

Town of West Yellowstone

Marketing & Promotion (MAP) Fund

FAQ & Overview

<i>Purpose</i>	<p>The purpose of the Town of West Yellowstone’s Marketing and Promotion Fund (MAPF) is to provide funding solely for the marketing and promotion of West Yellowstone and the surrounding area.</p>
<i>Goals</i>	<ol style="list-style-type: none"> 1. To fund events or projects that reach potential visitors outside West Yellowstone. 2. To fund events or projects that have the potential to increase the number of visitors or to extend the visitor stays. 3. To fund events or projects that complement or enhance existing projects. 4. To fund events or projects that previous experience show as being viable. 5. To fund events or projects that enhance the aesthetics of the town for the benefit of the traveling public and town residents. 6. To fund events or projects that economically benefit a number of diverse town interests.
<i>Source of Funding</i>	<p>The Town of West Yellowstone will provide funding for the MAP Fund as part of its Resort Tax Revenues; whereby, two and one-half (2-1/2) percent of the three percent resort tax received by the collecting merchants shall be used for this purpose.</p>
<i>Amount of Funding</i>	<p>Budget projections for the MAP fund are prepared by the MAPF Advisory Board annually at the start of the new fiscal year based upon revenue generated during the previous year, anticipated growth for the coming year, and any additional funds allocated in the city budget, less a contingency reserve of no less than 5%. The projected revenue amounts are provided only for planning purposes and are not guaranteed.</p> <p>For fiscal year 2007-8, this amount is expected to be approximately \$70,000.</p>
<i>Number & Dollar Amount of Grant Awards</i>	<p>There is no set number of awards that may be made in any fiscal year. However, the total dollar amount of the awards(s) may not exceed the total amount of the MAP funding set for that specific year.</p> <p>At this time there is no minimum amount for requests. The maximum grant funding that can be allocated to any one proposed project will be a maximum of the MAP funding set for that given fiscal year.</p> <p>A proposed project may receive all or a portion of the funding requested in a specific proposal. The MAPF Advisory Board maintains its discretion to withhold some funding.</p>
<i>Eligible Applicants</i>	<p>Any organization or individual presenting a project that supports the MAPF goals is eligible for funds.</p>

***Possible Eligible
Projects & Activities***

1. Joint Marketing Ventures.
2. Brochures, travel guides, image pieces, maps.
3. Regional or national print and electronic advertising campaigns.
4. Outdoor billboards
5. Direct mail projects
6. Familiarization tours.
7. Promotion of special events
8. Infrastructure that has the potential to increase the number of visitors or to extend visitor stays.
9. Market research, which may include conversion studies & focus groups.
10. Market and promotion projects not identified herein that will be evaluated on a case-by-case basis by the MAPF Advisory Board (MAPFAB).

***Time Period for
Spending Funds***

Approved projects must be completed within 12 months from the approval of the Town Council. One extension may be granted for up to 6 months at the discretion of the MAPF Advisory Board.

Application Process

Applications for funds for the current fiscal year can be picked up at the town offices, and must be submitted to the town clerk before the 10th of the month. The MAPFAB will consider the application the following week at which time the applicant will have the opportunity to address the MAPF Advisory Board concerning their event or project for a period of no more than 15 minutes. If the project or event is approved, the MAPFAB will forward their recommendation to the town council for their approval at the next scheduled council meeting.

Applications for the next fiscal year will be accepted up to two weeks prior to the end of the town's fiscal year (June 30). Applications received after this date will be considered, but will have a lower priority and funded only if excess funds are available.

Permits

Applicants are responsible for getting all required permits and approvals from the federal, state, county or town agencies before the event or project takes place. Approval by the MAPFAB for your event or project does not waive this requirement.

Future Funding

Funds should be viewed as seed money to assist an organization in the formative years and should not be viewed as a guaranteed continuous source of funding.

Applicants will not be guaranteed funding after the first year of the award and will need to reapply in subsequent years.

Unallocated Funds

Funds not allocated through the MAPF program in any given fiscal year, excluding any additional funds that might have been budgeted by the town, will remain available for future projects in the next fiscal year.

