



## JOINT APPROPRIATIONS SUB-COMMITTEE ON GENERAL GOVERNMENT

Presented by  
Jeri Duran, Division Administrator  
Montana Promotion Division  
January 21, 2013



MONTANA Promotion Division, Department of Commerce • January 2013

## MONTANA PROMOTION DIVISION MISSION STATEMENT...

Our mission is to strengthen Montana's economy through the promotion of the state as a vacation destination and film location.

By maximizing the combined talents and abilities of its staff and with guidance from the Governor's Tourism Advisory Council, the Montana Promotion Division strives to promote a quality experience to visitors while encouraging preservation of Montana's environment and quality of life.

MONTANA Promotion Division, Department of Commerce • January 2013

## 2012 TOURISM INDUSTRY FACTS

(preliminary)

- 10.9 Million Non-Resident Visitors
- \$3.2 Billion in Non-Resident Expenditures



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## WHERE DID THE \$3.2 BILLION GET SPENT?

- 36% Gas/Oil \_\_\_\_\_ \$1,163.2 million
- 19% Restaurant/Bar \_\_\_\_\_ \$ 607.8 million
- 19% Retail Sales \_\_\_\_\_ \$ 601.1 million
- 12% Lodging \_\_\_\_\_ \$ 381.7 million
- 8% Groceries \_\_\_\_\_ \$ 258.8 million
- 3% Auto Rental/Repairs \_\_\_\_\_ \$ 72.8 million
- 2% Licenses, Entrance Fees \_\_\_\_\_ \$ 37.0 million
- 1% Outfitters/Guides \_\_\_\_\_ \$ 29.7 million
- <1% Other \_\_\_\_\_ \$ 17.2 million
  - *(Includes Miscellaneous Services, Transportation Fees, Gambling and Farmers Market)*

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## VISITOR EXPENDITURES CREATE JOBS

- Tourism supports 41,070 Montana jobs
- These jobs generate \$1.2 million in personal income
- Visitor spending generated \$294 million in state & local taxes



## THE EFFECT RIPPLES THROUGH YOUR COMMUNITY

- Each Montana household saves \$690 in taxes annually
- The tourism industry spends money on legal and professional services, utilities, insurance, entertainment, food and beverage, automotive and much more.

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## REASONS FOR TOURISM SUCCESS

- **Statutory Appropriation**
  - The Montana Promotion Division is primarily funded by the statutorily appropriated lodging facility use tax. Montana Promotion Division responsibilities are mandated primarily in Title 15, Chapter 65, and Title 2, Chapter 15, MCA.
  - Stable funding source allows for long term strategic planning and execution to market Montana effectively as a tourism destination and a film location

### MONTANA'S TOURISM FUNDING

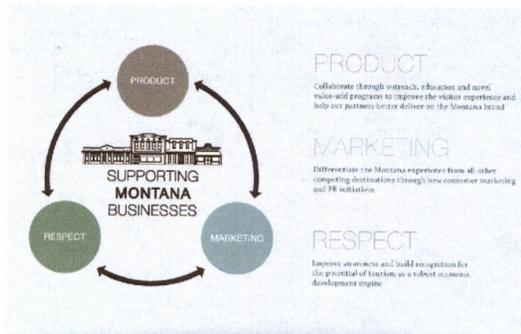
In 1967, Montana's legislature recognized the vast importance of tourism to Montana's future economy. During that session, the legislature created a 4% Lodging Facility Use Tax, commonly referred to today as the "bed tax." Lodging facilities (such as hotels, motels, bed & breakfast inns, guest ranches, resorts and campgrounds) collect this tax from guests. In turn, these funds are directed to the various entities shown below. Importantly, no additional money for tourism funding comes from Montana's general fund. In 2003, an additional 3% Lodging Facilities Sales Tax was added to the existing 4% and is deposited directly into the state general fund. In FY12, the general fund received \$15,606,496 through this additional 3% sales tax.

Total Projected 7% Lodging Tax Revenue FY13		\$40,389,000*
Disbursements of Revenue		
3% Lodging Facility Sales Tax Revenue (100% TO GENERAL FUND)		\$17,309,000
4% Lodging Facilities Use Tax Revenue		\$23,080,000
Montana Heritage Commission <small>(Original City/Reserve City)</small>		(\$400,000)
Department of Revenue <small>(Statewide costs)</small>		(\$136,000)
<b>Available for Distribution</b> (According to percentages established in statute)		<b>\$22,544,000</b>
State Parks - 6.5% <small>(Capital Parks &amp; Maintenance)</small>		\$1,465,360
University System - 2.5% <small>(Tourism &amp; Recreational Research)</small>		\$563,600
Historical Society - 1% <small>(Historical Sites &amp; Storage)</small>		\$225,440
Historical Interpretation - 2.6%		\$586,144
Regions/CVBs Marketing - 22.5%		\$5,072,400
Department of Commerce Programs - 64.5% <small>Montana Promotion Division (Montana Office of Tourism/ Film Office)</small>		\$14,631,056

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## REASONS FOR TOURISM SUCCESS

- Strategic Plan
  - Over 300 individuals involved in the tourism industry have contributed to the Five Year Strategic Plan for Tourism and Recreation to be released in March.

