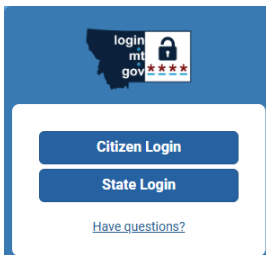# COMMERCE

CREATE FY26 DMO PLAN IN SERVICENOW

Must be a registered user in <u>Okta</u> prior to having access to ServiceNow
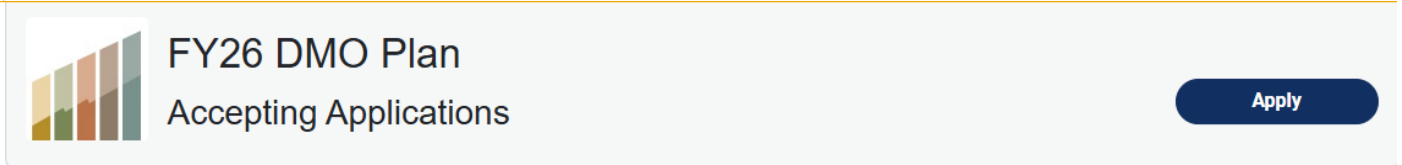
Log in to <u>ServiceNow</u>.

Click the Log in button – even if you haven't used ServiceNow yet

The Okta Login screen then pops up. Click the appropriate Login tab (Citizen Login most likely)

After logging in, The MT Grants and Loans page is displayed. Click on the '**FY26 DMO Plan'** Funding Opportunity

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

COMMERCE

This screenshot shows the two tabs that can be clicked on during the application process. The <u>Description/Guidelines</u> tab includes DMO Plan requirements. The <u>Application Forms</u> is the location of the Budget Form that is required with the plan.
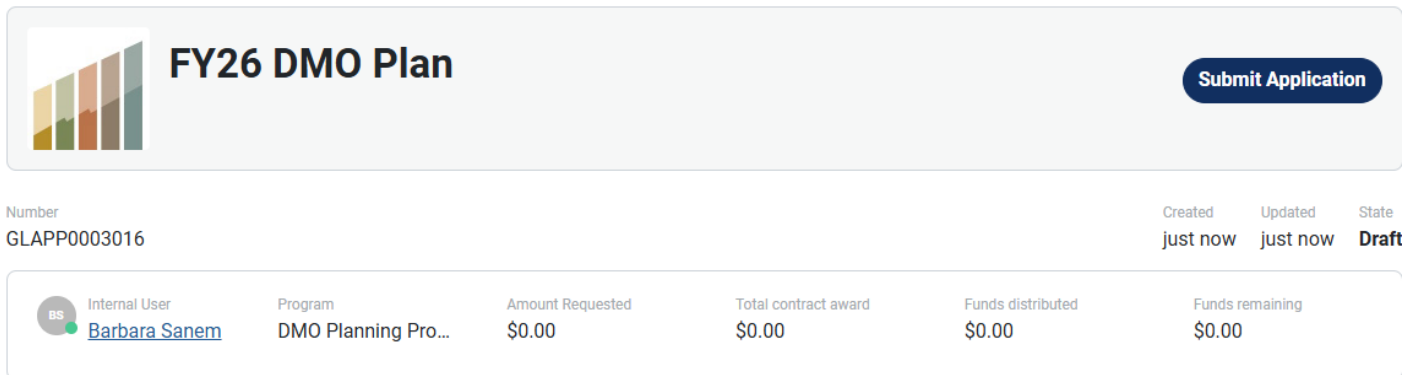
Description/Guidelines	Application Form
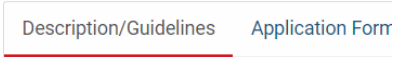
Click the **'Apply'** button

Apply

After clicking Apply: ***There will be a blank template of the Plan on the left side of the screen. <u>DO NOT TYPE INFORMATION IN THESE TEXT BOXES</u>*** because there isn't a Save button on this screen.

The information you enter in the Start Application process will show in those text boxes the next time you edit your application.

