

Event Title	Meadowlark Music Festival	01/30/2020
	by Micah Eller in Helena TBID Grant Application	id. 15053008
	micah.eller@gmail.com	

Original application	01/30/2020
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Event Type	Existing
Event Organization	Lost and Foundation
Type of Organization	Non-Profit
Event Location	Women's Park
Event Date(s)	Potential Dates: August 22 August 29 September 12
Event Website	meadowlarkhelena.com
Estimated Number of Out of Town Participants/Spectators	100
Estimated Number of Total Participants/Spectators	1000
Potential NEW Hotel Rooms Nights Generated	50
Contact Person	Micah Eller
Contact Email	meadowlarkfest@gmail.com
Contact Phone Number	(503) 457-8541
Mailing Address	PO Box 1504 Helena, MT 59624
Grant Amount Requested	\$5,000
Estimated Total Event Budget	\$20,000

1. Provide a concise summary of this event (250 words or less)	<p>Meadowlark Music Festival is a homegrown Helena event whose mission is to provide the people of Helena with outdoor music entertainment while promoting locally sourced food and supporting our local non-profits to further economic growth within our community. The steering committee selects a local non-profit to elevate with the festival platform and to donate 50% of festival proceeds.</p> <p>We are committed to being as zero waste as possible and require vendors to utilize compostable and recyclable materials. We also coordinate with 406 Recycling and Missoula Compost Collection to dispose of festival waste in a green manner.</p> <p>We target homegrown entertainment to support local bands as well as reach out to larger acts to draw a larger crowd.</p> <p>Vendors are hand selected for their originality and utilization of Montana products. Volunteer activity booths incorporate operating non-profit arts organizations to engage festival goers.</p> <p>We aim to create a fun day dedicated to showcasing all of the things that make Helena a great place to live.</p>
2. How will this event benefit the Helena community/economy? (250 words or less)	<p>This event benefits the community in multiple ways. First, our support of our beneficiary helps raise awareness of important organizations in our community. Second, we try to work with as many local contractors and Montana home made vendors as possible. Third, we work to create as little waste as possible. Additionally, our event draws attendees from all over Montana and beyond, which benefits local restaurants, hotels and other hospitality operations.</p>
3. What other funding sources have been obtained? (i.e. sponsorships, fundraisers, etc.)	<p>Our sponsorships average \$11,000</p> <p>Our ticket sales average \$5,000</p> <p>Our merchandise sales average \$2,250</p> <p>Wristband sales average \$500</p> <p>Seed Money from the previous year \$3,600</p> <p>Vendor fees average \$1,700</p> <p>Donations/50 50/Raffle Basket averages \$1,400</p> <p>Grants average \$742</p> <p>=\$26,192</p>
4. What is the target market and marketing strategy for this event?	<p>The target market is women ages 28-50, they make up a little less than 70% of the market. We partner with different business that this target market may frequent including ticket sales through Blackfoot River Brewery, Hawthorn, No Sweat Cafe, Herb and Garden, Oddfellow Inn & Farm, General Mercantile and more.</p> <p>We utilize targeted marketing through Instagram and Facebook, radio ads and will also use funds to put billboards. One near the Capitol building and one going up Cedar avenue.</p> <p>We see our target customer as a person who is supportive of community events and has given to non-profits in the past. They recycle and feel passionate about waste reduction. They listen to alt rock, indie music and bluegrass and like to shop local.</p>

5. How do you plan to market and promote Visit Helena and the TBID outside of the Helena area?	If we receive these grant funds, we plan on adding Visit Helena and TBID logos to all marketing material as a "festival brought to you by" sponsor. We would also mention these two organizations during any print or radio ads.
6. How do you plan to drive reservations/bookings exclusively to the TBID lodging partners?	We would link directly to these accommodations on our Facebook events page, ticketing page and set travelling entertainment up in these lodgings.
7. What measurements will be used to evaluate the success of this event?	We measure the success of the event based on attendance and funds raised for the partnered beneficiary, but would be happy to add any suggest rubric to drive outside attendees to HBID lodging partners.
8. How do you plan to gather event statistics to track the success and economic impact of this event?	We gather statistics based on ticket sales(zip code is needed for online sales), website traffic and social media traffic. We also have a large map of the US that anyone can drop a pin on to show how far they traveled to get to the festival. We had over 50 folks mark their pin outside of Helena in 2019, with the traveler coming from the farthest was a Finnish guest!
9. If awarded a grant, how will the funds be used?	Funds will be used primarily to increase the entertainment budget, as that is the heart of what drives attendees. Our average entertainment budget has been \$4,000, but we feel we can attract more popular bands with a large increase. We would also use the funds to increase our marketing budget to reach a wider audience and potentially fund a contracted band management position.
10. For existing event, please provide the actual hotel rooms booked and economic impact history (up to 3 years, if possible).	We do not have these figures for 2018.
11. For existing event, how will additional funds increase the event attendance and hotel room nights?	Better quality bands, increased marketing budget to drive attendees to lodging partners.
How did you hear about the TBID Grant?	Word of Mouth

THE FOLLOWING
DOCUMENTS ARE
REQUIRED WITH
APPLICATION
SUBMISSION

Marketing Plan
Budget
Event Planning Timeline

File Upload

[2020_Meadowlark_Budget_-_Sheet1.pdf](#)

[Marketing_Schedule_Meadowlark_2020_-_Sheet1.pdf](#)

[Meadowlark_2020_Timeline_-_Sheet1.pdf](#)
