

Economic Impact and Destination Event Grant Program Frequently Asked Questions

- **What is the purpose of the Economic Impact and Destination Event Grant Program?**

The purpose of the Event Grant Program 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.
- **Who is eligible to apply for Event Grant funding?**

Eligible entities include a primary, registered non-profit 501(C) organization, a cooperative, an incorporated city or town, a county government, a consolidated government, or a tribal government.
- **Are there any other eligibility requirements for an Event Grant?**

The Event must be held in Montana and the eligible entity must also be the primary organizer of the event. Eligible entities are limited to one submission for one event per grant cycle. Additionally, beyond the event, the eligible entity should have significant alignment in the industry of tourism and the Event must be suitable for audiences of all ages.
- **What are eligible uses of funds set forth under the Event Grant?**

Eligible entities may be awarded up to \$25,000 in total grant funds to support Event specific advertising and marketing, select event infrastructure, and signage costs on a reimbursement basis. A local match is **not** required for this funding opportunity; however, 25% of the grant ask must be for advertising and marketing.
- **How does an eligible entity submit an application for an Event Grant?**

The application portal will be available on the [Event Grant webpage](#) when the grant cycle is open. The primary organizer of the event should submit an application along with the required Event Grant Budget located in the toolkit on the webpage. Completed applications will be evaluated by a Destination MT review committee within 30 business days of the grant cycle close date.
- **How are applications considered?**

Submissions will be considered, reviewed, and scored, with a determination of award and award amount made within 30 business days from the grant cycle close date. A high-level of concentration and prioritization of funding will be given to Events that will be held in rural communities, under-visited areas of Montana, tribal communities, and to Events that will occur in the shoulder-seasons of the year.
- **How do I create a successful advertising and marketing plan?**

The event should start being promoted **at least** 4 – 2 months in advance and really ramp up promotion about 4 – 3 weeks prior to the event. The event should have a consistent marketing schedule of constant promotions on the platforms that are being utilized to advertise and market it. A general rule of thumb on creating a marketing budget is 60% for digital marketing campaigns, 15% for social media, e-communications, and geo-fencing, 10% for traditional advertising, 10% for signage, and 5% or less for other advertising. This is a general rule and should always be adjusted and tailored based on the Event's target market.
- **What are data-drive measurements of success for an Event?**

The goal of any Event should be to increase out-of-area attendance, thereby increasing resident and out-of-area expenditures alike and working to promote over-night stays. Data allows organizations to measure the effectiveness of a given advertising strategy. When strategies are put into place, collecting data will allow you to determine how well your strategy is performing, and whether your advertising approach needs to be tweaked or changed over the long term. The Event organizers should work

closely with local businesses and [Destination Marketing/Management Organizations \(DMOs\)](#) to help collect data, work with the [Montana Department of Commerce Tourism Research Division](#) to utilize resources like Zartico; which provides high resolution geolocation data on tourism spending from credit and debit card information, partner with the [Institute for Tourism & Recreation Research \(ITRR\)](#) to purchase their [Survey Kits](#) which helps Montana communities gather information about their visitors and / or attendees of a specific Montana event, or customize and distribute your own Event Survey utilizing Microsoft forms.

➤ **What tools and resources are provided for an Event Grant?**

On the Tourism Grant Program website there are several templates and resources for potential applicants as well as post-award grant management documents within the [Event Grant Toolkit](#).

For more information on the **Tourism Grant Program and Opportunities** please visit the [Tourism Grant Program](#) website or contact Tourism Grant Program staff by email at TourismGrants@mt.gov.