

## **Yellowstone Country Montana, Inc. (YCMI) Cultural Tourism/Events Grant Program 2024-2025 Overview**

### **PURPOSE and GOALS**

The purpose of this grant program is to provide funding support for community-based annual cultural tourism arts, festivals, activities & destination events throughout the Yellowstone Country MT tourism region. The goal is to assist tourism-related entities with developing and/or increasing their respective tourism product, thereby fostering local and regional economic development.

YCMI's **Cultural Tourism Grant Program** is **not** intended to be an ongoing source of revenue for the entity. An entity may apply for funding in subsequent and/or multiple years; however, YCMI reserves the right to give preference to any new applicants who have not received previous grant funding from this organization. When applying for a grant, the amount and frequency of any previous grants to an entity will be taken into consideration and may affect any subsequent potential awards.

**A key component of a successful application to the program is for the applicant to demonstrate the community is vested in, and supports, the proposed project or event.**

**The grant funding pool for 2024/25 is \$50,000.00.** YCMI retains the right to increase/decrease the grant funding pool at its discretion. This grant program is administered on a rolling, first-come basis; once all available budget funds have been allocated, the program will close at that time.

**Applications may be submitted between August 12, 2024-April 30, 2025.** This grant program is administered on a rolling, first-come basis; if all available budget funds have been allocated prior to June 1<sup>st</sup>, the program will close at that time. **\*\*NO** applications will be considered after April 30, 2025.

**\* All awarded grant funds are disbursed as a reimbursement; funds will not be paid in advance of an event/happening/project.**

**\*\* Yellowstone Country is prohibited from paying greater than 50% of any single eligible line item and prohibited from paying for greater than 50% of any total project/campaign budget.**

**\*\*\*Please provide a minimum of three (3) community letters of support with the application. Letters must be submitted with the application.**

**\*\*\*\*Applications must be submitted a minimum of 45 days prior to the scheduled date/implementation. Submission of an application *does not* guarantee the request will be approved.**

**NOTE: Yellowstone Country MT *does not* hold meetings in February, July, or December of each calendar year, so applicants should be mindful that any**

**applications received during those timeframes will not receive a decision until the next regularly scheduled meeting.**

**To be considered for grant funding, the activity/event must meet the following criteria:**

- Highlight the lifestyle, arts & cultural assets of the community- proposals should define what that asset is and how it fits the community culture;
- Have socio-economic benefit to the community—draw non-residents to the community;
- Help to raise awareness of the community to a broad audience;
- Be held at a venue easily accessible to the general public;
- Help to generate broadcast and/or social media exposure for the community/region—bring recognition to the community and Montana's Yellowstone Country region

#### **Eligibility Requirements**

- **Applicants may not use pass-through entities as the management organization; the applicant entity must have its own *non-profit status* and management structure, and a representative of the entity must be assigned as the grant manager.**
- **Eligible entities must be in good standing with the IRS and the entity or organization's information must match the filed Tax I.D. or, for a 501(c), the most recently filed Form 990-N.**
- **Eligible entities are limited to one application for one proposed event/project per funding cycle.**
- **For-profit businesses, individuals, subsidiaries of a non-profit, and State & Federal agencies are ineligible to apply.**

#### **Allowable Event Advertising & Promotional Activities**

Grant funding may be used for media placement that promotes the specific event. Eligible marketing budget line items are as follows:

- **broadcast media advertising and promotion (television and radio)**
- **print media advertising and promotion (newspaper, magazine publications, newsletters that have a distribution in a specific geographic/demographic/psychographic market)**
- **electronic media advertising and promotion (Internet, social media, video)**

**\*\* Applicants requesting media placement funds must be prepared to implement the media campaign and/or promotion effort a minimum of 60 days prior to the event so there is sufficient timeframe for advertising/promotion of the event.**

#### **Allowable Event Support Activities**

Grant funding may be used for support activities related to operations of the event that is necessary to and/or enhances the experience for event attendees. Examples of support activities are as follows (anything not listed will be considered on a case-by-case basis):

