

Lewistown Hoteliers Tourism Business Improvement District (LHTBID)

Assistance Request Form

Mission of the LHTBID: To generate room nights for lodging facilities in the City of Lewistown by effectively marketing our region as a preferred travel destination.

Lodging properties represented by LHTBID: Yogo Inn, Super 8 by Wyndham, B&B Motel, Calvert Hotel, Trails End Motel

Who is eligible to request assistance: Any business, organization or event holder who is hosting or arranging for a gathering of people within Lewistown or Fergus County. Preference will be granted to gatherings who will be drawing attendees from a wide geographic area, naturally promoting the need for attendees to utilize lodging provided by member properties of the LHTBID.

Assistance Offered: A maximum of \$1,000 per organization will be considered. The LHTBID reserves the right to alter the requested amount if any is granted, along with making any exceptions that trustees of the LHTBID feel are in the best interests of the LHTBID.

Requirements of Assistance Requests:

- a) The organization is required to submit an event/project budget that specifically shows how assistance funds from LHTBID will be utilized.
- b) Should assistance be granted, an organization who is awarded assistance will be required to credit the LHTBID as a sponsor of their event/project in all marketing materials including but not limited to website, printed materials, advertisements, banners or on-site signage, and social media posts. The LHTBID will provide grantees with official LHTBID logo for use in all promotions.
- c) The awarded organization must provide the LHTBID with a summary report after event or project completion providing the following information: overview of event and notable features, number of event participants, how many participants rented guest rooms in LHTBID member properties, how many guest rooms were utilized at each member property, and any plans to return to Lewistown in the future, why or why not. Summary report is due to LHTBID within 14 days of event/project completion.

Organization/Event/Project Name:

Entity Name to Receive Assistance Funds:

Address of Entity:

Contact Person:

Email:

Phone:

Address:

Date(s) of Event or Expenditure:

Projected # of Room Nights Generated:

If repeating event, # of historic room nights:

Amount of Assistance Funds Requested:

On a separate page please answer the following (250 word limit for each answer):

1. Explain proposed project and how it will benefit Lewistown and hoteliers/members of LHTBID.
2. How does your event/project build on community assets and promote tourism to Lewistown?
3. Who are the various target markets of your event?
4. What alternatives to LHTBID financial assistance has been explored and granted?
5. Are additional funds needed besides those requested from LHTBID? If yes, what efforts have been made or will be made to obtain the proceeds needed to complete your project/event?
6. How will assistance funds from LHTBID be utilized by your organization? Please provide your event/project budget separately.
7. When will assistance funds be needed?

Note: It is LHTBID's policy to pay approved assistance request funds in 30 or fewer days before an event. An invoice must be submitted to LHTBID before a payment will be processed. Mail 305 W Watson St Ste 1, Lewistown, MT 59457