

Ravalli County Tourism Business Improvement District

Request for Support Application

We are pleased you have requested an application to apply for Ravalli County Tourism Business Improvement District, (RC TBID) support. The purpose of such support is to grow our tourism economy through increased visitor spending in the Bitterroot Valley lodging establishments. Other tourism partners such as retail, restaurant, transportation, attractions will also benefit from increased visitation. The purpose of such support must be in keeping with the RC TBID's *Mission to increase room occupancy through effective marketing of the Bitterroot Valley's lodging facilities*

Eligible Expenditures

RC TBID fees are made available through the lodging facilities of the Bitterroot Valley. For every occupied room night, guests are assessed \$1.00 that is returned to the Bitterroot Valley. The Business Improvement District Law, Montana Code Annotated 2007, 7-12-1101 through 7-12-1144 as amended, for the funding of all uses and projects for tourism promotion within the Bitterroot Valley as specified in the Bitterroot Valley Tourism Business Improvement District budget. Revenue collected from this assessment must be used to promote the Bitterroot Valley as a premier travel destination thereby enhancing economic vitality.

Deadline

Applications must be mailed and received at the BR RC & D office on or before June 1st of every year. RC TBID will review applications at the June open meeting so it can be put on the agenda. Applicants will be notified by mail. RC TBID reserves the right to refuse applications for any reason and is at the discretion of the RC TBID Trustees. The chosen applicant/applicants will be posted on the RC TBID Website.

Criteria

Applicants that meet the eligibility requirements above may be awarded support based upon:

- (1) A proven or qualified ability to generate, track, and report hotel-motel room nights and economic impact to RC TBID; and
- (2) Available RC TBID resources.
- (3) Approved projects must agree to follow the rules and regulations set forth by the RC TBID as outlined below:

A. Printed Material

- (1) The words Bitterroot Valley, Montana shall appear on all printed materials. No exception.
- (2) Must include the following information on print projects:
 - a. RC TBID's community's tourism web site www.visitbitterrootvalley.com
 - b. RC TBID's community's brand logo, for the Bitterroot Valley.
 - c. Acknowledgement of support on collateral: "Produced with support from Bitterroot Valley RC TBID."

Print Advertising

- (1) Bitterroot Valley, Montana, spelled out in its entirety, shall appear at first glance on all print advertising.
- (2) All print ads shall be coded to provide a means of evaluation through inquiry tracking.
- (3) Copies of ads and original invoices must be provided before funds are released.
- (4) Target audiences must be a minimum of 150 miles away from Bitterroot Valley, Montana.

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On-line Advertising

- (1) Bitterroot Valley, Montana, spelled out in its entirety, shall appear at first glance on all on-line advertising. No exceptions.
- (2) Clicks from all on-line ads shall be monitored with the ability to report the statistics.
- (3) If purchasing on-line advertising, (i.e. on-line newspaper), target must be a minimum of 150 miles from Bitterroot Valley.

Television and Radio Advertising

- (1) When appropriate, the words Bitterroot Valley, Montana shall be stated on all audio tracks produced which include speaking.
- (2) An affidavit of media buy shall be on file at the organization upon completion of the project.
- (3) A copy of the audio/video tape shall be provided to the RC TBID.

B. Event or Convention Promotion

- (1) If any part of the event/convention is deemed inappropriate, support may be in jeopardy. (i.e.: no adult style entertainment, no political/candidate promotion, other exclusions may apply at the discretion of the RC TBID).
- (2) Support may be used for cash subsidies such as rental assistance, transportation assistance or other expenditures deemed appropriate by the RC TBID.
- (3) Documentation must be provided upon request. Applicants must follow-up/Post event and provide results of event/marketing to board upon completion of application.

Other

- (1) Award money will not be retroactive. (I.e. the RC TBID will not pay for advertising/promotions/obligations/or any other contracted services for the event prior to grant being awarded).
- (2) Other rules, regulations, policies, and procedures pertaining to this application are at the sole discretion of the RC TBID.

For Event Support requests:

- (3) The recipient of support must provide a wrap-up report and samples of produced pieces to the RC TBID Board of Trustees upon completion (within 30 days of event/convention closure). 20% of such support will be withheld until this report is received.
- (4) It is expected that at least 75% of the estimated room nights (block) are filled. If the actual room nights are less than 75% of the estimated block, 20% of awarded support will be withheld, unless a logical explanation is presented in the final report.

Process

- (1) Submit 6 copies of the attached application and any supporting documents to the RC TBID Board at the BR RC & D offices, address noted above.
- (2) 6 copies of original invoice must be provided.
- (3) Applications will be reviewed by the RC TBID Board and notification of support status will begin 10 business days after the respective open board meeting.
- (4) Failure to comply with any of the criteria listed here may require full repayment of RC TBID monies from the awarded organization to the RC TBID Board of Trustees enforceable by the Ravalli County Prosecuting Attorney's Office.

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What are you applying for: (please circle appropriate below).

Funding Match **Support Letter** Other

1. PROJECT APPLICATION Project/Event Title:

Event Date:

Applicant:

Type of Organization – Corporation (profit or non), Partnership, Sole Proprietor, LLC, Individual?

Please include a copy of City Business License and/or Certificate of Incorporation. Contact Name:

Phone: e-mail:

Web site:

Address: City/Zip:

Amount requested:

Applicant's match (if applicable): _____.

Total project budget: _____.

Potential Room Nights Generated:

If existing event, number of historic room nights used. _____.

Potential new room nights with TBID funding _____.

Authorized Signature – _____

Print Name _____

Title _____

Date _____

To be considered, your application must be complete and adhere to the specified format. You must submit 6 original copies.

Mail or deliver all copies of the application to:

Bitter Root R. C. & D. Area, Inc.

1709 N 1st Street Hamilton MT 59840 Attention: Pam Gouse

Ravalli County Tourism Business Improvement District

P.O. Box 1743 Hamilton, MT 59840 406-363-5450 / 406-363-5451

Initial Here _____

Please submit a separate proposal answering the following questions.

2. PROJECT SUMMARY

Provide a one paragraph (250 word max), concise summary of your request and what it will accomplish. If your request is part of a larger project please briefly describe the over-all project. However, please focus the bulk of your answer on the specific element for which you are requesting funding. Use the guidelines below to help you develop your summary.

3. SCOPE OF WORK

Fully describe the project. Expand your summary paragraph to address such issues as: A. What is it you wish to do?

B. How and why will the community and lodging industry benefit?

C. What are the beginning and ending dates of your project?

D. What are your room night goals and how will you measure?

E. Is this a new projector a continuation? If a continuation, how many new room nights will additional said support generate?

F. What other measurements will apply to evaluate the project's success?

G. Provide a brief history of your organization.

4. AVAILABLE RESOURCES

What alternatives to RC TBID support have been explored? Do you envision such support as seed money or as part of ongoing support?

5. BUILDS ON COMMUNITY ASSETS

Based on the evaluation criteria, how does your proposal build on community assets and our community brand?

6. PROJECT BUDGET/TIMELINE/CASHFLOW

Please indicate when you will need support from the RC TBID. Be aware that once support is recommended, a contract will be executed with the RC TBID Board; payment will come directly from the RC TBID. This process may take several weeks.

7. IN CLOSING . . .

Please provide any other comments you would like to have considered that relate to this project application. If there is a Marketing Plan and Budget available for this project, please include with this application.