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APPLY FOR GRANT FUNDS TO BRING YOUR EVENT TO MISSOULA

The Missoula Tourism Business Improvement District offers funding to events aimed at bringing visitors to Missoula

January 26, 2016 — Missoula, MT— Within the past year, the Missoula Tourism Business Improvement District (TBID) has awarded \$77,500 through its grant fund which equates to a potential direct economic impact of \$5,725,358 for Missoula.

"The opportunities provided by the Missoula Tourism BID [TBID] grant program allow for organizations to bring events and conventions to Missoula," said Linda McCarthy, executive director of the Downtown Missoula Partnership. "These events and conferences are good for our economy because folks spend money in our hotels, restaurants, coffee shops, retail stores and gas stations. Bringing tourists, sporting events, conferences or conventions to the Garden City is a good piece of business for all."

The Missoula TBID grant funds are generated from a \$2 per-room-night fee collected by participating hotels. The purpose of the Missoula TBID grant fund is to provide funding for new and/or growing events, preferably in non-peak months (October-April) that will provide an economic benefit through increased hotel room nights and other spending within the Missoula Community.

"The [Missoula] TBID grants have served our hotel community well and stimulated our local economy almost from inception," said Dan Carlino, general manager of the Doubletree Missoula Edgewater. "As a TBID organization, we have been able to financially support organizations in order to bring groups and/or events to Missoula that would have otherwise gone elsewhere."

The next application deadline for the Missoula TBID grant fund is March 1. Destination Missoula and the Missoula TBID hope to generate as much awareness around the availability of these funds as possible so that more event planners from Missoula will apply.

For more information on criteria and how to apply for a TBID grant by the next application deadline of March 1, 2016, please visit www.destinationmissoula.org/tbid/grant-opportunities.

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