

# Economic Impact and Destination Event Grant Application

## Montana Department of Commerce

Destination MT Division

Tourism Grant Program

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The purpose of the Economic Impact and Destination Event Grant Program (“Destination Event Grant”) is to assist Montana communities with existing events and new events that will increase tourism statewide, particularly in rural and under-visited communities during the shoulder seasons and generate economic impact within Montana communities. Please carefully read the [Guidelines](#) before beginning this application. Eligible applicants are limited to one submission per grant cycle.

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### **\*Please Review Prior to Applying\***

**All eligible applications must be submitted by Thursday, Dec. 18, 2025 by 11:59 p.m.**

**All eligible Events for this funding cycle should occur between January 1, 2026 and March 31, 2027.**

The application process is as follows:

1. Verify your eligibility by reading through the Guidelines carefully
2. Familiarize yourself with the Destination Event Grant Program application
3. We recommend drafting your submission in a word document before you start an application.
4. Create a State of Montana Okta Account (for any issues, contact the IT Help Desk 406-444-2000)
5. Locate your EIN OR UEI. A W9 is required for contracting.
6. Obtain your Montana Secretary of State Business Registration Status that shows

“Active-Good Standing”

7. Complete and submit the Destination Event Grant Program application
8. Please note, the Montana Grants and Loans Portal will automatically log you out after 60 minutes. You must complete your application within that timeframe or save it as a draft to return to working on it. Your application is not automatically saved as you work on it within the portal.
9. All eligible applications will be reviewed by Destination MT Staff
10. All applicants receive a status notification from Destination MT Staff

**All application fields are required and must be filled out for an application to be considered complete and reviewed by Destination MT Staff.**

## Application Guidelines

### General Information

- Select the type of organization that is submitting this application and hosting the Event:
  - A Primary 501(c) Organization
  - A Cooperative
  - An Incorporated City or Town
  - A County Government
  - A Consolidated Government
  - A Tribal Government
- Select the Event category:
  - Entertainment shows, festivals, concerts
  - Historical celebrations
  - Indigenous and tribal events
  - Signature event
- Name of Entity/Organization
- EIN or UEI of the Entity/Organization



- Mailing Address of Entity/Organization
  - address
  - city
  - state
  - zip
  - county
- Physical Address of Entity/Organization, if different than mailing:
  - address
  - city
  - state
  - zip
  - county
- Are you currently registered and in good standing with the Montana Secretary of State.
  - YES - \*Attach a screenshot or documentation showing current registration & good standing\*
  - NO – please explain why

## Contact Information:

\*Provide first / last name of authorized signer for application. This individual will be the legal signatory who will enter a contract with the Department should the applicant be awarded funds.

- First Name of Authorized Signatory: / Last Name Authorized Signatory:
- Title of Authorized Signatory:
- Authorized Signatory Phone Number:
- Authorized Signatory Contact Email:
- Authorized Signatory Mailing Address:
  - address
  - city

- state
- zip
- county

Check this box if the Authorized Signer is also the Primary Contact.

- Yes – Move to Additional Contact Information
- No – then add the following
  - Primary First, Primary Last:
  - Primary Phone:
  - Primary Email:

## **Additional Contact Information:**

\*There must be at least two unique points of contact for the Destination Event Grant. Additional contact information may be any person that will have knowledge of the proposed project and may be involved in the process of completion should the applicant be awarded funds.

- First Name of Additional Contact: / Last Name of Additional Contact:
- Title of Additional Contact:
- Additional Contact Phone Number:
- Additional Contact Email:

## **Event Details:**

1. What is the name of the event?
2. When will the Event occur? Include start date(s), end date(s).
3. (5 points possible) Does your event occur during a shoulder season? (shoulder season defined as events held between September-November and March-May)
  - Yes



## COMMERCE

- No If your Event does not occur during a shoulder season, please explain why it can only occur during summer or winter season.

4. (5 points possible) Where will the event take place?

