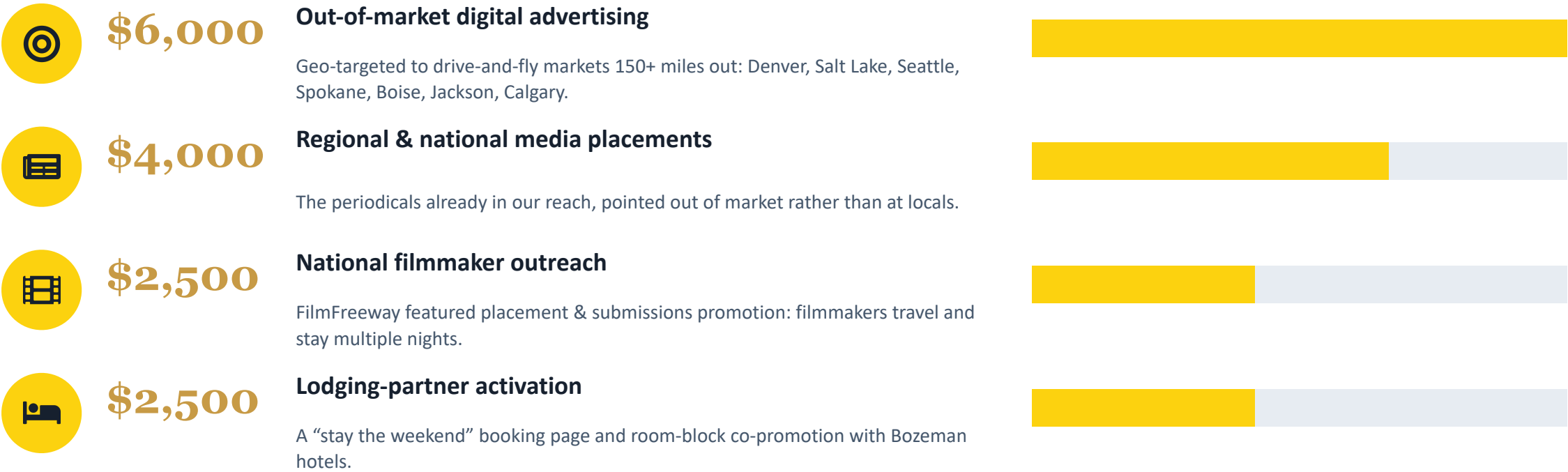
-  **Print & digital periodicals**
-  **Regional radio**
-  **Digital & social**
-  **National filmmaker reach**

Western Home Journal alone reaches Bend, Bozeman, Flathead Valley, Jackson Hole, Park City & Sun Valley, all 150+ miles out. TBID funds push these placements further out of market.

USE OF FUNDS

How the \$15,000 is deployed

Every dollar goes to out-of-market promotion, none to general operations, directly generating the projected room nights.



\$15,000 in → \$64,000–\$153,000 back. A 4–10× return the TBID can measure. All uses are eligible advertising & promotion; allocation is a working estimate.

THE RETURN

What your grant delivers

TOURISM RETURN FOR GALLATIN VALLEY

- ✓ Incremental overnight visitation in Bozeman
- ✓ Activates shoulder-season demand in October
- ✓ High-value visitor spending across downtown
- ✓ Supports lodging, dining & retail city-wide
- ✓ A scalable event that grows room nights yearly

TBID RECOGNITION & REPORTING

- ★ “Produced with support of Gallatin Valley TBID funds” on all materials
- ★ visitbozeman.com and all Bozeman hotels featured in the campaign
- ★ Gallatin Valley TBID & Bozeman Chamber named additional insured
- ★ Written wrap-up report with room-night actuals within 30 days



JOIN US

Let's fill rooms in October.

A \$15,000 TBID investment seeds a repeatable, shoulder-season event projected to return \$64,000–\$153,000 in direct visitor spending in year one. Let's grow Bozeman's room nights together.



info@bozemanfilmfestival.org



bozemanfilmfestival.org



Festival · October 8–11, 2026

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PRESENTED BY THE BOZEMAN FILM SOCIETY

\$15,000
GRANT REQUEST

OCT 8–11, 2026
DOWNTOWN BOZEMAN, MT

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10

U.S. states + 2 countries (AU, US) represented

7 of 10

States sit outside our paid ad markets — organic, out-of-market pull

4×–10×

Projected return in direct visitor spending, year one

WHY THIS EVENT FILLS ROOMS

A new event, not an unknown

Built on the Film Society's 50-year track record and proven audiences — TBID's growth potential with little first-timer risk.

October shoulder season

Drives overnight stays in a lower-occupancy month, well outside the July–August lodging peak — exactly when rooms need filling.

Multi-day & downtown

Four days across walkable Main Street venues turn visitors into multi-night hotel guests, not day-trippers passing through.

Weather-independent

Screenings are indoors in historic theaters, so room nights hold regardless of an early-October storm.

40–60

OUT-OF-MARKET VISITORS

70–120

INCREMENTAL ROOM NIGHTS

2.5–3

NIGHTS AVG. STAY

ESTIMATED TOTAL DIRECT VISITOR SPEND · YEAR ONE

\$64,000 – \$153,000

A 4×–10× return on the \$15,000 requested, in direct spending alone.

New, incremental spending in Bozeman hotels, restaurants & downtown shops. Conservative model — every assumption open to a board's review; excludes same-day regional attendees.

HOW THE \$15,000 IS DEPLOYED

\$6,000

Out-of-market digital ads

Geo-targeted to drive-and-fly markets 150+ mi out: Denver, Salt Lake, Seattle, Spokane, Boise, Jackson, Calgary.

\$4,000

Regional & national media

Periodicals already in our reach — pointed out of market rather than at locals.

\$2,500

National filmmaker outreach

FilmFreeway featured placement & submissions promotion; filmmakers travel and stay multiple nights.

\$2,500

Lodging-partner activation

A "stay the weekend" booking page and room-block co-promotion with Bozeman hotels.

\$15,000 in → \$64,000–\$153,000 back. A 4×–10× return the TBID can measure.

TBID recognition & reporting: "Produced with support of Gallatin Valley TBID funds" on all materials · Gallatin Valley TBID & Bozeman Chamber named additional insured · Written wrap-up report with room-night actuals within 30 days.

Bozeman Film Society
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KEEP 'EM FLICKERING