Click the **'Start Application'** button
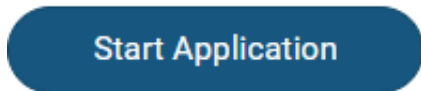
Start Application

FY26 DMO Plan   Submit Application

Number					Created	Updated	State
GLAPP0003016					just now	just now	**Draft**

	Internal User	Program	Amount Requested	Total contract award	Funds distributed	Funds remaining
BS	Barbara Sanem	DMO Planning Pro...	$0.00	$0.00	$0.00	$0.00

The above screen shows Funding Opportunity details of the application. NOTE: the **'Submit Application'** button is located at the top right of the screen.

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

Page **2** of

COMMERCE

The above screen shows the tabs that can be used during the application process. The **'Application'** tab is open – see blue underline.

Attachments may be added using the Attachments tab.

As you scroll down, you'll see the questions/requirements for the DMO Plan. The layout includes an extra text box describing how the FLST funds will be spent.

 SAVE YOUR INPUT FREQUENTLY TO MINIMIZE THE RISK OF LOSING YOUR WORK

SECTION 1 – **Budget amount and Questions #1-#4**

Add the **DMO contact information**

'Amount Requested' – enter the amount of your budget in this field.

Amount Requested

Answer questions #1 - #4

Question #1 has been separated into four text boxes so your destination's description, strengths, opportunities, and challenges can be individually highlighted.

1. Describe your destination addressing your strengths, opportunities, and potential challenges. Use the four text boxes below to provide the information.

1a. Destination ❓

Describe who you are, who you wish to attract and why they would come. ✖

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

Page **3** of

1b. Strengths ❓

Describe your strengths and assets that bring people to your area. ✖

1c. Opportunities ❓

Describe your opportunities and ways you can leverage them for the benefit of your area. ✖

1d. Potential Challenges ❓

Describe your challenges, what are you currently facing and what potential challenges do you see in the future? Are there ways to moderate or lessen these challenges?

2. Briefly describe how your destination aligns with the Montana brand.

2. Briefly describe how your destination aligns with the Montana brand or describe the Brand strategy for your DMO.

3. What are the strategic role(s) of your organization? Choose the option(s) that best define the strategic role(s) of your organization.

Options

☐ Destination Marketing
☐ Destination Management
☐ Destination Stewardship
☐ Destination Development

Click on each of the strategic role(s)s that apply to your organization. You may choose one or more of the check boxes.

Based on the strategic role(s) you serve to your destination, provide the following information:

3a. Define your audience(s) (demographic, geographic and psycho-graphic) ❓

When defining your audience's demographic, geographic and psycho-graphic factors include which strategic role(s) are being used. ✖

↶ ↷ | Paragraph ⌄ | **B** *I* | ≡ ≡ ≡ ≡ | ≔ ≔ ⇤ ⇥ | 🔗 ⚓ | 🖼 | {;} <>

3b. What research supports your DMO strategy? ❓

What research sources are you using to support your Plan strategy. Include data demonstrating the research that is being used. ✖

↶ ↷ | Paragraph ⌄ | **B** *I* | ≡ ≡ ≡ ≡ | ≔ ≔ ⇤ ⇥ | 🔗 ⚓ | 🖼 | {;} <>

3c. What are your emerging markets? ❓

What new markets are emerging in your area? How can you utilize this information to draw people to your area? ✖

↶ ↷ | Paragraph ⌄ | **B** *I* | ≡ ≡ ≡ ≡ | ≔ ≔ ⇤ ⇥ | 🔗 ⚓ | 🖼 | {;} <>

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

Page **4** of

4. Define and describe your overall goals. A goal is an idea of the future for desired result that a person or group of people envisions, plans and commits to achieve.

4a. Describe proposed tactics and projects as related to overall goals and controlled by the organization in its financial statements. 🔘

Describe the types of projects you will be doing, and the tactics used to reach your overall goals. Be mindful of the amounts budgeted to accomplish your goals.

