



LIVINGSTON TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) GRANT APPLICATION

The Livingston Tourism Business Improvement District (TBID)'s goal is to support events, conventions, festivals, tournaments and sporting events (referred to as "the event" hereafter) that make Livingston a desired destination and enhance Livingston's cultural assets and economy.

TBID's mission is "to enhance the economic vitality of Livingston by generating room nights for the city's lodging facilities through effective sales and marketing strategies, building collaborative partnerships and promoting Livingston as a year-round visitor, convention, and event destination." The Livingston TBID is directed by a Board of Directors representing lodging and funded by a \$2 per room night flat fee paid by guests at lodging facilities within Livingston City limits. Funding is dedicated to bringing international, national, regional & repeat visitors to Livingston hotels/motels.

Requirements:

- The event generates hotel-motel room nights in the City of Livingston.
- Guests should be drawn from a region of 100 miles or greater to promote lodging stays.
- The event must be appropriate for a wide audience (i.e. no political candidate promotion), comply with local public health and safety regulations, and may not discriminate based on race, gender or religion.
- A detailed event budget, including income and expenses, and a post-event report are required.
- Marketing includes: TBID logo, TBID support cited, explorelivingstonmt.com, the words Livingston, Montana.
- If planning your event at a City of Livingston facility, street, trail or park, you must secure a permit. Review and complete the process at <https://www.livingstonmontana.org/rec/page/special-event-permit-process>

Recommendations - *All events drawing overnight stays are reviewed, but these aspects improve grant consideration:*

- The project brings a sporting event or tournament to Livingston.
- Preference will be given to events in the 'shoulder season' from September to June.
- The event is large in size.
- The event is multi-day.
- The event is not weather dependent.
- The event organization requesting funds is a non-profit.
- The event is family friendly, attracts a diverse age group or demographic likely to return to Livingston.

Process:

A. Submit: 1) Grant application 2) Project budget with all income and expenses **3) Supporting documents** (business plan, marketing plan, organization annual budget, ad materials, etc.)

B. Grant application timeline: will be reviewed by the Livingston TBID at monthly meetings the 3rd Tuesday of alternate month so applications can be submitted at any time and will be reviewed at the next Board meeting.

C. Grant/Award winners must provide a follow up report with receipts, event participation numbers and samples of marketing assets within 30 days after the event. **Failure to do so will disqualify the organization from future funding.**

Failure to comply with criteria listed may require full repayment by the awarded organization of the grant. Award money is not retroactive (marketing/promotions/obligations/other contracted services for the event prior to the grant awarded aren't included). Regulations and policies of grants are at the sole discretion of the TBID Board.



LIVINGSTON TBID GRANT APPLICATION

GENERAL INFORMATION

Name of Organization:

Address:

Phone Number:

Email:

Name of Contact:

Position of Contact:

Title of Event:

Proposed Dates of Event:

Location of Event:

Amount of Funding Requested:

Date Funds are needed:

Matching Funds (if applicable):

Total Budget:

SUMMARY OF EVENT AND HOW GRANT FUNDS WILL BE USED

Please describe the event in detail, event goals, and how the proposed grant funds would be used.

LODGING FACILITY IMPACT

Explain how this event will bring people from out of town to fill hotel rooms listing towns, states, and/or regions you expect attendees to travel from. If possible, estimate the number of hotel room nights filled due to your event.

ORGANIZATION OVERVIEW

Please give a brief history of your organization and your assets or experience that will help make this event a success.

CHALLENGES AND OPPORTUNITIES

What challenges may your organization face with this event and what opportunities may help it be successful?

OTHER QUESTIONS:

Has this event been in Livingston before, if so when?

Has this event been in Montana before that you know of, if so where and when?

What could cancel the event, and what would you do if so?

List any other organizations you are partnering with or that will benefit from on this event:

ADDITIONAL COMMENTS

Please provide any other comments that should be considered.

Send application, budget, supporting documents, and follow up report via email to info@explorelivingstonmt.com or mail to: TBID, PO Box 348, Livingston, MT 59047