



INFORMATION (INFO)

GENERAL FUND INFORMATION

MAP FUND GOALS

The purpose of the MAP Fund is to provide funding solely for the marketing and promotion of West Yellowstone and the surrounding area. To achieve this purpose, MAPFAB has established the following goals for the Fund:

- To fund events or projects that have economic, cultural, social and/or aesthetic impacts and benefits on visitors, residents, businesses, organizations and other diverse interests in town and the surrounding area
- To fund events or projects that reach potential visitors outside West Yellowstone and have potential to increase the number of visitors or extend visitor stays
- To fund events or projects that have potential to increase resort tax collections
- To fund events or projects that previous experience shows as being viable and beneficial or compliment or enhance existing events or projects
- To fund a variety of new events or projects that show potential for current year and subsequent annual success and sustainability

NUMBER AND DOLLAR AMOUNTS OF AWARDS

There is not a set total number of Awards that may be awarded in any fiscal year, other than the total dollar amount of Awards cannot exceed the total amount of the MAP funding available in that fiscal year's budget.

- There is not a minimum amount that can be requested for funding.
- There is a maximum amount that can be requested for funding: up to 50% of an event or project's total expense budget or \$20,000 maximum. It is within the Board's discretion to consider additional funds for new or expanding, repeat events or projects.
- MAPFAB maintains its discretion to recommend all or a portion of the requested funding for approval.

ELIGIBLE APPLICANTS

Any organization or individual presenting an event or project that supports the goals of the MAP Fund and meets the criteria established by MAPFAB.

ELIGIBLE EVENTS OR PROJECTS

Any event or project that supports the goals of the MAP Fund and meets the criteria established by MAPFAB.

- Events or projects located within West Yellowstone town limits or a 20 mile radius of town within the state of Montana
- Events or projects that have economic, cultural, social and/or aesthetic impacts and benefits on visitors, residents, businesses, organizations and other diverse interests in town and the surrounding area
- Events or projects that have potential to increase resort tax collections
- Special one time, seasonal or annually reoccurring events, concerts, festivals, competitions or projects celebrating music, art, sports, recreation, education, history or food for example
- Local, regional, specific state or national print, digital and social media marketing campaigns
- Marketing and promotional signage, banners, posters, brochures
- Familiarization or historical tours, wayfinding signage, maps
- Marketing and promotion events, projects and activities not identified herein that will be evaluated on an application by application basis by MAPFAB

APPLICATION PROCESS

- Applications are available on the Town's website. www.townofwestyellowstone.com
- **Applicants may not submit an application until they've secured an event or project permit.**
- Review all MAP Fund information prior to completing the Application. Then complete the fill in the blank parts of the Application: Cover Page, Sections 1-6, Certification Page.
- Email a copy of your completed application to the Town offices: info@townofwestyellowstone.com, drop it off in person or mail it to: Marketing and Promotion Fund Advisory Board, Town of W. Yellowstone, PO Box 1570, W. Yellowstone, MT 59758
- Applications should be submitted as far in advance of the event or project as possible, but no more than 12 months in advance of the event or project date. They must be submitted by the 25th day of any given month to be considered for review by MAPFAB at a Board meeting scheduled around the 10th day or second Thursday of the following month. The application review, recommendation and approval process may take up to 30 days.
- If funds are not available to fund the requests of all applicants at any given monthly review, the Board will consider funding the applications on an earliest date submitted basis. Also, the Board may choose to recommend partial funding for multiple events or projects. Finally, if an application is denied because of lack of funding, an applicant may resubmit an application.
- If MAPFAB does not have any applications to review or other issues that need to be addressed within a particular month, then MAPFAB may not schedule a meeting during that month.
- MAPFAB will consider any event or project for approval that supports its goals and meets the criteria listed on the app.
- Though not required, you are encouraged to attend the MAPFAB meeting at which your app will be reviewed. You will be advised as to the date, place and time of that review and will have up to 10 minutes to address your app. The Board will then discuss and approve or not approve to recommend the review and approval of the app by the Town Council.
- If MAPFAB approves an application, they will forward their recommendation to the Town Council for final approval. All MAP funding is subject to final approval by the Town Council. If the Town Council gives final approval, then MAPFAB will notify the applicant by email within 3 days. An Event or Project Tracking # will be assigned to the event or project. Please reference this tracking # on all subsequent communications, emails, documents, etc. regarding your event or project.
- If MAPFAB decides not to recommend an application to the Town Council for approval, they will have made their decision at their meeting with the applicant present or will notify the applicant of their decision by email within 3 days.
- Applicants are responsible for obtaining all required contracts, permits, licenses, insurance, approvals, etc. from federal, state, county, town, public and private agencies and paying applicable fees and bonds before the event or project takes place. Events or projects may be subject to collecting and remitting West Yellowstone's resort tax. Resort taxes will be paid at the conclusion of the event or project by the date listed in the Town's Exposition License Application. Approval of this application by MAPFAB and the Town Council for the event or project does not waive these requirements.