4b. How will the addition of LFST funds enhance your overall goals?
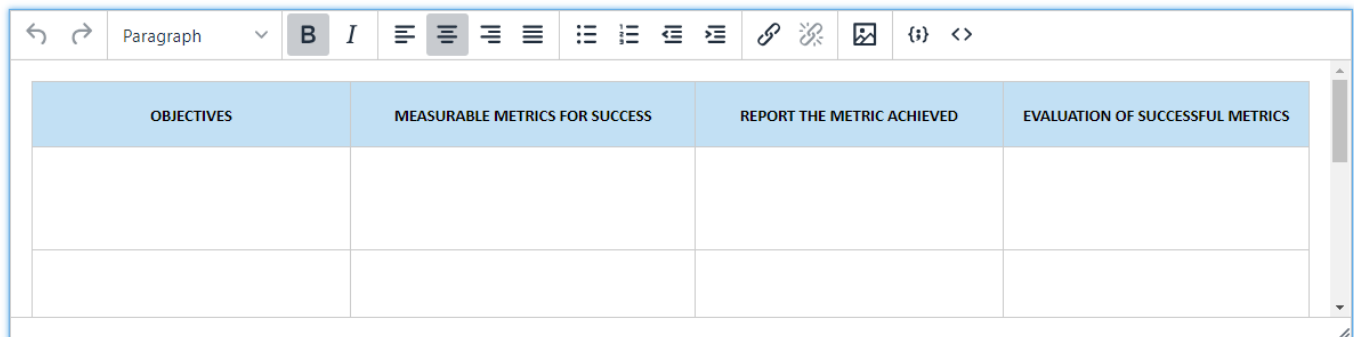
SECTION 2 – Objectives/Metrics Table

5. Define and describe your overall objectives. Objectives are formed from your goals. They are logical, attainable steps to achieve the goals and are able to be measured.

Objectives/Metrics/Evaluation 🔘

Using the table below, describe each of your objectives used to achieve your overall goals. Three to five objectives is preferred. Add the objective in the objective box, add the measurable metric for success in the second field. The Report the metric achieved, and evaluation of successful metrics fields will remain blank until the project is completed or at FYE. These two fields must be completed before the FY can be closed.   ✕

The table below can be copied or cut from the text window and pasted into a blank word document for editing (optional).

- **Objectives** – Click on the first blank box below title and type in the objective.
- **Measurable Metrics for Success** – add the metric and how it will be measured for success.
- **Report the Metric Achieved** – leave this field empty until the objective has been completed or when FYE reporting is due.
- **Evaluation of Successful Metrics** – leave this field empty until the objective has been completed or when FYE reporting is due.

OBJECTIVES	MEASURABLE METRICS FOR SUCCESS	REPORT THE METRIC ACHIEVED	EVALUATION OF SUCCESSFUL METRICS

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

Page **5** of

SECTION 3 – Budget Form

6. Complete the (Budget Form) showing methods for achieving your objectives. Use the dropdown menu to choose the method allowable method being used. Include the amount budgeted in the appropriate field.

Click the **'Budget Form'** link to access the budget form. The form template will be downloaded for use. There is a separate user guide for using and completing the budget form.

The budget form **MUST** be pasted into the budget form window. It must be viewable for review and approval by the Council. The budget form must also be uploaded as an attachment. Use the **'Upload'** button to attach the budget.
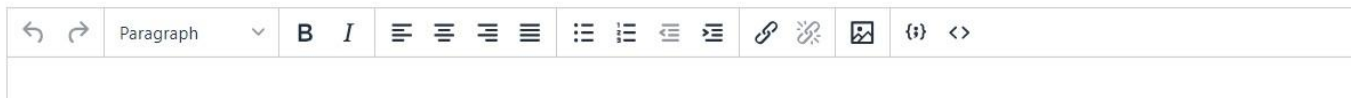
6. Budget Form
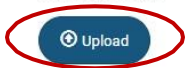
⊕ Upload

Copy and Paste the completed Budget Form into the box below. You can also upload a copy of the budget using the 'UPLOAD' link

DMO Budget ❓

The Budget Form is the Excel template in the Application Forms section. ✖

↶ ↷ | Paragraph ⌄ | **B** *I* | ☰ ☰ ☰ ☰ | ☷ ☷ ☶ ☶ | 🔗 ✂ | 🖼 | {;} <>

SECTION 4 – Narrative Evaluation Reporting

The **Narrative Evaluation report** is completed following fiscal year-end or as projects are completed. The report needs to include an evaluation of the objectives and metrics, along with a summary of your strategic roles. The information submitted in the text boxes must also be provided as an attachment that is viewable by the TAC and tourism stakeholders.

