



Helena TBID Grant Application

www.helenamt.com – 105 Reeder’s Alley – Helena, MT 59601 – 406.449.2107

Grant applications will be reviewed by the TBID Board of Directors at their regularly scheduled meetings on the third Wednesday of every month. Grant applications MUST be received the Wednesday prior to the board meeting (traditionally second Wednesday of the month) for consideration in the same month. TBID staff will be sure to indicate this date. TBID Grant funds need to be requested a minimum of 90 days prior to event. Grant applications for events 1 year in advance are preferred. Grant applications should be emailed to aopitz@helenamt.com.

Event Information	
Event Title	
Event Organization	
Event Type	<ul style="list-style-type: none"> <input type="radio"/> New <input type="radio"/> Existing
Event Date(s)	
Event Location (if determined)	
Number of Out of Town Participants/Spectators	
Number of Total Participants/Spectators	
Number of Room Nights Expected <i>Number of Rooms X Number of Nights = Room Nights</i>	
Please provide details on how you arrived at the number of expected rooms. If you'd like assistance calculating, TBID staff will assist.	
Event website	
Contact Person	
Contact Email	
Contact Phone Number	
Mailing address	
If grant awarded, make check to	
Funds preferred by (enter date)	
Grant Details	
Grant Type	<ul style="list-style-type: none"> <input type="radio"/> Sponsorship Funds <input type="radio"/> Social Media Marketing support
Amount of grant requested	
Estimated Total Event Budget	

*Please attach detailed event budget	
Type of Organization (i.e. Nonprofit, llc, individual, etc.)	
Project Summary	
Please provide a brief history of your organization.	
Describe the project including the goal/reason for the event/project.	
How will Helena tourism and attractions be promoted to your participants?	
When will you begin to advertise or promote your event?	
Who will you target to attend your event?	
How do you plan to drive reservations/bookings to the TBID lodging partners?	
If this is an existing event, please provide hotel room night pickup and economic impact history.	
If this is an existing event, how will additional funds increase the event attendance and hotel room nights?	
Provide a concise paragraph summarizing your request and what it will accomplish.	
What other funding sources have been explored (sponsorships, fundraisers, etc.)	
What measurements will evaluate the success of the event?	
In closing, would you like to provide any other comments or details for consideration?	

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Award Commitments

Please note that the TBID funds are used to stimulate new events and we encourage events to look at other ongoing funding sources. Please do not count on TBID funds to seed ongoing events. TBID staff will be happy to discuss this further with applicants.

If grant is approved 75% of the funds will be awarded within 10 days of grant approval. The remaining 25% of funds will be paid after the event if the Event meets the Awards Commitments.

If awarded TBID Grant funds the Event agrees to:

1. Establish hotel room block with at least one Helena hotel. HTA can assist in providing information of TBID lodging partners. Promote room block(s) to event participants.

2. Provide post event survey to participants. HTA will provide the survey questions and survey link to Event. Example of survey questions include:
 - Was this your first visit to Helena, Montana?
 - What were the highlights of your visit to Helena, Montana?
 - What would have made your Helena visit better?

3. Complete Post Event Report within 10 days of completion of event. Post event report to include minimum of:
 - Number of participants
 - Number of Local participants (live within 30 miles of Helena, Montana)
 - Number of Out of town participants
 - Room nights generated
 - If existing event also number of NEW hotel room nights generated
 - Previous 2-3 years event registration #s and event location (if applicable)

4. **MARKETING MATERIALS**
Marketing materials should include, but are not limited to:
 - The words "Helena, Montana" shall appear on all printed materials.
 - The TBID's web site www.helenamt.com
 - Our community's brand logo "Helena, Montana" – will be provided to all grant recipients.
 - Acknowledgement of grant on collateral: "Produced with support from the Helena TBID funds and Helena Tourism Alliance"
 - The Helena TBID will be given the opportunity to have tourism materials and/or signage at the event.

Signature of Event contact: _____ Application Date: _____

Please submit completed application to:
Andrea Opitz, Executive Director, aopitz@helenamt.com (406) 449-1270

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