



# Helena TBID Grant Application

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[www.helenamt.com](http://www.helenamt.com) – 105 Reeder’s Alley – Helena, MT 59601 – 406.449.2107

We are pleased you have requested an application to apply for Tourism Business Improvement District (TBID) funding. The purpose of these funds is to grow our tourism economy through increased visitor spending in Helena lodging establishments. Other tourism partners such as retail, restaurant and attractions will also benefit from increased visitation. The purpose of these funds must be in keeping with the TBID’s mission to increase “heads in beds.” Funds will be granted based on room nights generated.

- TBID Grant funds are prioritized as an incentive to recruit new events to Helena to generate new hotel room nights.
- Some TBID grant funds may be utilized as an incentive to retain events in the Helena area with a goal of generating new hotel room nights.
- Priority will be given to events scheduled during non-peak season and historically low occupancy dates.
- 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.
- Non-profit and/or Not-For-Profit events will be given preference. Documentation must be provided upon request.

**Sponsorship Funds:** TBID funds to incentivize and recruit meetings, groups and events to plan Events in Helena, Montana that will generate new hotel room nights.

**Social Media Marketing Assistance:** Social Media Marketing is a new grant category that includes Helena Tourism Alliance staff consulting for social media advertising, social media advertising implementation and advertising funds for purchased social media ads to recruit participants more than 100 miles from Helena.

- HTA will promote event and organization Facebook page with paid post boost that target specific demographic attendees that live more than 100 miles from Helena
- HTA will assist event with press release preparation and distribution
- HTA will post on event on “I Know Helena” social media and helenamt.com
- HTA will share event information with Downtown Helena to be promoted within their membership businesses to welcome out of town participants to Helena
- HTA will share event information with Helena Chamber of Commerce to be included on community calendar emails to member businesses to welcome out of town participants to Helena

### **Grant Application Process:**

1. Complete Grant Application form. Grant application needs to be received at least 90 days prior to event.
2. Application will be reviewed by Helena Tourism Alliance staff and will contact you to discuss application.
3. 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 for consideration in the same month. TBID staff will be sure to indicate this date.
- 4. Applicant will be notified of outcome of the grant application. 75% of funds will be provided within 10 business days.**
5. HTA will provide appropriate Helena, Montana logos and other promotional materials.
6. After the event the event contact will provide to Helena Tourism Alliance
  - a. Post Event Report
  - b. Distribute Helena post event survey by email to participants
  - c. Work with hotel partners and HTA to confirm hotel room night counts
- 7. Remaining 25% of funds will be provided to Event organization after post event commitments are met by the Event.**

### **Funding Source:**

These funds are made available through the lodging facilities of Helena. For every occupied room night, guests are assessed \$1.00 that is returned to Helena. The Business Improvement District Law, Montana Code Annotated 2007, 7-12-1101 through 7-12-1144 as amended, for the funding of all uses and projects for tourism promotion within Helena as specified in the Helena Tourism Business Improvement District budget. Revenue collected from this assessment must be used for activities and expenditures designed to increase tourism, events and convention business.

Award amounts will be determined based on number of new hotel room nights generated. Guidelines at the discretion of the TBID board are:

- 50-100 room nights award amounts of \$250-500
- 101 – 200 room nights award amounts of \$500-1500
- 201 and more room nights award amounts of \$1500 - \$2500 or higher

### **Criteria**

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

- a) a proven or qualified ability to generate a minimum of 100 hotel-motel room nights
- b) higher consideration will be given to events that are not during peak season (mid-July to August) or historically low occupancy dates
- c) events must be new or changing in some dynamic way to attract additional room nights
- d) multi-day events are given higher consideration

CONTACT TBID STAFF AT:

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