



TO: State Parks and Recreation Friends Groups

From: Bob Walker, *Our Montana's* Coordinator, State Parks & Recreation Friends Groups

Subject: \$100,000 AVAILABLE IN SPECIAL EVENT GRANT FUNDS

We just received the following information from Chas Van Genderen, Administrator of State Parks and Recreation, and Sarah Bannon, Executive Director, Gold West Country Travel and Tourism. You might want to apply for funding for an upcoming event.

Montana communities, organizations and tribal governments sponsoring or planning community-based tourism festivals and events are invited to apply for \$100,000 in state tourism grant funds available from the Montana Department of Commerce, Office of Tourism Special Events Grant Program (SEGP). The SEGP application deadline is **October 21, 2011**.

Any Montana event is eligible to apply and the funds must be used to advertise and promote the event to target markets outside a 100-mile radius of the event site. Grants will be awarded based on a 3-tier approach that ranks communities according to population. The grants are designed to be matching funds for non-profit organizations involved in developing new annual events as well as enhancing existing community-based tourism festivals and events. Since its inception in 2002, the SEGP has provided \$574,500 in grant money to 77 events across the state.

New to the grant process this year is the opportunity to earn bonus points for the applicant organization by attending an Event Management course sponsored by the Montana Office of Tourism. Course attendees must be actively involved in the planning and production of the event for which funding is being sought in order to be eligible for the additional points. The courses will be held in Billings at the Holiday Inn Grand on August 25 and in Missoula at the Hilton Garden Inn on August 26.

For more information about the SEGP, the Event Management courses or to request an application, contact Carol Crockett at the Montana Office of Tourism, 406-841-2796, ccrockett@mt.gov. SEGP application materials can be downloaded from the Montana Office of Tourism's Intranet site: www.travelmontana.mt.gov/forms.