



FOR IMMEDIATE RELEASE
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DEADLINE TO APPLY FOR A MISSOULA TBID GRANT APPROACHING
*The Missoula Tourism Business Improvement District's Grant Application
Deadline is March 1.*

February 15, 2017—Missoula, MT— Destination Missoula and the Missoula Tourism Business Improvement District (TBID) Grant Fund application deadline is quickly approaching. Previously awarded grant funds have assisted in making events such as the Montana State Summer Special Olympics a success. This summer will be the third year of the Montana State Summer Special Olympics' three-year-stay in Missoula before rotating to a new community. It has had an impact of over \$3 million on Missoula over those three years.

The Missoula TBID Grant Fund exists for this exact purpose. By providing funding to new and/or growing events, preferably in non-peak months (October-April), we hope to assist in providing an economic benefit through increased hotel room nights and other spending within the Missoula community. These funds are made available through the support of the Missoula TBID lodging partners. For every occupied room night, guests are assessed \$2.00 that is returned to Missoula to aid in tourism marketing and promotion.

"On behalf of Special Olympics athletes, volunteers and families, our thanks to the Missoula TBID. Truly, the support of the Missoula TBID helped make Montana better," said Rhonda McCarty, COO, Special Olympics Montana. "Last year alone, nearly 1200 Special Olympics athletes and unified teammates trained then participated in competition at the Special Olympics State Summer Games in Missoula. Thanks for helping to make Montana work for everyone! We look forward to the 2017 Games!"

Applications for the Missoula TBID Grant Fund are accepted twice a year, March 1 and September 1. Events must be at least seven months out from the application deadline to qualify. Since its inception in 2010, the Missoula TBID Grant Fund has awarded money to 47 events resulting in an economic impact of over \$20 million to our community.

If you would like more information about the TBID Grant Fund or how to apply, contact services@destinationmissoula.org or call 406.532.3398. You can also visit www.destinationmissoula.org/tbid/grant-opportunities/ for more information and application requirements.

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