- **event location signage**
- **equipment rentals (tents, tables, stage, porta-potties, sound equipment, etc.)**

**\*\*Approved PROMOTION/ADVERTISING and SUPPORT expenditures will require compliance with the MONTANA REGULATIONS & PROCEDURES FOR USE OF LODGING FACILITY USE TAX FUNDS—Yellowstone Country MT will provide the required information if these budget line items are approved for grant funding.**

### ***Ineligible Expenses***

- Capital improvement projects and infrastructure development
- Administrative/operations direct or indirect costs (including staff wages, travel & per diem, office supplies, promotional items for sale or giveaway, website building & management, etc.)
- Insurance costs
- Workshops & training
- Talent & entertainment costs
- Speaker fees & stipends

### ***Ineligible Events (Including but not limited to):***

- Events which are not open to and of interest to the public
- Members-only trade shows, conventions, conferences, and workshops
- Reunions - class, family, etc.
- Community fundraisers, auctions & rummage sales benefits that do not bring non-resident visitors to the community
- School sporting events

***Dollar Amount of Funding Request - The total dollar amount of a grant funding request must be a minimum of \$1,000.00 and may not exceed \$10,000.00.***

***\*\*Yellowstone Country (YCMI) retains the right to approve grants for up to the requested amount; applicants may not always receive the full amount requested.***

***\*\*Applicants may not request funding for greater than 50% of any single budget line item and/or greater than 50% funding for an entire project/event. EXAMPLE: If quote for bleacher rental is \$5,000.00, applicant may not request funding for greater than \$2,500.00 for said line item.***

***Matching Funds-*** The applicant must provide an equal or greater hard cash match for requested funds. EXAMPLE: A grant request for \$10,000.00 must be matched with \$10,000.00 or greater by the applicant organization and/or community partners. The match must be an actual financial investment. Funds received from other grant programs & event partners may be used as part of the hard match requirement. Projected ticket sales, gate receipts, concessions profits, etc. are not eligible as a required match.

***Reporting Requirements-*** All grant recipients are required to submit a **completion report** within **60 days following the event**. The report must include a complete project analysis: final budget breakdown; accurate financial records; summary analysis of the project/event data detailing relevant tracking data, including # of attendees; an evaluation of the goals & objectives-were these met and why/why not, what would be changed for future events (if anything), successes/failures, etc. Please include each promotional material that included the YC logo—posters, banners, advertising, programs, etc. and any event pictures that will help tell the story of how the event went.

***Please submit one (1) hard copy of all report documents to the YCMI mailing address and submit the report summary electronically to [robin@yellowstonecountry.net](mailto:robin@yellowstonecountry.net).***

### **Application Submission Instructions**

***Applications will be accepted between August 12, 2024-April 30, 2025. No late applications will be considered. YCMI may request additional information as needed to make an informed decision.***

***One (1) printed copy*** of the application and supporting documents ***must be*** mailed to the organization address below, and the application ***must also be submitted electronically*** to: [robin@yellowstonecountry.net](mailto:robin@yellowstonecountry.net) in a word or pdf. document format.

**Supporting Documents:**

- Applicant's non-profit Federal ID number must be listed on the cover page, and a copy of the official nonprofit status paperwork must be included with the application.
- Letters of support (minimum of 3)
- Media Plan (if requesting funds for advertising costs)

Submit hard copy application and completion report documents to:

**Yellowstone Country Montana, Inc.  
Cultural Tourism Events Grant Program  
PO Box 3048  
Bozeman, MT 59772**

Address any questions to Yellowstone Country Montana Executive Director Robin Hoover:  
[robin@yellowstonecountry.net](mailto:robin@yellowstonecountry.net). (406) 556-8680

**Please use the attached application form and sample budget (copy & paste to your own file) as a reference/template to write your application. If using a different template, all sections identified below must be included/addressed in the application.**

**GRANT PROPOSAL WRITTEN ELEMENTS**  
**Yellowstone Country Montana Cultural Tourism Grant Application**

**Project Title**

**Name of Non-Profit Organization** Please provide proof of non-profit status

**Name of Event/Project Manager** (Person responsible for managing grant funds & reporting)

**Event Location** Please include City/County

**Total Project Budget**

**Requested Amount**

**Event Date(s)**

**Summary of Proposal** Summarize your event/activity request including project /programmatic activities that accurately represent your organization's expectations.

