



Tourism Business Improvement District Application for Funding

We are pleased you have requested an application for Tourism Business Improvement District (TBID) funding. The purpose of these funds is to grow our tourism economy through increased visitor spending in Dawson County's lodging establishments. Other tourism partners such as retail, restaurant, transportation and attractions will also benefit from increased visitation. The purpose of these funds must be in keeping with the TBID's Mission to generate room nights for lodging facilities in Dawson County, Montana by effectively marketing our region as a preferred travel destination.

Eligible Expenditures

These funds are made available through the lodging facilities of Dawson County. For every occupied room night, guests are assessed a dollar which is returned to Dawson County. The Business Improvement District Law, Montana Code Annotated 2007, 7-12-1101 through 7-12-1144 as amended, for the funding of all uses and projects for tourism promotion within Dawson County as specified in the TBID budget. **Revenue collected from this assessment must be used for activities and expenditures designed to increase tourism, events, rallies and convention business.**

The purposes for which the assessments collected shall be used are the statutory purposes set forth in Business Improvement District Law, Montana Code Annotated 2007, 7-12-1101 through 7-12-1144, for one or more of the following purposes:

- A. The funding of all uses and projects for tourism promotion within Dawson County as specified in TBID budget.
- B. The marketing of convention and trade shows which benefit local tourism and lodging businesses in Dawson County; and
- C. The marketing of Dawson County to the travel industry in order to benefit local tourism and the businesses located within the Dawson County.

Deadline

Applications must be submitted to the Dawson County Economic Development Council, 300 College Drive, Dawson Community College, PO Box 173, Glendive, MT 59330 **on or before 5:00 p.m. March 1, June 1 and/or November 1.**

Criteria

Applicants that meet the eligibility requirements above may be awarded funding based upon:

- 1) A proven or qualified ability to generate hotel-motel room nights and economic impact to Dawson County
- 2) Available TBID resources

Approved projects must agree to follow the rules and regulations set forth by the TBID and outlined below:

A. Printed Material

- (1) The words Glendive, Montana shall appear on all printed materials except when event is advertised within Montana.
- (2) Include the following information on print projects:
 - a. Our community's tourism web site www.visitglendive.com and Visit Glendive logo.
 - b. Acknowledgment of grant: "Produced with support from Dawson County TBID funds."

Print Advertising

- (1) Glendive, Montana spelled out in its entirety, shall appear at first glance on all print advertising except when event is advertised in Montana.
- (2) Copies of ads and original invoices must be provided before monies are released.
- (3) Target audiences must be a minimum of 50 miles away from Dawson County, Montana.

Television and Radio Advertising

- (1) When appropriate, the word Glendive, Montana shall be stated on all audio tracks produces which include speaking – except when event is advertised within Montana.
- (2) An affidavit of media buy shall be on file at the organization upon completion of the project.
- (3) A copy of the audio/video tape shall be on file at the organization.

B. Event or Convention Promotion

- (1) The TBID shall be included in the bidding and planning of the event or convention. All aspects of the event/convention must be approved by the TBID. If any part of the event/convention is deemed inappropriate, funding may be in jeopardy (ie: no adult style entertainment, no political/candidate promotion, other exclusion may apply at the discretion of the TBID).
- (2) No direct cash subsidy will be given to the organization. Cash subsidies may be used for rental assistance, transportation assistance or other expenditures deemed appropriate by the TBID.
- (3) Non-profit and/or Not For Profit events will be given preference. Documentation must be provided upon request.

C: Other

- (1) Award money will not be retroactive (i.e. TBID will not pay for advertising /promotions/ obligations /other contracted for by the event prior to grant being awarded).
- (2) Other rules, regulations, policies, and procedures pertaining to this grant are at the sole discretion of the TBID.
- (3) Grant/Award winner must provide a wrap-up report (expenses, attendance, estimate of over-night stays and samples of produced pieces to the TBID Board of Directors upon completion (within 10 days of event/convention closure) to receive funding payment.**

Process

- (1) **Submit 5 copies** of the attached application and any supporting documents to the TBID Grant Committee at the Dawson County Economic Development office.
- (2) Grant applications will be reviewed by the TBID Grant Committee and notification will begin 10 business days after the closing date (March 15, June 15 and/or November 15).
- (3) Failure to comply with any of the criteria listed here may require full repayment of TBID monies from the awarded organization to the TBID Board of Directors enforceable by the Dawson County Prosecuting Attorney's Office. (If in-fact funds were provided prior to the event).



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1. PROJECT APPLICATION

Project/Event Title:

Event Date:

Potential Room Nights Generated:

If an existing event, number of room nights used prior years. _____

Potential new room nights with TBID funding. _____

Applicant:

Type of Organization – Corporation (profit or non-profit), partnership, sole proprietor, LLC, individual?
Please include a copy of Certificate of Incorporation.

Contact Name:

Phone:

E-mail:

Website:

Address:

City/Zip:

Amount requested:

Applicant's match (if applicable)

Total project budget:

2. PROJECT SUMMARY

In the space below, provide a one paragraph (250 word max.), concise summary of your request and what it will accomplish. If your request is part of a larger project please briefly describe the over-all project. However, please focus the bulk of your answer on the specific element for which you are requesting funding.

3. SCOPE OF WORK

Fully describe the project, expand your summary paragraph to address such issues as:

- A. What it is you wish to do?
- B. How and why will the community and lodging industry benefit?
- C. What are the beginning and ending dates of your project?
- D. What are your room night goals and how will you measure?
- E. Is this a new project or a continuation? If a continuation, how many new room nights will additional funding generate?
- F. What other measurements will apply to evaluate the project's success?
- G. Provide a brief history of your organization.

4. AVAILABLE RESOURCES

What alternatives to TBID funding have been explored? Do you envision this grant as seed money or part of ongoing funding?

5. BUILDS ON COMMUNITY ASSETS

Based on the evaluation criteria, how does your proposal build on community assets and our community brand?

6. PROJECT BUDGET/TIMELINE/CASHFLOW

Please indicate when you will need funds from the TBID. Be aware that once funding is recommended, a contract will need to be executed with the Dawson County Economic Development; payment will come directly from the TBID. This process may take several weeks.

7. IN CLOSING

Please provide any other comments you would like to have considered that relate to this project application.

If there is a **Marketing Plan** available for this project, please include with this application.

A BUDGET IS REQUIRED TO BE CONSIDERED A COMPLETE APPLICATION.

To be considered, an application must be complete and adhere to the specific format.

You must submit 5 original copies of the application.

Mail or deliver all copies of the application to:

**Dawson County Economic Development Council
PO Box 173
300 College Drive
Dawson Community College
Glendive, MT 59330
Attention: Cathy Kirkpatrick**

Thank you for your application and your commitment to sponsoring events in Dawson County.