

WYTBID Grant Application Guidelines (updated February 2016)

Outlined below are the general guidelines for all grant applications approved by the West Yellowstone Tourist Business Improvement District (WYTBID) Board of Directors. These general guidelines are designed to ensure an open, fair, and competitive process that is in alignment with the WYTBID mission.

1. Funded Activity:

- ❑ Funding is limited to financing the advertising, promotion, marketing or operations of the activity, event or project sponsored by the applicant.
- ❑ Capital improvement is only funded for community facilities and associated equipment that falls within the WYTBID District and deemed open use.
- ❑ Grants are awarded per the award criteria in section eleven.
- ❑ WYTBID sets aside approx. 10% of anticipated annual revenues for the grant program. In the 2015/2016 budget, the grant fund totals \$25,000 for the fiscal year.
- ❑ Individual grant awards cannot exceed \$2,500.
- ❑ Grant money will not be retroactive (i.e. WYTBID will not pay for expenses occurring prior to the grant being awarded) unless otherwise and specifically approved by the Board of Directors.

2. Application: Grant Guidelines

Each applicant for funding will be required to submit a "Grant Application" that will require significant information about the applying organization or entity, as noted below:

#1. Brief history of organization (100 words)

#2. Statement of Work: Summarize the Following:

- Purpose (Include Name, Date, Description, and Location of event or project)(100 Words)
- Scope of Work - roughly the work to be done in detail and specifies any hardware and software involved.
- Period of Performance - specify the allowable time for projects, such as start and finish time, resources required(including number of total hours), where work is to be performed and anything else that relates to scheduling.
- Deliverables Schedule - list the specific deliverables, describing what is due and when.
- Outline your marketing strategy. Include advertising (type and cost), Social Media, and Publicity details.
- Include a budget for the proposed activity/event/project on a separate page. List all sources of funding (including matching funds). An example of an acceptable budget is available upon request to the Administrator.

#3. Regarding the WYTBID Grant: What category best describes your event/project? Product Development, Opportunity, Bricks and 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?
- If awarded, an advance up to \$1250.00 or 50% of awarded grant amount is possible.
- Are you requesting funds in advance?
- How much is requested in advance?
- 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. How will your organization collaborate with other West Yellowstone community organizations & businesses to maximize the success of your proposed event? What alternative funding has been explored?

#5. The anticipated direct or indirect benefit to WYTBID hotels and the tourist-serving, West Yellowstone business community.

- The projected number of people served.(entire event)
- Projected number of overnight hotel stays (total room nights) resulting from the event.
- Projected number of day visitors resulting from the event.
- ▣ The proposed method for quantifying and measuring results demonstrating a return on investment (ROI).
 - Describe what tools or devices (ex: surveys or other sources) will be used.
 - What are your measurable goals for achieving success?(**That align with the TBID mission statement**) 100 words max

#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?
- An itemized budget showing actual expenditures from previous year and copies of grant funding final reports must be attached.
- How will WYTBID grant monies improve marketing or attendance in room nights from the previous year's event?

2. Preparing The Application:

To assist the WYTBID Board of Directors in its review of your application, please adhere to the guidelines below.

- ❑ Present the application on the attached forms. The budget and up to two (2) additional pages (on one-sided 8.5 x 11 inch paper) can be attached to the forms. Failure to do so may result in the disqualification of your application.
- ❑ All sections of the application must be typewritten (preferably in black ink) in an easy to read format and font. Font size to be no smaller than 11 pts.
- ❑ Any supplemental audio-visual materials must be clearly labeled with the applicant's name and the title of the piece.
- ❑ The application in MS Word is available by email request from kcoffintbid@gmail.com or wytbid@gmail.com.
- ❑ Provide one original and an electronic copy of the completed grant application. The electronic copy can be on disk or emailed to
- ❑ kcoffintbid@gmail.com

3. Deadlines:

Applications are due no later than three days prior to the bi-annual TBID funding meetings held in May and September. A grant application received by the Administrator on (or before) the due date and determined to meet funding criteria will be brought before the Board for funding consideration provided there is the required quorum. If there is no quorum, consideration will be postponed until a new date for funding review can be set. Applicant will be notified within three business days of the meeting regarding the outcome of the Board's vote.

4. Presentation:

Oral presentation of the grant request is not required for funding. If desired by the applicant, the Board will allow a brief presentation of no more than ten minutes followed by a Q&A period, if necessary.

5. Review and Approval Process:

The WYTBID Administrator will review and qualify applications based on the compatibility of the proposal with the WYTBID mission and application guidelines. The Administrator will briefly review the applications with the WYTBID Board of Directors and make recommendations in regard to which applications meet the criteria and the current goals and objectives. Additionally, the Administrator will apprise the Board of current available funding and any known history of previous or similar events.