- address
- city
- state
- zip
- county

5. Please select your tourism region location

❖ Multiple response question:

- Tribal Tourism Region
- Central Montana Tourism Region
- Missouri River Country Tourism Region
- Southeast Montana Tourism Region
- Southwest Montana Tourism Region
- Western Montana's Glacier Country Tourism Region
- Yellowstone Country Tourism Region

*\*See Montana [Tourism Regions Map](https://commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Regions-DMOs-and-CVBs/) to determine region location:*  
<https://commerce.mt.gov/Business/Programs-and-Services/Tourism-Marketing/Regions-DMOs-and-CVBs/>

6. (up to 15 points possible) Based on the location of your event and the definitions found in the guidelines, select the option(s) that apply to your event:

- Rural



- Tribal
- Under-visited
- Urban

*\*See [Urban & Over-visited Designations Map](#) to determine a Rural and Under-visited area:*

*<https://www.arcgis.com/apps/dashboards/1482e71be2a34511ab6577fa7689ffdb>*

7. (5 points possible) If your event is not located in a rural or under-visited area, please explain why it can only occur in an urban area.

### **Tourism Impact / Marketing / Metrics / Partnerships:**

8. (15 points possible) In no more than seven sentences provide a summary of your event: (include purpose, economic impact, visitor appeal, and any unique or special attributes of the event).
9. (10 points possible) Please describe the economic impact of your event. Your answer should include:
- Will there be overnight stays at local lodging and accommodation properties?
  - What is the potential revenue for community businesses?
  - Who are the community and tourism partners, including volunteers, that support the event?
  - What are your additional financial commitments/sponsorships?
10. (10 points possible) Describe the unique or signature components of your event that would entice someone to travel to your community to attend the event.
- What are the factors and attributes that make your event attractive to visitors?
  - Is the event appealing and accessible to a wide audience?

11. (10 points possible) What is the current marketing / advertising strategy for the Event? Your answer should include:

- What are your specific marketing and advertising strategies – print, social, digital, billboard, TV, radio, etc.
- Who is your target audience?
- What is the plan to reach people from more than 50 miles away?

## Potential for Success / Long-Term Development:

12. (10 points possible) How will you measure the success of your event? Please address the following in your answer:

- What tools or methods will you use?
- How will you know success?
- Total attendance and number/attendance of visitors from 50 miles or more away?
- Measurement of overall economic impact.
- Will you hold the event again?

## Budget:

The maximum Destination Event Grant award is \$25,000. A match is not required for this funding opportunity, but Applicant may be required to provide matching funds as directed by the Department. Not all grants will receive full funding. Some grants may receive a partial award.

Please provide the costs and a detailed narrative for each cost listed in the attached Destination Event Grant Budget Template. Failure to follow the budget criteria and / or provide a detailed narrative for each cost will disqualify this submission from consideration for this funding opportunity.

- Amount Requested: *\*Max amount: \$25,000*  
\$

- Estimated total cost of the Event:  
\$
- (20 points possible) Completed Destination Event Grant Budget must contain only eligible expenses. Each line item contains an appropriate and reasonable explanation for each expense.

## Applicant Acknowledgement:

By submitting this application for Destination Event Grant Program funding, I hereby certify the following on behalf of the Applicant:

- I understand that any previous grant award does not guarantee a future grant award.
- To the best of my knowledge and belief, the information contained in, and submitted with, this application is true and correct. If Applicant learns submitted information is incorrect, it will inform the Montana Department of Commerce ("Department") immediately.
- I understand that submitting false or misleading information concerning this application may result in Applicant's disqualification from receiving financial assistance from the State of Montana. Awards made based on false information may result in the Applicant having to repay the award amount and referral to local authorities for criminal prosecution.
- I understand that the information Applicant provides to the Department, including this Destination Event Grant Program application and supporting documents, may be subject to public disclosure under Montana law. If Applicant believes that any information it submits to the Department should be protected as confidential for any reason, Applicant understands and agrees that it will: (i) notify the Department of that belief before submitting the information to Department; (ii) submit an affidavit establishing the basis for that belief; and (iii) if the Department agrees, sign a non-disclosure agreement with the Department.
- I read and understand the Destination Event Grants Program guidelines published by the Department before submitting this application.
- I have legal authority to submit this application on the Applicant's behalf and Applicant's governing body (if applicable) has directed me to submit this application.
- Applicant will comply with all applicable laws and regulations, including those prohibiting discrimination, including on the basis of race, sex, religion, national origin, age, or disability.
- I understand that Applicant will provide the Department with status reports when





requested, and in the format required, by the Department at no cost to the Department.

- I understand that Applicant may only submit one Destination Event Grant application per grant cycle.
- I understand that Applicant must sign a contract with the Department before receiving any Destination Event Grant Program funding.