



**TOURISM INFRASTRUCTURE INVESTMENT PROGRAM  
APPLICATION  
2012**

Applicant/Sponsor \_\_\_\_\_

Sponsor's Chief Official \_\_\_\_\_

Title \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Business Phone \_\_\_\_\_ Fax # \_\_\_\_\_

Email: \_\_\_\_\_

Federal Identification Number \_\_\_\_\_

Name of Project \_\_\_\_\_

Amount of TIIP Grant Funds requested \_\_\_\_\_

Date you will begin grant portion of the project (month/year) \_\_\_\_\_

Date you will complete the work on the grant portion of the project (month/year) \_\_\_\_\_

**General Instructions:**

**DEADLINE: Completed Applications must be received at the Montana Office of Tourism, Department of Commerce, 301 South Park Avenue (Mail: Box 200533), Helena, MT 59620-0533 by 5:00 P.M. WEDNESDAY, AUGUST 1, 2012. Late or Incomplete Applications will not be considered.**

**SUBMIT 9 COMPLETE COPIES OF YOUR PROPOSAL INCLUDING ATTACHED LETTERS OF SUPPORT.**

**Complete the front page of the application as it appears.**

**Complete all four sections of the application and certification page.** The 4 sections are: I – Project Description & Operating Plans, II – Financial Profile , III – Project Compatibility and Appeal, IV – Need for Project. Proposals must be prepared and presented in a professional manner.

**Number and letter your responses to correspond with the number and letter of the application section and question you are responding to.** Applications not following this format will receive lower scores and may be disqualified.

**Responses should be comprehensive, but concise, thorough and limited to no more than 2 type-written pages per each of the 4 sections.** Smallest Font Size Accepted is 12.

**The applicant must respond to all questions as asked.** Failure to respond to a question will eliminate the application from further consideration.

**The minimum grant available through this program is \$20,000. The maximum grant is the available grant pool. Check with the Montana Office of Tourism if you are not aware what the grant pool amount is. TIIP Grant Program information is available at [www.travelmontana.mt.gov/forms/](http://www.travelmontana.mt.gov/forms/) or by contacting Victor A. Bjornberg, Montana Office of Tourism, (406-841-2795, vbjornberg@mt.gov)**

Completed application forms are to be returned to:

Victor A. Bjornberg  
Montana Office of Tourism  
301 South Park Avenue  
(Mail: PO Box 200533)  
Helena, MT 59620-0533

Some Montana information sources that may be helpful in completing your application are listed on Page 7.

Selection Criteria: (A maximum of 500 points to be awarded for the application’s sections I-IV) **LATE or INCOMPLETE applications will not be considered.**

**I. Project Description & Operating Plans** (150 total points for this section)

A) Provide a clear, concise description of your project. Be sure to include project location, project sponsor, facility owner (if different than sponsor), what TIIP and required hard match funds will be used for (\$1 hard match for every \$2 in TIIP Grant Funds requested/awarded), and how the project complies with the purpose of TIIP Grants which is to strengthen Montana as a tourism destination and encourage Montana visitors to stay longer. You may include project description documents such as architectural drawings as an addendum to the application.

B) Provide budget and timeline details requested by B1-B6.

- 1) A development and implementation timeline for your project and the investment of TIIP Grant Funds in it.
- 2) A development and implementation budget for the entire project, specifically identifying the amount of TIIP funds to be used for each phase of your project.
- 3) A budget of all other funds for the entire project, specifically identifying the amounts to be used for each phase of the project.
- 4) Budget totals.

**Example of one way to complete questions B1-B4**

<u>B1</u> <u>Timeline</u>	<u>Task</u>	<u>B2</u> <u>TIIP \$</u>	<u>B3</u> <u>Other \$</u>	<u>B4</u> <u>Total</u>
13 Jan-Feb	Phase I Architectural fees & inspections, install new wiring to code, install 6” ceiling insulation	\$12,000	\$9,400	\$21,400
13 Mar-May	Phase II Roofing, raise and install door on south wall	\$3,400	\$18,000	\$21,400
13 Jun-Aug	Phase III Install Tract Lighting, Install new carpet and floor coverings, Complete design and construction of displays	\$66,700	\$33,300	\$99,000
<b>Project Total</b>		<b>\$82,100</b>	<b>\$60,700</b>	<b>\$141,800</b>

5) Present an operating budget for the facility’s ongoing costs (staffing, maintenance, utilities, supplies, insurance, marketing, etc) once this project is complete and explain how these ongoing expenses will be paid

for. Identify any increased ongoing operation and maintenance costs expected because of the project and how those costs will be covered.

- 6) Describe the marketing strategies used to promote the attraction or facility now and once the project is completed, and how the marketing is financed. Provide details of the types of media used, target markets (geographic, demographic), any marketing partnerships or cooperative efforts involved.

**II. Financial Profile** (100 total points for this section)

- A) Proof that the project sponsor has current IRS non-profit status or that the sponsor is operating under the non-profit status of a city, county or Montana Indian tribe.
- B) Provide a detailed explanation of how the project sponsor will be financially involved in the project; the sponsor’s role in fundraising for the project, administration of the project, and in the ongoing operations and maintenance of the attraction or facility once the project is completed.
- C) Sources of Funding: In the form below **list only funding sources that are secured for this project at the time of application. DO NOT** include funding sources that **ARE NOT SECURED** by the Aug. TIIP Application deadline:

Total Project Cost	\$ _____	
Local Share (Hard Match Funding)		
Government Appropriations i.e. City, County, CTEP Funds; Fish, Wildlife & Parks; etc	\$ _____	_____ %
Bonds (Public/Private)	\$ _____	_____ %
Tax Levies (City, County)	\$ _____	_____ %
Cash Donations	\$ _____	_____ %
Foundation/Business Investment	\$ _____	_____ %
Other Grants (Identify Source, Amount, Date Awarded)		
\$ _____		_____ %
Other (Identify Source, Amount)	\$ _____	
_____ %		

<u>Subtotal of Local Share</u>	\$ _____.	_____ %
TIIP Grant Request	\$ _____	_____ %

D) If you receive full TIIP Grant Funding, list the amount of money you still need to raise to fully finance your project and explain how you will raise these funds?

