

Economic Impact and Destination Event Grant Application

Montana Department of Commerce

Destination MT Division

Tourism Grant Program

The purpose of the Economic Impact and Destination Event Grant Program 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, as well as generate economic impact. Please carefully read the [guidelines](#) before beginning this application. Eligible applicants are limited to one submission per grant cycle.

Please Review Prior to Applying

All eligible applications must be submitted by Tuesday, Nov. 17, 2026 by 11:59 p.m. All eligible events for this funding cycle should occur between Jan. 1, 2027 and March 31, 2028.

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 an Okta Account. Contact the State's IT Help Desk at 406-444-2000 if you experience any issues.

5. Locate your EIN or UEI. A W-9 is required for contracting.
6. Locate a Certificate of Good Standing from the Montana Secretary of State's Office by visiting <https://biz.sosmt.gov/>. There, you can obtain a Certificate of Existence/Certificate of Authorization, also referred to as a Certificate of Good Standing or Certificate of Status. A screenshot is acceptable.
7. Complete and submit the Destination Event Grant Program application.
8. Note: The Montana Grants and Loans Portal will automatically log out after 60 minutes. You must complete your application within that timeframe or save it as a draft to return to work on it. Your application is not automatically saved as you work on it within the portal.
9. All eligible applications will be reviewed by Commerce staff.
10. All applicants will receive a status notification from Commerce staff.

All application fields are required and must be filled out for an application to be considered complete and reviewed by Commerce 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 city-county government
 - A tribal government

- Select the event category:
 - Entertainment shows, festivals, concerts
 - Historical celebrations
 - Indigenous and tribal events
 - Signature event
- Name of entity or organization
- EIN or UEI of the entity or organization
- Mailing address of entity or 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's Office?
 - Yes - Attach a screenshot or documentation showing current registration and good standing.
 - No – Please explain why.

Contact Information:

Provide the first and last name of the authorized signer for application. This individual will be the legal signatory who will enter into a contract with Commerce should the applicant be awarded funds.

- First name and last name of authorized signatory:

- Title of authorized signatory:
- Authorized signatory phone number:
- Authorized signatory 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 the Additional Contact Information section.
- No – Please add the following:
 - Primary contact first name and last name:
 - Primary contact phone:
 - Primary contact 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 who will have knowledge of the proposed project and may be involved in the process of completion should the applicant be awarded funds.

- First name and 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 it occur? Include start date(s) and end date(s).



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3. Five points possible: Does your event occur during a shoulder season? This is defined as events held between September and November or between March and May.
 - Yes
 - No - If your event does not occur during a shoulder season, explain why it can only occur during summer or winter season.
4. Five points possible: Where will the event take place?
 - Address
 - City
 - State
 - Zip
 - County
5. Please select your tourism region location.
 - ❖ Multiple response question:
 - Central Montana Tourism Region
 - Missouri River Country Tourism Region
 - Southeast Montana Tourism Region
 - Southwest Montana Tourism Region
 - Tribal Tourism Region
 - Western Montana's Glacier Country Tourism Region
 - Yellowstone Country Tourism Region

See Montana [Tourism Regions Map](#) 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



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- 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. Five 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 and Partnerships:

8. Fifteen points possible: In no more than seven sentences, provide a summary of your event, including its purpose, economic impact, visitor appeal and any unique or special attributes.
9. Ten points possible: 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?
 - Which community and tourism partners, including volunteers, support the event?
 - What are your additional financial commitments or sponsorships?
10. Ten points possible: Describe the unique or signature components of your event that would entice someone to travel to your community to attend it.
 - What are the factors and attributes that make your event attractive to visitors?
 - Is the event appealing and accessible to a wide audience?
11. Ten points possible: What is the current marketing or advertising strategy for the event? Your answer should include:



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- Specific marketing and advertising strategies: print, social, digital, billboard, TV, radio, etc.
- Target audience
- A plan to reach people from more than 50 miles away

Potential for Success and Long-Term Development:

12. Ten points possible: How will you measure the success of your event?

Address the following in your response:

- What tools or methods will you use?
- How will you recognize success?
- Total attendance and number 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 applicants may be required to provide matching funds as directed by Commerce. Some applicants 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: Maximum amount: \$25,000
\$
- Estimated total cost of the event:
\$
- Twenty points possible: A 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 I learn that submitted information is incorrect, I will inform Commerce immediately.
- I understand that submitting false or misleading information concerning this application may result in my 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 I provide to Commerce, including this Destination Event Grant Program application and supporting documents, may be subject to public disclosure under Montana law. If I believe that any information I submit to Commerce should be protected as confidential for any reason, I understand and agree I will: (i) notify Commerce of that belief before submitting the information to Commerce; (ii) submit an affidavit establishing the basis for that belief; and (iii) if Commerce agrees, sign a nondisclosure agreement with Commerce.
- I read and understand the Destination Event Grants Program guidelines published by Commerce before submitting this application.
- I have legal authority to submit this application on the applicant's behalf and the applicant's governing body, if applicable, has directed me to submit this application.



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- The 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 I will provide Commerce with status reports when requested, and in the format required by Commerce, at no cost to Commerce.
- I understand that I may only submit one Destination Event Grant application per grant cycle.
- I understand that the applicant must sign a contract with Commerce before receiving any Destination Event Grant Program funding.