

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 are available on the town's website.
- Applications must be submitted by the 25th day of the month to be considered for review by MAPFAB at a Board meeting scheduled around the 10th day of the following month.
- MAP funds are limited and the application review, recommendation and approval process may take up to 30 days. Thus, applications should be submitted as far in advance of the event or project as possible. At the very minimum, applications must be submitted at least 45 days prior to the first expense that will be paid for by MAP funds.
Example: A media marketing expense for an event needs to be paid for by May 20. An application needs to be submitted at least 45 days prior to that date, which is April 5. However, to be considered for review by the Board in the month of April, the application needs to be submitted by March 25th.
- If funds are not available to fund the requests of all applicants at any given monthly review, the Board will consider funding the applications on an earliest date submitted basis. Also, the Board may choose to recommend partial funding for multiple events or projects. Finally, if an application is denied because of lack of funding, an applicant may resubmit an application as soon as funding is available again.
- If MAPFAB does not have any applications to review or other issues that need to be addressed within a particular month, then MAPFAB will not schedule a meeting during that month.
- MAPFAB will consider for approval an event or project that supports its goals and meets the additional criteria listed on the application.
- If MAPFAB approves an application, they will forward their recommendation for final approval to the town council. All MAP funding is subject to final approval by the town council. If the town council gives final approval, then MAPFAB will notify the applicant by email within 3 days.
- If MAPFAB decides not to recommend an application for approval to the town council, they will have made their decision at their meeting with the applicant present or will notify the applicant of their decision by email within 3 days.
- Applicants are responsible for obtaining all required contracts, permits, licenses, insurance, approvals, etc. from federal, state, county, town, public and private agencies and paying applicable fees and bonds before the event or project takes place. West Yellowstone resort taxes will be paid at the conclusion of the event or project by the date listed in the town's Exposition License Application. Approval by MAPFAB and the town council for the event or project does not waive these requirements.

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 for your event or project.
- Provide a schedule of events/activities occurring during your event time period.

Section 3 Proposed Budget

- Provide a detailed budget for your event or project. The budget should include projected income and expenses from all sources.
- We have provided a Budget Template here that can be downloaded and adapted for your event or project budget. Use of the Template isn't required, but is provided as a convenience for any applicant who wants to use it.
- 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.
- West Yellowstone, Montana or West Yellowstone, MT is to be listed, identified or present in all forms and methods of promotion and marketing of your event or project.

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?
- If not answered in the previous question, then please list the methods and estimates by which you'll determine or measure the success of your event or project, i.e. increased, additional, new or different attendance, admissions, registrations, hotel stays, marketing, website hits, partnerships and sponsorships, fund raising, aesthetic appeal etc.
- 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?
- If your event or project is approved for funding, how will you acknowledge the receipt of MAP funds as a funding source? Because the MAP Fund consists of Resort Tax funds paid by town businesses, acknowledgements need to indicate, "Supported by West Yellowstone Businesses"

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.
- If this is a reoccurring event or project that received MAP funding last year, then please provide a copy of last year's Outcome Report.

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 3 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 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. Failure to complete an Outcome Report will result in funding being denied if requested in a subsequent year.
- 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 outcome 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: _____