EVENT AWARD AGREEMENT (EAA)

- An applicant who is approved to receive funding for their event or project will become known at the "Awardee."
- The Awardee will be required to review, sign and execute a separate contract with MAPFAB known as the "Event Award Agreement (EAA)" before any funds will be disbursed or reimbursed. To preview the EAA, it can be linked to and downloaded [here](#). However, upon funding approval, MAPFAB will email the document to the Awardee, having signed and completed their fill in the blank requirements and asking the Awardee to do the same. The Awardee will then email the final, completed document back to MAPFAB.
- The Awardee should take special note of Provisions 1,4,8,9 and 12 of the EAA.

DISBURSEMENT OF MAP FUNDS

Once an application is approved, MAPFAB will email an Applicant Award Notice (AAN) and the Event Award Agreement (EAA) to the Awardee and the Town Finance Dept. Once the Awardee signs and returns the EAA to MAPFAB, the approved MAP Fund amount is authorized for disbursement or reimbursement.

- An approved event or project will be assigned to an individual MAPFAB member. The Awardee will email or deliver in person an Advanced Funding Request (AFR) to the Board member contact and/or submit copies of (paid) vendor invoices, cancelled checks or electronic payment method statements verifying payments to vendors, advance contracts and/or cash prize/purse listings w/ winner identification info.
- The Awardee is responsible for paying vendors for their services. The Town Finance Dept. will not pay vendor invoices. All advances and/or expenses must be supported with documentation showing proof of payment.
- Even though the Awardee has submitted a line item budget of specific expense amounts, they can request disbursement or reimbursement in any amounts for any approved expenses, as long as the amounts requested aren't more than the specified limit percentages of certain expenses or the approved amount of total funding.
- To minimize the number of disbursement or reimbursement checks issued by the Town Finance Dept. to Awardees, we request that Awardees submit expenses and proof of payments for approval to the Board member contact in increments of not less than approximately \$1000, or the total amount of expenses if the applicant's event or project has been awarded less than \$1000.

ADVANCE FUNDING REQUEST (AFR)

- Advance funding requests can be made by completing an Advance Funding Request (AFR) document. Download the document [here](#) or it can be requested by email or in person from the Board member contact. The Awardee will need to complete the AFR document and email it back to or deliver it in person to the Board member responsible for overseeing their event or project.
- Awardees who have been awarded funding of \$5000 or less may make a request to receive up to the full amount of approved funding in advance of actual expenses being incurred.
- Awardees who have been awarded funding of more than \$5000 may make a request to receive \$5000 or 25% of the total funds awarded, whichever is greater, in advance of actual expenses being incurred. Exceptions to this will be reviewed by the Board on a case by case basis.
- Awardees who receive advance funds won't be approved to receive any additional approved funding until they submit expenses and proof of payments to account for spending of the advance amount.
- AFRs and/or expense documentation should be submitted to the Board member contact in a timely manner in order to prevent a rushed review for approval. Board members need a reasonable amount of time to review documentation before it is submitted to the Town for disbursement or reimbursement.
- The Board member will review the AFR and sign an approval for the advance by email or in person. The Awardee or Board member will take the copy of the approved AFR to the Town Finance Dept. for disbursement or reimbursement. The Finance Dept. does not immediately disburse or reimburse funds. The Dept. submits a claim for that disbursement or expense reimbursement to be approved by the Town Council at the next regularly scheduled Town Council meeting.

- Once the claim is approved, the Finance Dept. will disburse or reimburse funds soon afterward. Note that this process can take up to three weeks to complete.
- If an event or project is in progress and is going to incur an expense that is not in the previously submitted budget, then the Awardee must submit, in writing, the new or additional expense to the Board member contact for approval. The new or additional expense must not cause total expenses to exceed the approved award.

