
GALLATIN VALLEY TBID GRANT APPLICATION INFORMATION

Bozeman District

The Gallatin Valley TBID is seeking to partner with organizations interested in developing new or growing events, conventions, rallies, festivals, and tournaments (to be called “the event” hereafter) that have a proven or qualified ability to generate hotel-motel room nights in the city of Bozeman in the Gallatin Valley.

The mission of the Gallatin Valley TBID is **“to enhance the economic vitality of Bozeman by generating room nights for the cities lodging facilities through effective sales and marketing strategies, building collaborative partnerships and promoting Gallatin Valley as a year-round visitor, convention and event destination.”**

The Gallatin Valley TBID is funded by a flat fee of \$2 per room night on individuals staying at lodging facilities within the Bozeman City limits. The Business Improvement District Law, Montana Code Annotated 2007, 7-12-1101 through 7-12-1144 as amended, for funding of all uses and projects for tourism promotion within Gallatin Valley as specified by the Gallatin Valley Tourism Business Improvement District budget.

Criteria

A. Requirements

The following criteria are required prior to any funding by the TBID.

- (1) The event must have a proven or qualified ability to generate hotel-motel room nights in the City of Bozeman.
- (2) The Gallatin Valley TBID resources are available.
- (3) The entire event must be deemed appropriate by the Gallatin Valley TBID (no political candidate promotion, no adult style entertainment, and other exclusions may apply at the discretion of the Gallatin Valley TBID).
- (4) The Gallatin Valley Tourism Business Improvement District and the Bozeman Area Chamber of Commerce must be listed as additional insured on your event insurance policy.
- (5) All Hotels must be marketed on all materials and www.bozemancvb.com listed on digital marketing.

B. Advertising

The Gallatin Valley TBID will, in some cases, consider underwriting advertising efforts to help publicize an event that has a direct correlation to increased hotel/motel occupancy in Gallatin Valley’s lodging facilities. If approved, the following advertising criteria must be followed.

- (1) The words Gallatin Valley TBID and Bozeman Montana shall appear on all printed materials.
- (2) The websites bozemanchamber.com and bozemancvb.com shall appear on all printed materials.
- (3) Acknowledgment of grant on collateral: “Produced with the support of Gallatin Valley TBID funds.”
- (4) Target Audiences must be a minimum of 150 miles away from Bozeman, MT.
- (5) Copies of all advertisements must be supplied to the Gallatin Valley TBID.

C. Event Funding

The Gallatin Valley TBID will, in some cases, consider subsidizing costs that would otherwise make an event infeasible to have in Gallatin Valley. In these cases, the following criteria must be followed.

- (1) No direct cash subsidy will be given to the organization. Cash subsidies may be used for rental assistance, transportation assistance, facility rental or other expenditures deemed appropriate by the Gallatin Valley TBID.
- (2) The Gallatin Valley TBID shall be included in the bidding and planning of the event to maximize the number of overnight stays created and ensure that all aspects are deemed appropriate.

D. Other

- (1) Award money will not be retroactive. **(The TBID will not pay for advertising/promotions/obligations/other contracted services for the event prior to the grant being awarded)**
- (2) Other rules, regulations, policies, and procedures pertaining to this grant are at the sole discretion of the Gallatin Valley TBID.
- (3) Grant/Award winner must provide a written wrap-up report and samples of produced advertisements to the CEO of GVTBID within thirty days of event and presentation to the Full Board within 45 days to receive the last 25% of awarded funds.
- (4) Notification must be given immediately to the Gallatin Valley TBID when an event is cancelled (ideally prior to public announcement) or postponed. If notification is not given to the Gallatin Valley TBID Board may suspend current and future funding for the applicant.

Funding Criteria

While the Gallatin Valley TBID will look at all events that create overnight stays, the following characteristics will improve grant consideration.

