



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: _____

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 • 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 4 • PROPOSED BUDGET

- Provide a detailed line item budget for your event or project.
- A Budget 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 is provided as a convenience for applicants who want to use it.
- Your budget should include projected income from all sources, including income from requested/applied for grants, awards, donations, contributions and sponsorships.
- Identify the amount of MAP funds you are requesting and the expenses that will be paid in part or in full with MAP funds.
- **Your request can't exceed 35% of your event's or project's total expense budget or \$40,000 maximum. It is within the Board's discretion to consider additional funds.**
- All budget expenses must be subsequently supported with invoices, bills, receipts, etc.
- It's beneficial for an applicant to contribute a percentage of entry fees, registrations, admissions etc. to an event's cash prizes/purse. MAP funds can be used to pay for cash prizes/purse. Requests for reimbursement of this type of expense must include a list of individual cash amount winnings, names and signatures of winners and their contact info. Also note: Check current state and federal tax regulations for payout amounts that require you to issue an IRS Form 1099 to individuals.
- MAP funds can be used to pay for administrative expenses. Click on this [link](#) to view Allowable Admin. Expenses.
- MAP funds may not be used for purchasing liquor or funding the distribution of liquor.
- Even though we ask you to submit a detailed line item budget, you can request disbursement or reimbursement in any amount for any approved expense, as long as the amounts requested aren't more than the approved amount of total funding.

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.

SECTION 5 • APPLICATION REVIEW CRITERIA

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

- 1 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?

SECTION 5 - APPLICATION REVIEW CRITERIA

- 2** 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.

3 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)?

4 Can your event or project proceed without MAP funds?

5 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.

Certification

Applicant Individual or Organization: _____

Event or Project Contact Person: _____

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:

ADDENDUM A

ADDITIONS, REVISIONS OR EXCLUSIONS TO THE CURRENT MAP FUND APPLICATION AND INFORMATION FOR APPLICANTS APPLYING FOR AND/OR BEING AWARDED FUNDING FOR THIS \$100K OR LESS 2025 EVENT

ADDITION to MAP Fund Information Section- Eligible Applicants, Eligible Events, Application Process

FUNDING QUALIFYING PROCESS

1. \$100K or less of MAP Fund funds for ONE qualifying Fund applicant
2. Applicants must properly complete and submit MAP Fund Application and all other required documentation from 2.1.24 - 6.30.24
3. MAPFAB will review Applications. Applications will be evaluated and numerically scored using a evaluation/scoring system. Once MAPFAB chooses the ONE event application to receive funding, they will make a recommendation to the Town Council to approve the funding. The Town Council has final approval to award funding.
4. MAP Fund investment is financial. MAPFAB members are available to discuss the event and list the funded event on the MAP Fund section of the Town's website, but are not available to assist in planning, coordinating or delivering the event.

QUALIFIED APPLICANTS

1. Any individual, group, organization or business that properly completes and submits MAP Fund Application and all other required documentation between 2.1.24 – 6.30.24
2. Bonded \$500K and insured \$5M

EVENT LOCATION

1. Within W. Yell. town limits or a 20 mile radius of town w/in the state of MT

EVENT TIME PERIOD

1. 2025- Any months, weeks or days of the year
2. Minimum 2 consecutive days

EVENT TYPE

1. Any that meets and completes all qualifications, criteria, required documentation, agreements
2. Ability/strategy to sustain event for future years
3. Previous recipients of MAP funding may submit applications for the \$100K or less event. However, they must submit an application for a new, different, separate event than their previously funded event.
4. Greater in scope, substantially different than before in duration or frequency, economic or cultural impact and benefits and measures of success
5. Meets other qualifications or criteria established by MAPFAB

TIMELINE/MILESTONES TO BE MET BY MAPFAB

1. Timeline for applicants to submit applications- 2.1.24 – 6.30.24
2. Date to review applications- By end of July 2024

3. Date to notify applicants of their application status- July – Aug 2024
4. Date to recommend an event application to Town Council for approval- By end of Sept. 2024
5. Date to announce approved funding, assign Board members to oversee event and Awardee sign Event Award Agreement (EAA)- By end of Oct. 2024
6. MAPFAB oversee event until its occurrence(s) or completion

TIMELINE/MILESTONES TO BE MET BY APPLICANTS

1. Submission of applications- 2.1.24 – 6.30.24
2. Meet dates of timeline/milestones listed in the App
3. Receive notification of status of application - July - Aug. 2024
4. Approved and awarded applicant can receive advance funds and additional funding according to Disbursement of Funds detailed in Addendum A after 11.1.24, thru event date, and after
5. Progress reports every 60 days until event
6. Outcome Report- post event

\$100K OR LESS 2025 EVENT APPLICATION EVALUATION/SCORING SYSTEM (AESS)

1. Each criterion is assigned a maximum point value. MAPFAB evaluates/scores the Application on each criterion. Scores for each criterion are then added to equal the total score of 60 points.
2. MAPFAB reserves the right to request an interview of any applicant.
3. Criterion Maximum Points
 - Section 1- Event Summary- 10 points
 - Section 2- Timeline- 10 points
 - Section 3- Promotion, Marketing- 10 points
 - Section 4- Proposed Budget- 10 points
 - Section 5- Impacts and Benefits- 10 points
 - Section 6- Supporting Documentation- 10 points
 - Total = 60 points

ADDITION to MAP Fund Application- Certification

EVENT AWARD AGREEMENT (EAA)

1. The Applicant who is chosen and approved to receive funding for their Event will be known as the “Awardee.”
2. The Awardee will be required to review and execute a separate contract w/ MAPFAB known as the “Event Award Agreement (EAA)” before any funds are disbursed.

REVISION of current MAP Fund Information Sections- Advance Funding Request (AFR), Disbursement of MAP Funds, Reimbursement

\$100K OR LESS 2025 EVENT DISBURSEMENT OF FUNDS

1. Up to \$25K in Advance Funds may be requested and awarded with the following conditions:
 - Applicant completes our current Advance Funding Request (AFR) Document

- Applicant must submit all expense invoices AND PROOF OF PAYMENT totaling the amount of Advance Funds before being eligible to receive additional funds.
 - Invoices to be submitted in increments of \$10K or more, except perhaps the final \$5K.
2. Up to an additional \$50K may be requested and awarded with the following conditions:
 - Applicant must submit all expense invoices totaling up to the additional \$50K. PROOF OF PAYMENT IS NOT NECESSARILY REQUIRED AT THIS TIME.
 - Invoices to be submitted in increments of \$10K or more.
 3. Up to a final \$25K may be requested and awarded with the following conditions:
 - Applicant must submit all expense invoices AND PROOF OF PAYMENT totaling the previously awarded \$50K. Invoices to be submitted in increments of \$10K or more.
 - Applicant must submit all expense invoices AND PROOF OF PAYMENT totaling the final \$25K. Invoices to be submitted in increments of \$10K or more, except perhaps the final \$5K.
 4. Use of funds for administrative salaries or wages cannot exceed five (5%) percent of the total award.
 5. Use of funds for all other MAPFAB defined Administrative Expenses cannot exceed an additional ten (10%) percent of the total award.