



## BUTTE TBID GRANT GUIDELINES FOR FUNDING

We are pleased you have requested an application to apply for Butte TBID grant funding. The purpose of this program is to increase visitation in Butte Montana and support Butte lodging partners. Other partners such as local retailers, restaurateurs, transportation businesses, and tourism attractions also benefit from increased visitation. The execution of Butte TBID grant funding must be in line with the Tourism Business Improvement District's (TBID) mission *to generate room nights for lodging facilities in Butte, Montana by effectively marketing the region as a preferred travel destination.*

### BACKGROUND

TBID grant funds are made available through the \$1.00/occupied guest room/night assessment fee at lodging facilities in Butte. These funds are for the marketing and promotion of the community as a tourism destination. The Business Improvement District Law Montana Code Annotated 2007, 7-12-1101 through 7-12-1144 as amended, is for the funding of all uses and projects for tourism promotion within Butte as specified in the Butte 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 Butte as specified in the Butte TBID budget.
- B. The marketing of convention and trade shows that benefit local tourism and lodging businesses in Butte; and
- C. The marketing of Butte to the travel industry to benefit local tourism and the lodging businesses located within Butte; and
- D. The marketing of Butte to recruit major sporting events to promote local tourism and to benefit the lodging businesses in Butte.

### NUMBER OF GRANTS

There is no set number of grants that may be awarded in any fiscal year. However, the total dollar amount of grant funds awarded may not exceed the total amount of funds allotted each year by the TBID board.

### GOALS

- To fund events generating NEW hotel room nights, preferably in non-peak months (September-May).
- To fund events reaching potential visitors outside of Butte, preferably 125+ miles.
- To fund events having the potential to increase the number of visitors or to extend the visitors stay.
- To fund events economically benefiting Butte-Silver Bow.

### FUTURE FUNDING

Funded grants should be viewed as money to assist with events in the formative years and should not be viewed as a guaranteed continuous source of funding. Applicants will not be guaranteed funding after the first year of the award and will need to reapply in subsequent years.

## **CRITERIA**

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

1. A proven or qualified ability to generate, track, and report hotel-motel room nights and economic impact to Butte; and
2. Availability of Butte TBID resources; and
3. Projects during the months of September to May will be viewed more favorably than those events in the prime summer season (January-August).

Approved projects must agree to follow the rules and regulations set forth by Butte TBID as outlined in the Funding Eligibility Requirements.

## **FUNDING ELIGIBILITY REQUIREMENTS**

Any organization or individual presenting an event supporting the TBID Grant purpose and goals is eligible to apply for funding. Applying organizations or individuals must be prepared to meet the following criteria:

- Provide proof of dollar for dollar (1:1) match for the requested grant funds.
- Proven ability to generate, track and report hotel room nights and economic impact of the event. A minimum of 50 NEW room nights is required for all events.
- If 75% of the committed NEW hotel room nights listed on the application are not realized, 25% of grant funds will not be awarded.
- Marketing plan, budget form, and event planning timeline must be provided with application submission.
- Existing events must submit event history (up to 3 years), including number of hotel rooms booked, attendance and financial reports.
- Communication regarding hotel arrangements must begin with the TBID Executive Secretary.

## **APPLICATION DUE DATES**

Applications must be in the Butte Chamber of Commerce/Butte TBID office, located at 1000 George Street, Butte, MT 59101, by 5:00pm June 30, 2020. A funding meeting will be held in July.

## **ELIGIBLE FUNDING PROGRAMS AND PROMOTION**

### **Advertising**

1. The Butte.Elevated logo shall appear on all printed and digital materials.
2. Include the following information on print/digital projects:
  - a. Community's tourism web site [www.VisitButte.com](http://www.VisitButte.com)
  - b. Community's brand logo, Butte.Elevated standards accompany this document and is available via email via request to [mariap@buttecvb.com](mailto:mariap@buttecvb.com).
  - c. Acknowledgement of grant on collateral: "Produced with support from Butte TBID funds."
3. All marketing investments must be placed outside Butte to encourage potential visitors from surrounding areas to stay a night or longer at a Butte hotel or motel. For instance, a newspaper advertisement placed in a community outside a 150-mile radius of Butte would potentially boost overnight visitation more as compared to the same advertisement in a newspaper in a 50-mile radius.

### ***Print Advertising***

1. All print ads shall be coded to provide a means of evaluation through inquiry tracking.
2. Copies of ads and original invoices must be provided before monies are released.

