red lodge
TOURISM BUSINESS IMPROVEMENT DISTRICT

RED LODGE, MT TBID APPLICATION FOR FUNDS

ORGANIZATION NAME: _____

MAILING ADDRESS: _____

WEB ADDRESS: _____

PHONE: _____

CONTACT PERSON: _____ PHONE: _____

EMAIL ADDRESS: _____

PROJECT TITLE: _____

EVENT DATE: _____

EVENT TIMES: _____

IS THIS A NEW EVENT OR AN EXISTING EVENT? _____IF EXISTING, # OF YEARS: _____

EVENT DESCRIPTION (include objectives, project outline and marketing plan):

_____

_____

_____

_____

ESTIMATE THE IMPACT YOUR EVENT WILL HAVE ON AREA BUSINESSES (**circle one for each category**):

LODGING:	high	medium	low
RESTAURANTS:	high	medium	low
RETAIL STORES:	high	medium	low

NUMBER OF PEOPLE EXPECTED & HOW YOU PLAN TO TRACK ATTENDANCE:

_____

FROM WHAT AREAS (city, state) DO YOU EXPECT TO DRAW FROM?

_____

_____

_____

WHO IS YOUR TARGET MARKET (families, outdoor enthusiasts, etc.)?

_____

_____

_____

HOW MUCH ARE YOU REQUESTING FROM THE RED LODGE TBID?

_____

HOW WILL YOU USE THESE DOLLARS? PLEASE SPECIFY THE BREAKDOWN OF HOW THE FUNDS ARE SPECIFICALLY USED. **NOTE:** FUNDS MUST BE USED AS SPECIFIED.

Example; $1,000 for marketing (google ads, FB, Instagram, radio, TV)

_____

_____

_____

_____

EVALUATION OF APPLICATIONS

The TBID Board of Directors will receive, review, and make recommendations on the applications and will allocate money from among the applications by majority vote. The following questions will be asked pertaining to each application, and the answer will be evaluated:

- Is the event designed to draw overnight visitors to Red Lodge?
- Does the program stand a good chance of satisfying its stated objectives? Is it effective and feasible?
- Does the project benefit a shoulder season or slow season of the year? (Late October-November or April 15- May 30 or weekdays)
- Is the project new or is it one that has been undertaken before? If it was undertaken before, did it achieve the desired results?
- Is the application thorough and complete? Has the applicant overlooked some costs that appear imminent or necessary for the successful completion of the proposed project? Is the extent and operation of the project clearly outlined?
- Does the applicant possess, or has he/she made arrangements to secure the technical ability to complete the project satisfactorily?

REQUIREMENTS FOR APPLICANTS

- Include TBID lodging information and the link redlodge.com/STAY on advertising and communication with event attendees where applicable.
- Pictures from the event (minimum 3) that you have permissions to share with the TBID committee for future marketing and presentations for the program.
- The TBID requires an event/project completion report filled out in its entirety and submitted within forty-five (45) days of your project end. If no completion report is received, the organization/event will not be eligible for future funding.
- Funds are used only as specified in the application.

DISBURSEMENT OF FUNDS

Applications must be submitted at least forty-five (45) days in advance of the event. The Board will review applications at our monthly review meeting. After a thorough review, the Board will notify you in writing, within one (1) week of the meeting, whether the Request for Payment was approved. For applicants requesting $500 or less you will receive the full amount if approved. For applicants requesting more than $500 you will receive 90% of the total requested amount at this time and the remaining 10% distributed upon thorough completion of the TBID report. If an applicant does not thoroughly complete the TBID completion report, then you will not be eligible for future funding.

Please note, if monies are distributed and the event does not occur or is rescheduled, all monies previously dispersed must be returned to the TBID within 30 days of the cancellation.

PROJECT SUBMISSION

Please send your completed application to TBID Board of Directors; TBIDredlodge.com. If you would like to present your idea in person, please contact AJ Christianson at TBIDredlodge.com to obtain a 10 to 15 minute slot at our next board meeting.

SIGNATURE OF UNDERSTANDING

I have read and understand what is required of me when I/my organization asks for funds from the Tourism Business Improvement District, both prior to and following my/our event.

Name: _____ Date: _____