



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 September 1.*

August 16, 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, P.E.O. Montana State Convention, Missoula Striker's Intermountain Champion Cup and the MCT Tour Actor/Director Reunion possible.

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.

"Labor Day is fast approaching, and we at MCT are excited about the reunion of our touring artists," said Naomi Lichtenberg, MCT Foundations/Corporations Director. "The grant from the Missoula TBID is really important. It will help us ensure that attendees have a wonderful time during their weekend in Missoula!"

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 54 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 brittany@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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