GUIDELINES FOR WORKING WITH MAP FUND AWARDS

INTRODUCTION

MAP Fund monies are generated from the collection of resort taxes. When applicable, please collect resort taxes for your event or project. If you're uncertain as to whether or not your event or project will be subject to remitting resort taxes, check with the Town offices.

- If your event or project is being held outside of town limits, then you will need to explain to the MAP Fund Advisory Board the ways in which your event or project will generate resort taxes.
- If your event or project is approved for a MAP Fund award, it will be assigned an Event or Project Tracking #. You'll reference that number on all subsequent communications, emails, documents, etc. regarding your event or project. Also, a MAP Fund Advisory Board member will be assigned to oversee your event or project. This event or project manager will be the primary contact for your award throughout the entire process. Do not submit anything directly to the Town of West Yellowstone staff. Your assigned event or project manager will review what you are submitting against the criteria and guidelines and approve any request or documentation. This includes 1) advance funds requests using the appropriate "Advance Funding Request" form, 2) invoice statements and required documentation and 3) the final Outcome Report.
- As part of your application, you'll submit a detailed budget with specific income and expenses. During your event or project, keep documentation for each expenditure, including the bill/invoice, proof that the bill was paid, and any other necessary documentation. It's important to track bills and payments as they occur in order to receive the timeliest reimbursement. Proof of payment can include:
 - ✓ A copy of both sides of a check proving it was issued and then cashed for payment of services
 - ✓ If an electronic payment was made, a copy of the electronic payment method showing the specific payment accompanied with additional detail and description
 - ✓ If a cash payment was made, an invoice or bill with a signed receipt from the vendor
 - ✓ If cash was paid to an individual for a participant prize, purse or winnings, you will need to keep a list of recipients including an individual's printed name, signature, address, phone number and social security number. Check current state and federal tax regulations for payout amounts that require you to issue an IRS Form 1099 to individuals.

REIMBURSEMENTS

- If you receive advance funds, you will need to first submit the documentation showing how the advance amount was spent. Once documentation for the total advance amount has been submitted, then you can submit additional expense reimbursement requests in the minimum amount of \$1,000.00.
- Note: the reimbursement check will be payable to the organization/business/individual who requested the funds, not to specific suppliers or vendors.
- An Expense Reimbursement Request (ERR) Template can be downloaded [here](#) or requested by email or in person from the Board member contact and adapted for your event or project. Use of this fill in the blank Template isn't required, but it is provided as a convenience for Awardees who want to use it.

EVENT OR PROJECT COMPLETION

An event or project must be completed within 12 months of the approval date of the Town Council. One extension may be granted for up to 6 months at the discretion of MAPFAB.

- All approved MAP Fund expenses should be paid by or reimbursed to the event or project within 90 days after its completion. An Awardee may request an extension, which MAPFAB will consider on a case by case basis.
- If approved funds remain unspent 90 days after the completion of the event or project, the MAPFAB member responsible for overseeing the event or project will email the Awardee a Confirmation of Event or Project Completion (CEPC) Notice, or they can download the CEPC Notice [here](#). The CEPC Notice asks the Awardee to confirm that the event or project is complete and that the amount of unspent funds will go back into the general MAP Fund to fund future events or projects.

EVENT OR PROJECT OUTCOME REPORT

A MAP Fund award is an investment of West Yellowstone Resort Tax monies and local resources. MAPFAB is responsible for reporting back to the Town Council on funded event or project outcomes.

- Awardees must complete an Outcome Report and give a printed copy to or email a copy to the Board member responsible for overseeing the event or project within 90 days after its completion. This report is of their own design, but the cover page or first page must list : 1) the total MAP funds awarded to the event or project, 2) the budget line item expenses and amounts approved for funding each of those expenses and resulting total amount, 3) the actual amount of MAP funds paid/reimbursed for each of those expenses and resulting total amount and 4) if any, the remaining funds not spent/reimbursed to be returned to the Fund.
- The Report should include a copy of the event or project's final Income and Expense Budget- initial estimated amounts, final actual amounts, differences between the two and resulting totals.
- The Report should detail the event's or project's successes, disappointments, impacts, outcomes and /or achieved goals as described in Section 1 or 5 of the Application. Also, the Awardee should state whether or not they think the event or project should continue in subsequent years. If not, then explain why not.
- The Report should include at least 1 letter from a business that details the impact of the event/project on their business.
- Failure to complete an Outcome Report may result in funding being denied if requested in a subsequent year.