### ***On-line/Digital Advertising***

1. Clicks from all on-line ads must be monitored with the ability to report the statistics.

### ***Television and Radio Advertising***

1. When appropriate, the words "Butte, Montana" shall be stated on all audio tracks produced which include speaking – except when event is advertised within Montana. In that case, the word "Butte" needs to be included.
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.
4. Television advertising shall include the community brand logo.

### **Event or Convention Promotion**

1. Butte TBID shall be included in the bidding and planning of the event or convention. All aspects of the event/convention must be approved by Butte TBID. If any part of the event/convention is deemed inappropriate, funding may be in jeopardy. (i.e., no alcohol, no adult style entertainment, no political/candidate promotion, other exclusions may apply at the discretion of Butte TBID staff or Board of Trustees).
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 Butte TBID.
3. Non-profit and/or Not for Profit events will be given preference. Documentation must be provided upon request.

### **POST EVENT REPORTING**

Upon completion of the event and to obtain final payment from the awarded grant, the following information is required to be submitted to the Butte TBID office:

- Copies and/or screen shots of all promotion for the project along with invoices, media buy documents, tracking statistics, and other documentation.
- Total number of local (number of attendees, delegates or visitors not staying overnight) event participants and spectators.
- Total number of out of town (number of attendees, delegates or visitors staying at least one night) event participants and spectators.
- The total number of hotel room nights generated in Butte-Silver Bow. (Room Night Calculation: Number of Rooms x Number of Nights = Room Nights).
- A detailed list of each lodging partner utilized and how many room nights they received.
- Estimated total economic impact that the event had on Butte-Silver Bow.
- If an existing event, the level of event growth resulting from grant funds received.
- Grant recipients must provide a wrap-up report and samples of produced pieces to the Butte TBID within 20 business days of event/convention closure. If "end of event" reporting is not received, 20% of awarded funds can be withheld until reporting is received.
- If proposed room nights are less than 75% of tracked usage, 25% of awarded funds can be withheld.

## **OTHER**

1. Funding will not be retroactive. (i.e., Butte 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 Butte TBID.

## **LOCATION**

Regardless of where an applicant is headquartered or physically located, 100% of the funding received from Butte TBID must be in support of programs providing a measurable benefit to the assessed hotels in Butte-Silver Bow.

## **APPLICATION INFORMATION**

1. Submit at least one hard copy of the TBID Grant Application and any supporting documents to Butte TBID at the address noted under deadline information. Providing ONLY a digital version of the application will not be considered.
2. Grant applications will be reviewed by the TBID Board of Trustees and applicants will be notified within a reasonable timeframe of the application deadline.
3. Failure to comply with any of the criteria may require full repayment of Butte TBID monies from the recipient organization. This action would be enforceable by the Butte-Silver Bow County Attorney's Office.
4. Applications may be submitted at any time, please remember your application will be held until a funding meeting is conducted; July and August.
5. Funding will be awarded on at the next closest grant funding cycle, unless tabled by the TBID board to hold the request until the next funding cycle, if applicable.



## Butte TBID Project Application

**Project/Event Title:** \_\_\_\_\_

**Event Date:** \_\_\_\_\_ **Date Submitted:** \_\_\_\_\_

**Potential Room Nights Generated:** \_\_\_\_\_

If existing event, number of historic room nights used: \_\_\_\_\_

Potential new room nights with Butte TBID funding: \_\_\_\_\_

### APPLICANT

Type of Organization:

Corporation (for profit)  Non-Profit Corporation  Partnership  Sole Proprietor  Individual

Please include a copy of City Business License and/or Certificate of Incorporation.

**Contact Name:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Website:** \_\_\_\_\_

**Physical Address:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**Amount Requested:** \_\_\_\_\_ **Applicant's Match:** \_\_\_\_\_

### PROJECT SUMMARY

Please 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

## **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 is the beginning and ending dates of the 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.
- H. How will this event grow overnight visitation and tourism in Butte, Montana?

## **AVAILABLE RESOURCES**

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

## **SUPPORTING DOCUMENTS**

Please provide the Marketing Plan and Budget for this project with all application documents.

## **PROJECT BUDGET/TIMELINE/CASHFLOW**

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

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

Mail or deliver the application to:

Butte Chamber/Butte TBID Office  
1000 George Street  
Butte, MT 59701  
Attention: TBID Executive Secretary

Questions or Comments regarding this application and funding can be directed to [mariap@buttecvb.com](mailto:mariap@buttecvb.com) or by making an appointment to visit in person by calling 406-723-3177.

To be considered, an application must be complete and adhere to the specified format. Submit one hard copy of the application, even if a digital version is submitted.