MARKETING AND PROMOTION (MAP) FUND APPLICATION COVER PAGE

Applicant Information

Applicant Individual or Organization:

Event or Project Contact Person:

Address:

Phone:

Fax:

Email:

Application Submission Date:

Event or Project Information

Event or Project Name:

Location of Event or Project:

Date(s) of Event or Project:

Estimated Total Event or Project Cost:

MAP Fund Amount Requested:

MARKETING AND PROMOTION (MAP) FUND APPLICATION

Preface

- Each of the following Sections, numbered 1 through 6, should be addressed separately, in order, on other pieces of paper. Be thorough, but concise. Read through the entire application before completing it.
- Attach the information to the Cover Page followed by the signed Certification Page.
- Return **8 COPIES** of your completed application to the town offices or mail them to: Marketing and Promotion Fund Advisory Board Town of West Yellowstone PO Box 1570 W. Yellowstone, MT 59758
- Applications must be submitted to the town offices by the 1st day of the month.
- The Marketing and Promotion Fund Advisory Board (MAPFAB) will review applications at their regularly scheduled monthly meeting around the 10th day of the month.
- If MAPFAB approves your application, they will forward their recommendation for final approval to the town council prior to the next regularly scheduled council meeting.
- Applications for the current fiscal year will be accepted up to two weeks prior to the end of the Town of West Yellowstone's fiscal year (June 30). Applications received after this date will be considered, but will have a lower priority and possibly funded only if excess funds are available.

Section 1 Proposed Event or Project Summary

- Describe or explain your event or project. Provide enough detail so that those reviewing the application can comprehend or visualize the full scope of your event or project.

Section 2 Proposed Timeline

- Provide your event or project schedule that identifies timelines for actions such as planning, construction, promotion and implementation of activities necessary to conduct your event or complete your project.

Section 3 Proposed Budget

- Provide a detailed budget for your event or project.
- Identify the amount of MAP funds you are requesting and the expenditures that will be paid in full or in part with MAP funds. All budget expenditures must be supported with invoices, bills and/or receipts.
- MAP funds may not be used for purchasing liquor or funding the distribution of liquor.

Section 4 Publicity, Promotion, Marketing

- Describe how your event or project will be promoted or marketed to visitors, residents or participants.

Section 5 Application Review Criteria

Applications will be reviewed against multiple criteria. Please provide answers to the following questions:

- What are the economic, cultural, social and/or aesthetic impacts and benefits of your event or project on visitors, residents, businesses, organizations or other interests in the community and surrounding area?
- How does your event or project reach potential visitors outside West Yellowstone?
- How does your event or project have the potential to increase the number of visitors to West Yellowstone or to extend visitor stays?
- How does your event or project complement or enhance existing events or projects?
- How does previous experience support your type of event or project as viable?
- Has your organization received MAP funding in the past? If so, how many times and for what event(s) or project(s)? Have all vendors and expenses been paid associated with the event(s) or project(s)?
- Can your event or project proceed without MAP funds?
- How will you acknowledge the receipt of MAP funds as a funding source for your event or project?

Section 6 Application Supporting Documentation

- Provide any supporting documents, plans, pictures etc. that might be helpful to MAPFAB in reviewing and understanding your event or project.

MAP Fund Application Review

- Though not required, you are encouraged to attend the MAPFAB meeting at which your application will be reviewed.
- You will be advised as to the date, place and time of that review and will have up to 10 minutes to address your application. The Board will then discuss and approve or not approve your application.
- If MAPFAB reviews and approves your application, they will forward their recommendation for final approval to the town council. MAP funding is subject to final approval by the town council.
- MAPFAB will notify you by email of the town council's decision within 2 days.

Disbursement of MAP Funds

- Once an application is approved, MAPFAB will email an Applicant Award Notification to the applicant and the town Finance Dept. At that time, the approved MAP Fund amount is authorized for disbursement or reimbursement. Funds will not be disbursed or reimbursed prior to the applicant receiving the Award Notification.
- An approved event or project will be assigned to an individual MAPFAB member. The applicant will email or deliver in person an Advanced Funding Request (AFR) to the Board member contact and/or submit copies of paid vendor invoices and the checks or credit card receipts verifying payments to

vendors. The applicant is responsible for paying vendors for their services. The town Finance Dept. will not pay vendor invoices. All event or project advances and/or expenses must be supported with documentation.