The Narrative Evaluation report is used to provide a written evaluation of the Objectives and Metrics section.
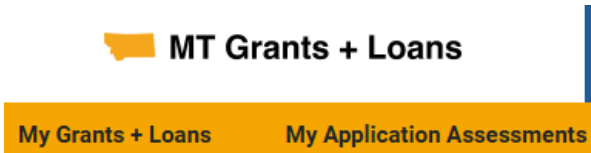
Narative Evaluation ❓

This is your opportunity to expand on the information that was provided in the Objectives and Metrics section. The information included in this text box needs to provide a description of the measurable metrics and were they achieved. The information should be in a format that can be shared with tourism stakeholders. ✖

↶ ↷ | Paragraph ⌄ | **B** *I* | ☰ ☰ ☰ ☰ | ☷ ☷ ☶ ☶ | 🔗 ✂ | 🖼 | {;} <>

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

Page **6** of

SECTION 5 – Edit, Save and Submit Application

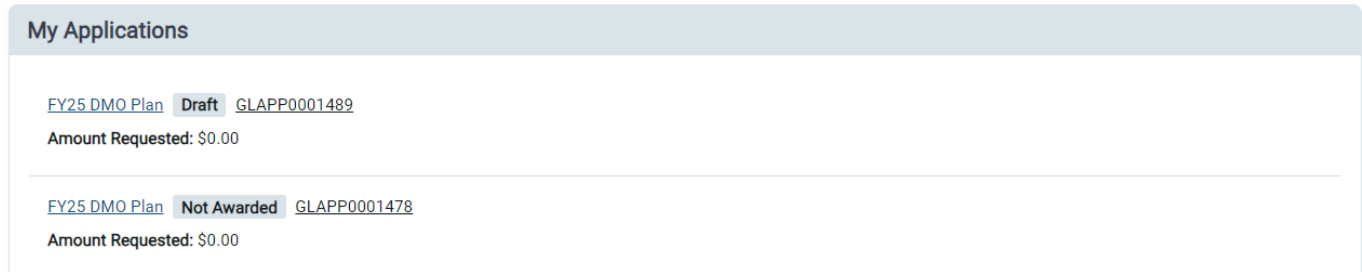- **Edit** the Plan

To edit the Plan prior to being submitted click on **'My Grants & Loans'** located on the left side of the screen.

MT Grants + Loans

My Grants + Loans   My Application Assessments

The Plan will open, and you will be able to edit as needed.

My Grants & Loans

My Applications

FY25 DMO Plan   Draft   GLAPP0001489
Amount Requested: $0.00

FY25 DMO Plan   Not Awarded   GLAPP0001478
Amount Requested: $0.00

- **Save**

The application can be saved and edited at any point in the process. Click the **'Save'** button to save your data. *Click Save periodically so you don't lose data*
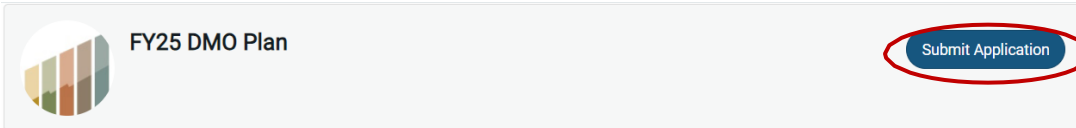
The Save button is located at the bottom of the application form.

Save

Montana Department of Commerce | commerce.mt.gov | montanarelay.mt.gov (711)
P.O. Box 200533 | Helena, MT 59620-0533 | Phone: 406-841-2700 | Fax: 406-841-2701

Page **7** of

COMMERCE

- **Submit Application**

Before submitting Plan be sure that

- all sections of the Plan are completed,
- the budget form is uploaded,
- the required documents are attached

If updates need to be made after submitting application, contact Destination MT staff and the Plan will be negotiated back for updates.
./