

Agritourism Grants Program Application

Destination MT Division Tourism Grant Program

The purpose of the Agritourism Grants Program is outlined in the Agritourism Grants Program Guidelines, which can be found on the Destination MT Division's website at commerce.mt.gov. Please carefully read the guidelines and Attachment A: Agritourism Grants Program Application Scoring Criteria before beginning this application. Eligible applicants are limited to one submission per grant cycle.

Application Process

Please review prior to applying. The application process is as follows:

1. Verify your eligibility by reading through the guidelines carefully.
2. Familiarize yourself with Attachment A: Agritourism Grants Program Application Scoring Criteria.
3. Familiarize yourself with the Agritourism Grants Program PDF version of the application (this document).
4. Create an OKTA account. Contact the IT Help Desk at 406-444-2000 with issues.
5. Prepare your application materials:
 - a. Business EIN or UEI
 - b. A current certificate or screenshot showing status of good standing from the [Montana Secretary of State](#)
6. Complete and submit the Agritourism Grants Program Application.
 - a. Please note, the ServiceNow platform will automatically log you out after 60 minutes. You must complete your application within that timeframe or save it as a draft to return to working on it. ServiceNow will not save your progress.
7. All eligible applications will be reviewed.
8. All applications will receive a status notification from Destination MT.

Application Guidelines

General Information

- Select the type of business or entity that is submitting this application for the Agritourism Grants application cycle:
 - A primary 501(c) organization
 - A tribal government
 - A city government
 - A county government
 - A consolidated government
 - An incorporated city or town
 - An individual person, including Montana residents and enrolled tribal members
 - A for-profit business entity
 - A registered co-operative
 - A food and agriculture development center
 - A university, college or K-12 school
 - Other, please specify
 - Text box section needed
- Name of entity
- EIN or UEI of the entity, if applicable

Contact Information

- First name of authorized signatory/Last name authorized signatory
 - Provide the first and last name of the primary contact for the application.
This contact will be the legal signatory that would enter into a contract with Commerce should the applicant be awarded funds.

- Title of authorized signatory
- Authorized signatory phone number
- Authorized signatory contact email
- Authorized signatory mailing address

Additional contact information

There must be at least two unique points of contact for the Agritourism Grant. Additional contact information may be for any person that will have knowledge of the proposed project and may be involved in the process of completion should the applicant be awarded funds.

- First name of additional contact/Last name of additional contact
- Title of additional contact
- Additional contact phone number
- Additional contact email
- Additional contact mailing address

Eligibility

1. Are you a legal resident of Montana?

[Yes or No]

2. Are you an enrolled member of one of the eight federally recognized Montana tribes?

[Yes or No]

3. Are you currently registered and in good standing with the Montana Secretary of State?

[Yes or No]

If yes, attach a screenshot or documentation showing current registration and good

standing. If no, please explain why.

4. What is the title of the Agritourism project?
5. Where is the proposed Agritourism project located?

Address

City

State

Zip

6. Amount Requested

\$

Maximum amount: \$50,000

7. Total cost of the project

\$

Brief Summary

8. My agritourism project most closely aligns with one of the following:
 - a. Agriculture experience
 - b. Direct sales
 - c. Education
 - d. Entertainment
 - e. Hospitality
 - f. Recreation
9. Please select the category/categories where you intend to use grant fund.
 - a. Advertising and marketing
 - b. Develop new or enhance existing agriculture experiences or activities



- c. Business planning and development
- d. Education and outreach
- e. Safety and accessibility additions or improvements

10. In no more than seven sentences, please provide a summary of your proposed agritourism project that addresses the following:

- a. The type of agritourism project (from question 8)
- b. What you will use the grant funds to support
- c. Economic benefit
- d. Proposed timeline

Location

11. Please select your tourism region.

- a. Tribal Tourism Region
- b. Central Montana Tourism Region
- c. Western Montana's Glacier Country Tourism Region
- d. Missouri River Country Tourism Region
- e. Southeast Montana Tourism Region
- f. Southwest Montana Tourism Region
- g. Yellowstone Country Tourism Region

*See the Montana [Tourism Regions Map](#) to determine region location:

brand.mt.gov/programs/office-of-tourism/tourism-grant-program/agritourism-grant-program.

