



Marketing and Promotion (MAP) Fund INFORMATION

GENERAL FUND INFORMATION

MAP FUND GOALS

The purpose of the MAP Fund is to provide funding solely for the marketing and promotion of West Yellowstone and the surrounding area. To achieve this purpose, MAPFAB has established the following goals for the Fund:

- To fund events or projects that have economic, cultural, social and/or aesthetic impacts and benefits on visitors, residents, businesses, organizations and other diverse interests in town and the surrounding area
- To fund events or projects that reach potential visitors outside West Yellowstone
- To fund events or projects that have potential to increase the number of visitors or extend visitor stays
- To fund events or projects that previous experience shows as being viable and beneficial or compliment or enhance existing events or projects
- To fund a variety of new events or projects that show potential for current year and subsequent annual success and sustainability

NUMBER AND DOLLAR AMOUNTS OF AWARDS

There is no set number of awards that may be made in any fiscal year, other than the maximum funding or total dollar amount of awards cannot exceed the total amount of the MAP funding available for that specific year.

- There is no minimum amount for requests.
- **The total dollar amount of an award cannot exceed 35% of an event's or project's total budget or \$40,000 maximum. It is within the Board's discretion to consider additional funds.**
- A proposed event or project may receive all or a portion of the funding requested in a specific proposal. MAPFAB maintains its discretion to withhold some funding.

ELIGIBLE APPLICANTS

Any organization or individual presenting an event or project that supports the goals of the MAP Fund and meets the criteria established by MAPFAB.

ELIGIBLE EVENTS OR PROJECTS

Any event or project that supports the goals of the MAP Fund and meets the criteria established by MAPFAB.

- Events or projects that have economic, cultural, social and/or aesthetic impacts and benefits on visitors, residents, businesses, organizations and other diverse interests in town and the surrounding area
- Special one time or annually reoccurring events or projects
- Local, regional, specific state or national print, digital and social media marketing campaigns
- Marketing and promotional signage, billboards, posters, brochures, travel guides, image pieces
- Familiarization or historical tours, wayfinding signage, maps
- Marketing and promotion events, projects and activities not identified herein that will be evaluated on an application by application basis by MAPFAB

APPLICATION PROCESS

Applications are available on the town's website. www.townofwestyellowstone.com

- Review all MAP Fund information prior to completing the Application. Then complete the fill in the blank parts of the Application: Cover Page, Sections 1-6, Certification Page.
- 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 W. Yellowstone, PO Box 1570, W. Yellowstone, MT 59758
- 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.
- 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.
- If MAPFAB does not have any applications to review or other issues that need to be addressed within a particular month, then MAPFAB may not schedule a meeting during that month.
- MAPFAB will consider any event or project for approval that supports its goals and meets the additional criteria listed on the application.
- 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 to recommend the review and approval of the application by the town council.
- If MAPFAB approves an application, they will forward their recommendation to the town council for final approval. 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. An Event or Project Tracking # will be assigned to the event or project. Please reference this tracking # on all subsequent communications, emails, documents, etc. regarding your event or project.
- If MAPFAB decides not to recommend an application to the town council for approval, 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 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.

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.
- Even though you've submitted a line item budget of specific expense amounts, you can request disbursement or reimbursement in any amounts for any approved expenses, as long as the amounts requested aren't more than the approved total amount of funding.
- 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. Download the document [here](#) or it can be requested by email or in person from the Board member contact. The applicant will need to complete the AFR document and email it back to or deliver it in person to the Board member responsible for overseeing their event or project.
- 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 and/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.
- The Board member will review the AFR 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. 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.

GUIDELINES FOR WORKING WITH MAP FUND AWARDS

INTRODUCTION

MAP Fund monies are generated from the collection of resort taxes. When applicable, please collect resort taxes for your event or project. If you're uncertain as to whether or not your event or project will be subject to remitting resort taxes, check with the town offices.

- 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 your event or project is approved for a MAP Fund award, it will be assigned an Event or Project Tracking #. You'll reference that number on all subsequent communications, emails, documents, etc. regarding your event or project. Also, 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'll submit a detailed budget with specific income and expenses. During your event or project, 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
 - ✓ 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. Check current state and federal tax regulations for payout amounts that require you to issue an IRS Form 1099 to individuals.

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.
- An Expense Reimbursement Request (ERR) Template can be downloaded [here](#) or requested by email or in person from the Board member contact and adapted for your event or project. Use of this fill in the blank Template isn't required, but it is provided as a convenience for applicants who want to use it.

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 member responsible for overseeing your event or project will email you a Confirmation of Event or Project Completion (CEPC) Notice, or you can download the CEPC Notice [here](#). 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 an Outcome Report and give a printed copy to or email a copy 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 MAP funds awarded to the event or project, the amount of MAP funds spent on each applicable budget expense and, if any, the remaining funds not spent that are to be returned to the Fund.
- 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. Also, please state whether or not you think the event or project should continue in subsequent years. If not, then please explain.
- The Report should include at least 1 letter from a business that details the impact of the event/project on their business.
- Failure to complete an Outcome Report may result in funding being denied if requested in a subsequent year.