

Economic Impact and Destination Event Grant

Frequently Asked Questions

What is the purpose of the Economic Impact and Destination Event 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, and generate economic impact.

Who is eligible to apply for Event Grant funding?

Eligible entities include a primary, registered nonprofit 501(C) organization, a cooperative, an incorporated city or town, a county government, a consolidated city-county government or a tribal government.

Are there other eligibility requirements for an Event Grant?

The event must be held in Montana, and the eligible entity must also be the primary organizer of the event. Eligible entities are limited to one submission for one event per grant cycle.

What are eligible uses of funds set forth under the Event Grant?

Eligible entities may be awarded up to \$25,000 in total grant funds to support event-specific advertising and marketing, event infrastructure, signage costs and research on a reimbursement basis. A match is not required for this funding opportunity.

Can I use the grant to support staff time related to the event?

No; grant funds cannot pay for wages or salaries for staff or interns.

Can I use grant funds to pay for artists, performers or other talent?

Grant funds can only be used for the four eligible categories outlined in the grant guidelines:

- Advertising and marketing
- Event infrastructure
- Signage
- Research

What is a Signature Event?

A signature event is something that stands apart from all the other events run by an organization in a year. It is typically an annual event that draws a large crowd of attendees or participants. It could be a special concert, athletic event or community gathering.

How does an eligible entity apply for an Event Grant?

The primary organizer of the event should submit an application along with the required budget template. Completed applications will be evaluated by a Montana Department of Commerce review committee.

How are applications considered?

Funding will be prioritized for events that will be held in rural communities, under-visited areas of Montana, tribal communities and events that will occur in the shoulder seasons of the year.

What are data-driven measurements of success for an event?

The goal of any event should be to increase out-of-area attendance, thereby increasing resident and out-of-area expenditures alike, and to promote overnight

stays. Data allows organizations to measure the effectiveness of a given advertising strategy. When strategies are put into place, collecting data will allow you to determine how well your strategy is performing, and whether your advertising approach needs to be tweaked or changed over the long term. The event organizers should work closely with local businesses and destination marketing/management organizations to help collect data, utilize Institute for Tourism & Recreation Research Survey Kits or customize and distribute your own event survey.

What tools and resources are provided for an Event Grant?

On the Tourism Grant Program web page, there are several templates and resources for potential applicants as well as post-award grant management documents within the Event Grant Toolkit.

For more information on this grant and additional opportunities, visit the Tourism Grant Program web page or email tourismgrants@mt.gov.