

# Bigfork Promotion Group Funding Guidelines

## Mission

The mission of the Bigfork Promotion Group (BPG) is to increase the Bigfork business community's participation and direction in its promotion and advertising, to raise funds for promotion and advertising apart from other Bigfork institutions, to increase the public's and tourists' awareness and selection of Bigfork as a destination resort in the Flathead Valley, to draw visitors and residents to Bigfork and its businesses during all seasons and to develop and implement an annual marketing plan and budget to fulfill these objectives.

## Grant Program

In furtherance of that mission, the BPG allocates a portion of its budget to assist local businesses, organizations, and events in the form of grants. The BPG entertains proposals for grants of funds four times each calendar year with application deadlines of March 1, June 1, September 1, and December 1. Funds available at each deadline will amount to approximately one quarter of the budgeted grant funds for the year plus any unexpended funds from prior application periods. The BPG Board of Directors may entertain applications for unexpended funds at any time, at its discretion.

## Factors in Consideration

The BPG will give preference to grant applications based on the following considerations:

1. **Revenue.** How much additional revenue is the application of the requested funds expected to bring to Bigfork? Events that bring money into Bigfork from outside the Bigfork area benefit all of Bigfork. If the applicant is a not-for-profit or charitable organization, money brought into the organization may be considered in this factor. If the applicant is a for-profit business, only revenue expected to flow to the community and not directly benefiting the applicant will be considered.
2. **Recognition.** How much additional favorable recognition will the application of these funds bring to Bigfork? Applications that enhance the Bigfork brand, either by offering visibility or providing additional value unique to Bigfork visitors, will be viewed favorably. An application that generates an article in a widely read national publication, for example, will be considered valuable.
3. **Attendance.** How many additional people will the application of these funds bring to Bigfork? In general, netting 10,000 people to spend \$25 each at a Bigfork festival will be considered a better use of funds than enticing one person to buy a \$250,000 home.
4. **Participation.** How much is the applicant directly contributing to the effort? Applications in which the applicant is already making a significant investment will be considered more favorably.

5. **Proof of Concept.** Has the proposed application shown proof of concept? A proposal for expanding an event that has already demonstrated the ability to attract people and benefit Bigfork will be evaluated more favorably than a proposal for an untried idea.
6. **Accounting Controls.** Does the applicant have sufficient accounting controls so that the proper expenditure of funds can be verified? The BPG has a fiduciary responsibility to its members to ensure that funds awarded are spent as intended. Generally, funds will not become available until the expenditure has been either made or obligated. The BPG may require personal guarantees from organizers ensuring that the funds are spent appropriately.
7. **Prior Approval.** Will the BPG be able to review the details of an expenditure before the funds are committed? In the case of advertisements, for example, it will be important that the BPG be able to ensure that funded advertising is promoting Bigfork or an event deemed beneficial to Bigfork in its own right. The BPG will require the right of prior approval for all advertising done using BPG funds.
8. **Appropriateness.** Is the proposed event or application consistent with the general environment, feel, and logistic capacities of Bigfork? Although perhaps capable of attracting national attention, a group of excavators proposing “Dynamite Days”, an explosives fair on Electric Avenue, might receive less than favorable reviews on its application. A barbershop quartet competition would probably be less controversial.
9. **Amount.** What is the amount requested? It is the BPG’s belief that available money will be used more effectively if it is spread around. While there is no explicit cap on the proportion of available funds that may be allocated to a single application, an application for a large expenditure of funds should include a compelling case that it will result in a corresponding large benefit to the community.

## **Application Process**

The application process is in two parts. A short-form application can be made at any time and will generally receive a response within a few weeks. The response will be either that the BPG is not interested in funding the application or that the applicant is encouraged to submit a full application. The informal short-form application is not required, and its outcome is not binding, but its completion is recommended because it will result in feedback that will enhance the chances of a full-form application being funded. The full-form application must be submitted by the closing date to be considered. However, the Board at its sole discretion may accept a late application provided that the application is received before the evaluation process has begun and the Board considers its inclusion generally beneficial pursuant to the Board’s mission.