6. Disbursement:

Up to \$1250.00 of the requested funds, or up to 50% of the total grant may be provided in advance of the event upon final approval of the grant application. Remaining funds will be dispersed on a reimbursement basis upon receipt of necessary permits, receipts and any mandated documentation unless otherwise directed by the Board of Directors.

7. Timing:

The funded activity must be completed within one year of notification of the award.

8. Post Event Report:

Organization/entity must provide a wrap-up report (form provided with grant award letter) and samples of marketing pieces to the WYTBID Board of Directors upon 90 days of project/event date of completion or 30 days prior to the next Grant meeting(October, May, August) that your organization is requesting funding . If the project continues into the following fiscal year then a status report is due to the Administrator prior to the final monthly meeting of the current fiscal year. The WYTBID fiscal year runs from July 1st through June 30th . Any funds not yet dispersed will be withheld if this report is not received.

- ❑ Included in the post event report WYTBID requires an updated budget listing “actual” expenditures.
- ❑ The post event report must indicate that all expenses related to the event have been paid.
- ❑ Sample of all advertising materials.

9. Ineligible expenses:

No grant funding will be provided for expenses not directly related to the approved activity, event or project. No grant funding will be provided to supplement funding for existing programs or services of the applicant. However grant funding will be allowed to supplement funding for existing activities or events.

10. Award Criteria:

Grants shall be awarded on whether the request meets the goals and objectives of WYTBID and available TBID resources as budgeted.

- ❑ Preference will be given to those activities and/or events that impact lodging facilities in the district by a significant increase in room nights especially those creating an economic impact during the slower seasons.
- ❑ Partnerships and collaborations are highly encouraged.
- ❑ Lower priority is given to general operating expenses and ongoing program support.
- ❑ Grants will be awarded to those proposals offering maximum benefit to WYTBID members.
- ❑ WYTBID does not award grants for the following:
 - Direct religious activities
 - Debt retirement
 - Individuals
 - Political organizations or campaigns
 - Telephone solicitations
- ❑ Not all qualified proposals receive the grants requested.

- A project may be chosen for funding over another project due to the date the completed application packet was received. In this case the project application received first would have priority.
- A grant may be awarded in a sum less than requested.
- A grant may be awarded to fund only a specific portion of the project as outlined by the Board of Directors.

11. Records:

All records of expenses are to be retained for three years during which time the WYTBID reserves the right to audit the records.

Legal Status:

Applicants must demonstrate proof of legal status within the jurisdiction of the headquarters of their business or corporation.

12. Insurance:

The lead organization or entity selected for grant funding must provide a Certificate of Insurance and Policy Endorsement naming WYTBID and the Town of West Yellowstone as an “additional insured” to its general & automobile liability policies of coverage. Insurance coverage shall meet or exceed the following unless otherwise approved by the WYTBID Board of Directors:

- Comprehensive or Commercial General Liability: \$1,000,000 per occurrence and \$2,000,000 aggregate for bodily injury, personal injury and property damage.
- Automobile liability: \$1,000,000 per accident for bodily injury and property damage.

13. Other Permits:

The lead organization or entity selected for funding must obtain all required permits from the Town of West Yellowstone and any agency, if applicable, at least 10 business days prior to the planned activity or event. Funding will not be dispersed until documentation, including proof of insurance, is complete and provided to the WYTBID Administrator.

14. Other Requirements:

- The lead organization or entity must bind itself to the terms and conditions set forth in the funding guidelines and grant application project proposal. All advertising for project and events should advertise West Yellowstone as a destination along with the promotion of the event(s)/ project(s).
- The funded activity must acknowledge WYTBID (Logo) grant on all advertising materials. The words West Yellowstone, Montana will appear on all printed materials, any website will have a link to the WYTBID website www.yellowstonedestination.com . or (specific website indicated by TBID Office ex: Winter /Summer promotions page).
- QR Code that can also be given to you by the TBID Office.
- Award recipients may be asked to present a written or verbal recap on the positive effects of the grant to the WYTBID Board of Directors at the Annual Membership Meeting.

- All printed advertising must be proofed by the WYTBID Office prior to printing.
- Meeting with Marketing Director and Administrator for review of mandatory requirements for grant advertising.

15. Compliance:

No grant funds will be provided to applicants who have defaulted on a prior grant awarded by WYTBID, MAP, WYED or similar organization. Applicants must be in good standing with the Secretary of State and the Department of Revenue.

16. Failure to comply:

Failure to comply with any criteria listed in the WYTBID Grant Application Guidelines may require full repayment of TBID monies from the awarded organization to the TBID Board of Directors enforceable by civil action.