Advanced Funding Request (AFR)

- Applicants who have been awarded funding of \$2500 or less may make a request to receive up to the full amount of approved funding in advance of actual expenses being incurred.
- Applicants who have been awarded funding of more than \$2500 may make a request to receive the maximum amount of \$2500 in advance of actual expenses being incurred.
- Advanced funding requests can be made by completing an Advanced Funding Request (AFR) document. The AFR can be requested by email or in person from the Board member contact. The applicant will need to complete the AFR and email it back to or deliver it in person to the Board member. The Board member will review the request and confirm an approval for the advance by email or in person. Regardless of whether a request is confirmed by email or in person, the Board member will stamp the AFR with an approval stamp. The applicant or Board member will take the copy of the AFR stamped with the approval stamp to the town Finance Dept. (See information below regarding receiving the advanced funds.)
- As event or project expenses are incurred at a later date, proof of expenses and payments will need to be submitted to the Board member contact.
- To minimize the number of reimbursement checks issued by the town Finance Dept. to applicants, we request that applicants submit expenses and proof of payments for approval to the Board member contact in increments totaling approximately \$2500, or the total amount of expenses if the applicant's event or project has been awarded less than \$2500.
- Applicants who request and are awarded more than \$2500, and request an advance of \$2500, will not be approved to receive their additional funding until they submit their expenses and proof of payments to account for spending of the \$2500 advance.
- AFRs or expense documentation should be submitted to the Board member contact in a timely manner in order to prevent a rushed review for approval. Board members need a reasonable amount of time to review documentation before it is submitted to the town for disbursement or reimbursement.
- When an AFR or expense documentation for reimbursement is approved by the Board member, it will be stamped with an approval stamp.
- The applicant or Board member will take the approved AFR or expense documentation to the town Finance Dept. for disbursement or reimbursement. The Finance Dept. does not immediately disburse or reimburse funds. The Dept. submits a claim for that disbursement or expense reimbursement to be approved by the town council at the next regularly scheduled town council meeting. Once the claim is approved, the Finance Dept. will disburse or reimburse funds soon afterward. Note that this process can take up to three weeks to complete.
- If an event or project is in progress and is going to incur an expense that is not in the previously submitted budget, then the applicant must submit, in writing, the new or additional expense to the Board member contact for approval. The new or additional expense must not cause total expenses to exceed the total submitted budget amount.

Event or Project Completion

- Your event or project must be completed within 12 months of the approval date of the town council. One extension may be granted for up to 6 months at the discretion of the MAP Fund Advisory Board.
- All approved MAP Fund expenditures should be expensed or paid out to your event or project within 60 days after its completion, or within the same 12 month time period, whichever is more applicable to your type of event or project.
- If approved funds remain unspent 60 days after the completion of your event or project, or shortly before the end of the 12 month time period, whichever is more applicable to your type of event or project, the MAP Fund Advisory Board will email you a Confirmation of Event or Project Completion (CEPC) Notice. The CEPC Notice asks you to confirm that your event or project is complete and that the amount of unspent funds will go back into the general MAP Fund to fund future events or projects.

Event or Project Outcome Report

- Please complete and email an Outcome Report to the Board member responsible for overseeing your event or project within 60 days after its completion. This report is of your own design and should detail your event or project's successes, disappointments, impacts, outcomes and/or achieved goals as described in Section 1 or 5 of your application.
- Your MAP Fund award is an investment of West Yellowstone Resort Tax monies and local resources.
- The MAP Fund Advisory Board is responsible for reporting back to the town council on the outcomes of funded events or projects.

Certification

Applicant Individual or Organization:

Event or Project Name:

On behalf of the individual or organization identified on this application, I understand that:

1. The submitted application meets the eligibility requirements for MAP funds.
2. MAP funds will not be awarded to this event or project without written notification of approval by MAPFAB and the town council.
3. MAP funded events or projects must comply with all federal, state and community licenses, permits, ordinances, laws and regulations.
4. To the best of my knowledge and belief the information in this application is true and correct and the governing body of the applicant has authorized the documentation.

Signature: _____ Name (printed):

Title: _____ Date: _____

For Office Use Only

This application has been approved by MAPFAB Date: _____

This application has not been approved by MAPFAB Date: _____
