

West Yellowstone Tourism Business Improvement District Grant Application Request for Funding September 2016

"The West Yellowstone Tourist Business Improvement District (TBID) supports projects aimed at tourism development, marketing, advertising, and promotion of West Yellowstone. The Tourism Development Fund may support projects focused on, but not limited to, convention, education, conference, recreational, entertainment and other types of destination events, along with capital improvement, that will generate room nights for lodging facilities."

SUBMIT TO:

WYTBID
Attn: Administrator
P.O. Box 1633
West Yellowstone, MT 59758

Address questions to WYTBID Administrator:
kcoffintbid@gmail.com
(406) 640 - 0069

GRANT APPLICATION TIMETABLE

*Submission due date for the
September 22, 2016 funding
meeting is:*

*Monday September 19, 2016
Submission packets must be in
the possession of the WYTBID
administrator by 12noon.*

Name of Organization:

Name of event/program:

Non-Profit For-Profit other (please specify):

Name of Contact Person:

Mailing Address:

Phone Number:

Email Address:

#1 .Brief history of organization: (100 words)

#2. Statement of Work: Statement of Work (please assure that all questions noted in the application guidelines are addressed or the submission may be disqualified):

#3. What category best describes your project/event? Product Development____ Opportunity____ Bricks & Mortar____ Grant Fund____ Research_____

Requested Amount of Grant:

How will the requested funds be used?

Will this grant be considered seed money or part of ongoing funding?

Are you requesting funds in advance?

- If so, how much and when will these funds be needed?**

- If the advance requested is not the entire amount of the grant what specifically will the advance be used for?**
- Note: Ads should begin within 30 days of receiving the advance if funding was awarded for advertising

#4. Please describe how your organization will collaborate with other West Yellowstone community organizations & businesses to maximize the effectiveness of your proposed event. What alternative funding has been explored?

#5. Please describe how the program/activity will benefit West Yellowstone tourism:

- ▣ Projected number of people served: (Entire Event)**
 - Day visitors –**
 - Total room nights -**

What is the proposed method for quantifying and measuring results? What would indicate a return on investment (ROI) or success?

#6. Recurring projects –

Has your organization received a grant from WYTBID in the past? When? Was the project successful? Was the final report filed on time?

- ▣ Include an itemized budget showing actual expenditures from the last occurrence and copies of any funding final reports.**

- **How will WYTBID grant monies improve marketing or attendance in room nights, from previous year's events?**