\$ \_\_\_\_\_ %

E) If you only receive partial TIIP funding, how would this affect the project?

**III. Project Compatibility & Appeal** (100 total points for this section)

- A) Describe how the project provides broad, long term tourism appeal. In this section include information about your facility’s annual visitation numbers, percentage of out-of-state and Montana visitors, hours and season of operation, and if you expect any changes in these areas once the project is complete.
  
- B) Describe how this project is compatible with and enhances other existing or planned tourism development and marketing efforts in your community.

**IV. Need for Project** (150 total points for this section)

- A) Describe the current economic situation of the area and how the proposed project will have an economic benefit on the local area, region and state (jobs created, payroll generated, increased tax base, more visitors attracted or stay longer, more visitor spending, etc.).
  
- B) Describe what social benefit, “quality of life,” the proposed project will have on the local area, region, and state (values, life-styles, traditions, cultural heritage, psychological well-being, shifts in economic and political power structure and balance of community, etc.).
  
- C) A description of how the proposed project fits into the goals of local and/or regional tourism development plans and the 10 goals of the Montana Tourism & Recreation Strategic Plan 2008-2012 (Copy of state’s strategic plan goals are on the following page).
  
- D) Letters of support from local and regional community, civic, business and other stakeholders expressing support and commitment for the development of the proposed project. **These letters of support must be current and specific to the TIIP application being submitted. These letters of support must be submitted with your application and NOT sent directly to the Montana Office of Tourism.**

## ***Montana Tourism & Recreation Strategic Plan 2008-2012***

### ***Goals***

The following are the goals for Montana's Tourism and Recreation Stakeholders from 2008 to 2012, The goals are based on top priority issues and opportunities identified by Montanans during public meetings and a statewide online survey. Complete Strategic Plan information is available at [www.travelmontana.mt.gov/2008strategicplan/](http://www.travelmontana.mt.gov/2008strategicplan/).

**Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.\*

**Goal 2:** Attain public policy and citizen support for sustainable tourism and recreation.

**Goal 3:** Address management and access issues for sustainable tourism and recreation on state and federal lands.

**Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

**Goal 5:** Support appropriate business growth, including new tourism products and services for target customer markets.

**Goal 6:** Address tourism and recreation professional development, workforce availability, and affordable housing issues.

**Goal 7:** Improve Montana's transportation system for both residents and visitors.

**Goal 8:** Enhance the "curb appeal" of Montana communities to attract visitors.

**Goal 9:** Enhance funding to maintain sustainable tourism and recreation in Montana.

**Goal 10:** Build an effective "team" to implement the Strategic Plan, and report results.

\* "High value, low impact visitors" are defined as visitors who contribute to Montana's economic and social prosperity while respecting and appreciating Montana's authentic natural and cultural assets.

## **Information Sources that may be helpful in developing responses to the TIIP Grant Application Questions:**

### Visitor Profiles, Visitation Numbers, Visitor Spending and Economic Benefit of Tourism Reports:

- Institute for Tourism & Recreation Research, <http://www.itrr.umt.edu/> (University of Montana)
  - Niche News:
    - 05/08 Nonresident Studies
    - Resident Studies
    - Specialized Studies
  - ITRR Reports:
    - By Geographic Location
  - MT Tourism Economics:
    - Expenditures & Visitation
  - Customize Your Report (Build Your Own Report Tool)

### MT Census and Economic Information:

- MT Census and Economic Information Center, <http://ceic.mt.gov/MTFacts.asp> (MT Department of Commerce, Business Resources Division), Montana Facts

### State, Regional, Local Marketing Information & Partners:

- MT Office of Tourism (MTOT, MT Department of Commerce), <http://travelmontana.mt.gov>
  - Marketing Plan Page: State, Region and Convention and Visitor Bureau Marketing Plans
  - News and Updates Page:
    - MT Tourism Industry Highlights
    - MTOT Updates
    - MTOT Applications, Regulations and Forms (No & Low Cost Marketing, Tourism-Related Technical & Financial Assistance)
    - MT Brand Initiative
    - MT Lodging Tax Revenues by state, region, county, city
  - Research Page: Marketing and Economic Research from various sources

CERTIFICATION

On behalf of the organization identified on this application, I certify that the submitted application meets all the eligibility requirements for the Tourism Infrastructure Investment Program (TIIP).

I understand that that no funds will be awarded to a project prior to written approval by the Montana Office of Tourism, Montana Department of Commerce.

The applicant hereby certifies:

- A. That the applicant will comply with all applicable laws and regulations prohibiting discrimination on the basis of race, sex, religion, national origin, age, or handicap.
- B. The applicant is aware the Department must comply with certain state requirements which may impact proposed projects. Department funded projects must comply with all federal, state and community licenses, permits, laws and regulations.
- C. To the best of my knowledge and belief the information contained in this application is true and correct and the documentation has been duly authorized by the governing body of the applicant.

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Signature (required)

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Name (printed)

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Title

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Date