12. Based upon the location of your project and the definition of rural and under-visited, please identify if any of the below apply. You may select more than one.

- a. Rural
- b. Tribal

c. Under-visited

*See the [Urban and Over-visited Designations Map](#) to determine rural and under-visited area: arcgis.com/apps/dashboards/1482e71be2a34511ab6577fa7689ffdb.

13. If your project is not located in a rural or under-visited area, please explain why it can only be completed in an urban and/or over-visited area.

Agritourism Project Proposal

14. Is this agritourism project a new activity for your operation, or is it an enhancement of an existing activity?

- a. If a new activity, briefly explain the new activity and reasoning to support this new activity and any planning steps taken by the date of application. What funding sources have you identified? Can you realistically complete this new activity in 12 months?
- b. If an enhancement of an existing activity, briefly explain the existing activity and reason for the proposed enhancement. What planning steps have you accomplished to date? What funding sources have you secured? Can you realistically complete this enhancement in 12 months?

15. Please provide a summary of your current marketing strategy. Include your target visitor/attendee, market research, advertising channels and demand for your product.

16. Please describe how your proposed agritourism project educates visitors/attendees about agriculture.

17. Identify and describe the economic benefits that this specific project will have for your operation. Please include the metrics or benchmarks you will use to measure

success (revenue, number of workshops hosted, overnight stays, etc.).

18. How will your agritourism project generate tourism revenue for the benefit of your local community?

19. What are the critical risks or concerns that must be addressed to make this project a success?

Project Budget and Schedule

If the project request is \$10,001 or more, grant funds will be awarded on the basis of a 1-to-1 match. If you are requesting \$10,000 or less in overall grant ask, no match is required.

A detailed narrative and timeline for each cost requested in the Agritourism Grants budget must be provided in the project budget and schedule. Failure to follow the budget criteria and/or provide a detailed narrative for each cost will disqualify this submission from consideration for this funding opportunity.

20. Complete the Agritourism Grants Project Budget and Schedule and upload.

Applicant Acknowledgement

By submitting this application for Agritourism Grant Program funding, I hereby certify the following on behalf of the applicant:

- To the best of my knowledge and belief, the information contained in, and submitted with, this application is true and correct. If the applicant learns any such information is incorrect, it will inform the Montana Department of Commerce immediately.
- I understand that submitting false or misleading information in connection with this application may result in the applicant being disqualified to receive financial

assistance from the State of Montana. Awards made based on false application may result in the applicant having to repay the award amount and being referred to local authorities for criminal prosecution.

- I understand that information applicant provides to Commerce, including this Agritourism Grant Program application and supporting documents, may be subject to public disclosure under Montana law. If the applicant believes that any information it submits to Commerce should be protected as confidential for any reason, the applicant understands and agrees that it will: (i) notify Commerce of that belief prior to submitting the information to Commerce; (ii) submit an affidavit establishing the basis for that belief; and (iii) if Commerce agrees, sign a non-disclosure agreement with Commerce.
- I have read and understand the Agritourism Grants Program Guidelines published by Commerce before submitting this application.
- I have legal authority to submit this application, and the governing body of the applicant (if applicable) has directed me to submit this application.
- I understand that, if awarded Agritourism Grants funding, the applicant may be required to provide matching funds as directed by Commerce.
- The applicant will comply with all applicable laws and regulations, including those prohibiting discrimination, including on the basis of race, sex, religion, national origin, age or handicap.
- I understand that the applicant will provide Commerce with reports on how it has used Agritourism Grants funding whenever requested, and in the format required, by Commerce at no cost to Commerce.
- I understand that the applicant may only submit one Agritourism Grants application per grant cycle.
- I understand that applicant must sign a contract with Commerce prior to receiving any Agritourism Grant Program funding.