

MARKETING AND PROMOTION (MAP) FUND APPLICATION COVER PAGE

Applicant Information

Applicant Individual or Organization:

Event or Project Contact Person:

Address:

Phone:

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

- Complete the Cover Page, each of the Sections 1-6 in order, followed by the Certification Page. The name of your event or project should appear at the top of each page of Sections 1-6 of your application.
- Email a copy of your completed application to the town offices: info@townofwestyellowstone.com, drop it off in person or mail it 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. www.townofwestyellowstone.com
- 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. Events or projects may be subject to collecting and remitting West Yellowstone's 3% resort tax. 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 of this application by MAPFAB and the town council for the event or project does not waive these requirements.

Revised 10.2016

Guidelines for Working with MAP Fund Awards

Introduction

- MAP Fund monies are generated from the collection of resort taxes. Please collect resort taxes for your event or project when applicable. Also, check with the town offices to determine if your event or project will be subject to remitting resort taxes.
- If your event or project is being held outside of town limits, then you will need to explain to the MAP Fund Advisory Board the ways in which your event or project will generate resort taxes.
- If you are approved for a MAP Fund award, a MAP Fund Advisory Board member will be assigned to oversee your event or project. This event or project manager will be the primary contact for your award throughout the entire process. Do not submit anything directly to the Town of West Yellowstone staff. Your assigned event or project manager will review what you are submitting against the criteria and guidelines and approve any request or documentation. This includes 1) advance funds requests using the appropriate “Advance Funding Request” form, 2) invoice statements and required documentation and 3) the final Outcome Report.
- As part of your application, you will submit a detailed budget with specific expenditures. During your event or project, make sure to keep documentation for each expenditure, including the bill/invoice, proof that the bill was paid, and any other necessary documentation. It’s important to track bills and payments as they occur in order to receive the timeliest reimbursement. Proof of payment can include:
 - ✓ A copy of both sides of a check proving it was issued and then cashed for payment of services
 - ✓ A copy of a credit card statement showing the specific payment accompanied with additional detail and description
 - ✓ If a cash payment was made, an invoice or bill with a signed receipt from the vendor
 - ✓ If cash was paid to an individual for a participant prize, purse or winnings, you will need to keep a list of recipients including an individual’s printed name, signature, address, phone number and social security number. Also, if you pay out more than \$600 to any one individual, then you’ll need to issue an IRS 1099 to that individual.

Reimbursements

- If you receive advance funds, you will need to first submit the documentation showing how the advance amount was spent. Once documentation for the total advance amount has been submitted, then you can submit additional expense reimbursement requests in the minimum amount of \$1,000.00.
- Note: the reimbursement check will be payable to the organization/business/individual who requested the funds, not to specific suppliers or vendors.
- A sample of a summary of invoices follows. The summary of invoices should contain the following info:
 - ✓ Name and address of the organization/business/individual to whom and to which the reimbursement check should be written and mailed
 - ✓ Total amount of funds awarded, amount submitted for reimbursement and amount remaining to be reimbursed
 - ✓ If more than one invoice/bill is submitted for reimbursement, then provide detail on each invoice
 - ✓ Indicate if this is reimbursement for advance funds or above the advance funds amount
- Clearly indicate the total amount due for reimbursement.

**West Yellowstone/Hebgen Lake Ice Fishing
Festival and NAIFC Tournament Ice Fishing Grant**

INVOICE

C/O The West Yellowstone Foundation
Attn: Carrie Pop
PO Box 225
West Yellowstone, MT 59758

- Total amount awarded: \$xxx
- Total amount of this expense reimbursement request: \$ xxx
- Amount of award remaining/expenses to be reimbursed: \$ xxx

TO:
MAP Project Manager
& Town of West Yellowstone
MAP Administrator
PO Box 1570
West Yellowstone, MT 59758

SAMPLE
SAMPLE

BILLING PACKETS	DESCRIPTION	AMOUNT
#1	NAIFC Marketing Film Production: NAIFC Invoice and copy of check written by The Foundation. This was part of a total payment for NAIFC services for the tournament.	\$0.00
#2	NAIFC Collateral Marketing: NAIFC Invoice and copy of check written by The Foundation. This was part of a total payment for NAIFC services for the tournament.	\$0.00
#3	Quick Print invoices for print, creative, signage and website work	\$0.00
#4	Targhee Publishing invoice for newspaper ads in the Standard Journal: invoice from Targhee Publishing and copy of check attached.	\$0.00
#5	Belgrade News newspaper ads: invoice from the Bozeman Chronicle and copy of check (for entire invoice) attached.	\$0.00
#6	The Montana Outdoor Radio show for radio and digital ads and content: invoice from Montana Outdoor Radio Show and copy of check paid by Kirkwood Resort & Marina	\$0.00
#7	Facebook Digital Ad Campaign: Paid by Kirkwood credit card with Facebook invoicing and proof of credit payment attached.	\$0.00
	SUBTOTAL	\$0.00
	MINUS GRANT ADVANCE DEPOSIT	\$0.00
	TOTAL DUE	\$0.00

Application Sections

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've provided a Budget Template here that can be downloaded and adapted for your event or project. Use of the Template isn't required, but is provided as a convenience for applicants who want 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, receipts, advance contracts, and/or cash prize/purse listings, names and signatures of winners and their contact info. Reminder: Any cash awards to any one individual in excess of \$600 require submission of a 1099 to the individual and the Internal Revenue Service.
- 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? The MAP Fund consists of Resort Tax funds paid by town businesses. Once an award is approved, marketing methods 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, checks or credit card receipts verifying payments to vendors, advance contracts and/or cash prize/purse listings w/ winner identification info. 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, i.e. invoices, contracts, etc.
- To minimize the number of disbursement or 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 of not less than approximately \$1000, or the total amount of expenses if the applicant's event or project has been awarded less than \$1000.

Advance Funding Request (AFR)

- Advance funding requests can be made by completing an Advance 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 approved AFR to the town Finance Dept. (See information below regarding receiving the advance funds.)
- 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 \$2500 or 25% of the total funds awarded, whichever is greater, in advance of actual expenses being incurred. Exceptions to this will be reviewed by the Board on a case by case basis.
- Applicants who receive advance funds won't be approved to receive any additional approved funding

until they submit expenses and proof of payments to account for spending of the advance amount.

- 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 approved award.

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

- Your MAP Fund award is an investment of West Yellowstone Resort Tax monies and local resources.
- MAPFAB is responsible for reporting back to the town council on funded event or project outcomes.
- 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, but the cover page or first page must list the total funds awarded to the event or project, the amount of funds spent and, if any, the remaining funds not spent that are to be returned to the Fund. Also, the Report 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.

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

Application approved by MAPFAB for total requested amount of _____ Date: _____

Application approved by MAPFAB for only _____ of total requested amount Date: _____

Application not approved by MAPFAB Date: _____

Reason:

_____	_____
_____	_____
_____	_____
_____	_____