**Cultural Tourism Benefit** Define how this event will provide a socio-economic benefit to the community and region and raise awareness to a broad audience.

**Funding History**

**Funding Support History** Has your organization received previous monetary support from YCMI?

**Past Support** (include project title, date, amount received)

**Project Scope**

**Project History**

- Is this a new or existing event/activity? If this is an existing event, how many years has it been in existence?
- If this is an existing event, please provide a detailed financial accounting of the previous year's actual expenditures and copies of the final project report.

**Location of Event** Is it easily accessible to the public? Does it provide ample space for the projected audience?

**Participation/attendees** How many participants/attendees have you had year to year or hope you will have? Provide insights/evaluations of those results.

**Target Population/audience** Please describe the target population you expect to reach through this event/activity and how attendance will be tracked.

**Attracting participants/attendees** Describe how you will attract more participants to the event/activity. Be specific about your outreach and marketing plans, including plans for partnerships.

**Expected outcomes and the related measures of progress** Describe how you will measure the effectiveness and/or success of the event? What would indicate a successful ROI (qualitative and/or quantitative)?

**Advertising/Promotion** Please provide a media plan that outlines how, where & when you intend to market/promote the event, and what means you will use to monitor and/or track the respective methods.

- **YCMI requires inclusion of our logo for advertising & marketing methods whenever possible.** Please contact Executive Director Robin Hoover regarding the YCMI logo; it can be supplied in most electronic formats.

## BUDGET

EXPENSE		YCFI FUNDS	
<b>ROYALTIES/FEES/STIPENDS</b>			
<i>TALENT/ENTERTAINMENT</i>	\$10,000.00	\$0	0%
<i>EVENT MANAGEMENT</i>	\$5,000.00	\$0	0%
<b>MARKETING</b>			
<i>MARKETING/PROMOTION</i>	\$5,000	\$2,500	50%
<i>PROFESSIONAL PHOTOGRAPHY</i>	\$1,500	\$750	50%
<b>OTHER/MISC.</b>			
<i>TRASH</i>	\$100	\$50	50%
<i>FIRE/EMS/POLICE \$300/HR</i>	\$900	\$450	50%
<b>RENTALS</b>			
<i>5 SECURITY @ \$200/EA</i>	\$1,000	\$500	50%
<i>A&amp;V SOUND TECH</i>	\$1,500	\$750	50%
<b>HOSPITALITY</b>			
<i>REFRESHMENTS</i>	\$500	\$0	0%
<i>APPS \$10@50</i>	\$500	\$0	0%
<b>PERSONNEL EXPENSE</b>			
<i>EXECUTIVE DIRECTOR</i>	\$315	\$0	0%
<i>ARTISTIC DIRECTOR</i>	\$340	\$0	0%
<i>BOX OFFICE MANAGER</i>	\$215	\$0	0%
<i>EVENTS/FACILITY MANAGER</i>	\$230	\$0	0%
<i>OPERATIONS MANAGER</i>	\$205	\$0	0%
<b>IN-KIND EXPENSE</b>	\$5,000	\$0	0%
<b><i>TOTAL EXPENSE</i></b>	<b>\$27,805</b>	<b>\$5,000</b>	<b>12%</b>
<b>DIRECT INCOME</b>			
<i>ADMISSIONS</i>	\$96,000	\$0	0%
<i>CONCESSIONS</i>	\$1,800	\$0	0%
<b>INDIRECT INCOME</b>			
<i>SPONSORSHIPS</i>	\$18,250	\$5,000	0%
<b>IN-KIND REVENUE</b>	\$5,000	\$0	0%
<b><i>TOTAL INCOME</i></b>	<b>\$121,050</b>	<b>\$5,000</b>	<b>4%</b>