- A. The event is **new** to Gallatin Valley and/or has significant potential for growth.
- B. The event occurs during the ten months that currently have lower occupancy in the Gallatin Valley lodging facilities. July and August are the two highest occupancy months for Gallatin Valley Hoteliers.
- C. The event is large.
- D. The event brings many people from 100+ miles away.
- E. The event is multiday.
- F. The event is not weather dependent.
- G. The event organization requesting funds is non-profit.

Process

- A. Submit one copy of the following:
 - 1) **grant application**
 - 2) **projected budget that includes all income and expenses** and
 - 3) **supporting documents (business plan, marketing plan, ad materials, etc.**
 - 4) **If this event has been funded before, please submit financials from previous years.**
 - 5) **Non-Profit letter from IRS filing** and 6) **Proof of Insurance**
- B. Grant application will be reviewed by the Gallatin Valley Tournament Committee and Gallatin Valley TBID. It will take a minimum of **45 days** for grant application results.
- C. Failure to comply with any of the criteria listed may require full repayment of TBID monies from the awarded organization to the Gallatin Valley TBID.
- D. Applicant must complete a follow up report within **45 days** of the event being held.

Acknowledgment of Criteria: Please sign below acknowledging that you have read and understand the above criteria:

Name of Organization Requesting Grant _____

Signature _____ Print Name _____

Position _____ Date /__/_

GALLATIN VALLEY TBID GRANT APPLICATION

1. GENERAL INFORMATION

Name of Organization:

Address:

Phone:

Email:

Name of Contact:

Position of Contact:

Phone:

Email:

Title of Event:

Proposed Dates of Event:

Location of Event:

Amount of funding requested \$_____

Applicants Match (if applicable) \$_____

Total Budget \$_____

(If using an email version of this document, please expand spacing when necessary to fit all information. If using a hard copy, attach additional pages.)

2. SUMMARY OF EVENT

Please describe the event in detail and what it is that you wish to accomplish.

3. GRANT REQUEST PURPOSE

Please provide a one paragraph summary of the purpose of the funding request and what it will subsidize or be used specifically for.

- Please focus on the specific element for which you are requesting funding.

4. LODGING FACILITY IMPACT

Explain how this event will bring people from out of town to fill hotel rooms and list the towns, states and/or regions you expect the participants to travel from. Explain your room night goals and how they will be measured. All Hotels must be listed on all marketing materials and a link to

www.visit-bozeman.com

5. ORGANIZATION OVERVIEW

Please give a brief history of your organization.

6. AVAILABLE RESOURCES

What alternatives to TBID funding have been explored?

Do you envision this grant as seed money?

When will this event become self-sustaining in the future?

7. PROJECT BUDGET TIMELINE & REQUIREMENTS

Please indicate when you will need the funds from the TBID.

- **(75% of funds will be released at time of grant being awarded, 25% will be retained until final reporting is submitted and approved)**
- **Be aware that once funding is recommended, a contract will need to be executed by the Gallatin Valley TBID and Event Coordinator.**
- **A detailed budget is required to be submitted with the application.**
- **If this is the second year of funding, please provide a Profit and Loss from the previous year.**
- **If funded multiple years, please provide all financials for years grant awarded.**

8. CHALLENGES

What are the primary challenges your organization faces with regards to this event?

9. ADDITIONAL COMMENTS

Please provide any other comments that should be considered.

10. QUESTIONNAIRE

How many volunteers are required? _____

Has this event been in Gallatin Valley before?

Yes, No

- If yes, when?

Has this event been in Montana before? Yes, No

- If yes, when?

Could this event cancel on the same day due to inclement weather? Yes, No

- If yes, explain:

Could this event cancel a month or less before its intended date for any reason? Yes, No

- If yes, explain:

What, if any, entities will proceed from this event? _____

- Explain why proceeds are being donated to these entities and not being kept in reserves for next year's event. (We like to see events self-sustainable in 3 years with decreased funding request to Gallatin Valley TBID each of the 3 years.)

Please sign below stating that the above information is accurate.

Name of Organization Requesting Grant _____

Signature _____ Print Name _____

Position _____ Date /_/_