



## Montana Office of Tourism (MTOT) Tourism Digital Development Grant Overview

MTOT's Tourism Digital Development Grant awards funds to projects that strengthen Montana's economy through the development of tourism digital infrastructure projects.

Applications are accepted online throughout the fiscal year, July 1 through June 30 or until the funding pool is allocated. The online grant application will open on July 1, 2015.

- The grant process is first come, first served
- The grant funding pool is \$1 mil
- Applications will be evaluated on a pass/fail rating system.
- The grant program is not intended to be a sustainable funding source
- No "pass through" entities may be utilized to apply for grant funding
- No state or federal agencies may apply

Preference will be given to projects that:

- Have been identified as key tourism projects in a professionally-conducted community master planning process
- Are being undertaken in partnership with Montana Department of Commerce
- Complement, enhance and incorporate design elements of the Montana Brand

<b>Tourism Digital Development</b>	Funding is awarded to tourism digital infrastructure projects.
Eligible Projects	Examples include, but are not limited to: <ul style="list-style-type: none"> <li>✓ Website development or enhancement</li> <li>✓ Responsive website design</li> <li>✓ Mobile app development</li> <li>✓ Search Engine optimization</li> <li>✓ Strategic collaborative marketing initiatives that build off the Montana Brand</li> </ul>
Eligible Organizations	<ul style="list-style-type: none"> <li>✓ Montana nonprofit organization</li> <li>✓ Montana tribal government</li> <li>✓ Montana city or county government</li> <li>✓ Montana private business</li> </ul>
Matching Funds Requirements	The applicant match must be "hard" dollars. In-kind services are not considered a qualified match. The applicant must provide proof of hard match along with their application. Documentation may be in the form of bank statements or a letter from a senior bank officer certifying the organization has sufficient funds for

	<p>use as a match for the project.</p> <ul style="list-style-type: none"> <li>✓ Montana nonprofit organization – 1:2 hard cash match</li> <li>✓ Montana tribal government - 1:2 hard cash match</li> <li>✓ Montana city or county government - 1:2 hard cash match</li> <li>✓ Montana private business - 1:1 hard cash match</li> </ul>
--	---

**Ineligible Projects and Activities**

This is a partial list and projects will be evaluated on a case-by-case basis:

- Domain registration
- Website hosting
- Applicant's personnel costs including wages, travel, per diem
- Administrative overhead/indirect costs
- Office supplies, including but not limited to, postage, photocopies, telephone or internet charges
- Costs of promotional items (pens, pencils, t-shirts, hats, general merchandise, etc.)
- Annual subscriptions/membership costs
- Workshops and training
- Market research and feasibility studies
- Projects that do not contribute to increased visitation to Montana
- Projects that emphasize private profitability and/or where the investment could be considered a regular cost of doing business.
- Routine upkeep and maintenance expenses
- Social media posts, Google AdWords and press releases

**MTOT Grant Program Application**

Applications must be completed online through “Submittable.” Hard copy or emailed applications will not be accepted. Applicants will be able to upload documents in the online process. Failure to follow application instructions, in their entirety, may result in disqualification of the application. Letters of support are not accepted.

**Review of Application and Decision to Award**

Applications will be reviewed on an ongoing basis. An MTOT committee will make funding recommendations to the Director of the Montana Department of Commerce. Applicants will be notified upon completion of the review process as to the status of their project.

MTOT reserves the right to award a different amount than is requested in a grant application and to make changes to the grant guidelines at any time.

**Contract Agreement**

Successful grant recipients will enter into a 12-month contract with MTOT. All projects must be completed within the 12 month timeframe. No contract extensions will be allowed. At the end of the 12-month contract, all unallocated grant funds will revert back into MTOT’s general fund.

Grant funds are disbursed on a reimbursement basis. Grant recipients must submit monthly requests for reimbursement along with copies of supporting documentation. Requests for reimbursement must be received by MTOT by the 5<sup>th</sup> of each month. Late requests will not be processed and must be resubmitted the following month. Only activities outlined in the grant application are eligible for reimbursement.

Any changes in the applicant's project that arise after notification of award must be submitted in writing and approved in writing by MTOT. Failure to do so may result in default and any funding awarded to date may be refundable to MTOT.

Grant recipients shall acknowledge MTOT on all finished projects funded through this program. MTOT's logo and a link to its consumer website, [VisitMT.com](http://VisitMT.com), must be utilized on websites and other significantly visible project activities. Grant recipients must also incorporate Montana Brand elements and design into their final project. Guidelines for using the Montana Brand can be found at: [Tourism.mt.gov](http://Tourism.mt.gov).

Contact:

Carol Crockett, Grant Manager  
406-841-2796  
[ccrockett@mt.gov](mailto:ccrockett@mt.gov)