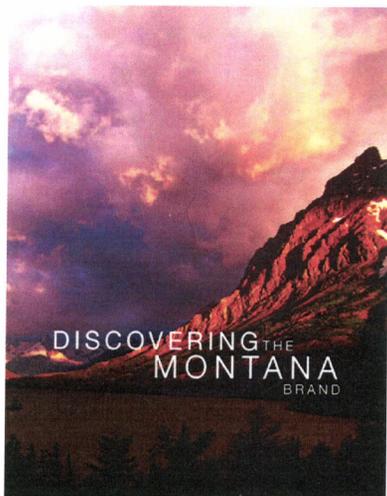


### THE MONTANA VISION

IS TO INCREASE VISITATION AND IMPROVE THE VISITOR EXPERIENCE WHILE PRESERVING MONTANA COMMUNITY VALUES AND PROTECTING OUR UNIQUE PLACES.

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## REASONS FOR TOURISM SUCCESS



The Montana Brand has proved to be an effective tool in marketing to our target audience of the Geo-Traveler as well as working with tourism partners to have a cohesive message in promoting Montana.

### BRAND PILLARS

Montana is...

- More Spectacular Unspoiled Nature... than anywhere else in the lower 48
- Vibrant & Charming Small Towns... that serve as gateways to natural wonders
- Breathtaking Experiences by Day... and relaxing hospitality at night

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## COMING TOGETHER TO EXPAND MONTANA'S TOURISM STORY WORKSHOPS...

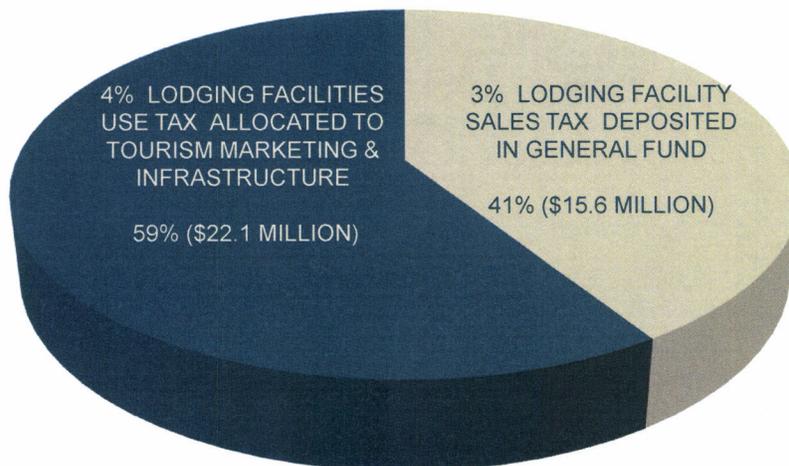


### Upcoming Workshops...

- Jan. 23, Big Sky/Yellowstone Country
- Feb. 28, Bigfork/Glacier Country
- Mar. 1, Polson/Glacier Country
- April 2, Pray/Yellowstone Country
- June 5, Red Lodge/Yellowstone Country
- June 27, Sidney/Missouri River Country

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## 7% LODGING TAX DISTRIBUTION



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## RECENT FILM OFFICE HIGHLIGHTS INCLUDE:

- **“Nebraska”**
  - Director Alexander Payne’s “Nebraska” recently filmed in the Billings area.
  - Total Economic Impact: \$370,500
  
- **“Dodge”**
  - National Dodge commercial slated to air during the Super Bowl was filmed in the Livingston/Bozeman areas
  - Total Economic Impact: \$803,250
  
- **“Jimmy Picard”**
  - This independent feature film recently filmed in Browning.
  - Total Economic Impact: \$3,748,500



**DODGE**



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## National Geographic Traveler— Full Page Advertorial and Ad



### EXPANSIVE MONTANA ADVENTURES

Guided by the stars of Montana in Glacier National Park, Montana. Photo by Tracy Brown

Visit landscapes stretching from Yellowstone to Glacier National Park. It's all in a day's drive. Winter is the best time to visit. The snow is perfect for skiing, snowshoeing, and snowmobiling. The views are spectacular. The snow is perfect for skiing, snowshoeing, and snowmobiling. The views are spectacular.

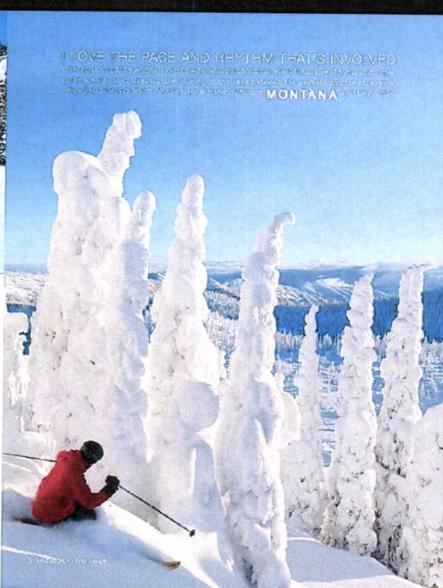


**Snowbound: A Different Kind of Snow**  
Experience it on a light and fluffy, you can clear your windshield with your hands to go on a snow machine under

**Bigger is Better**  
Sprawling across big mountains, and wide turns, take for an epic ride. It's all in a day's drive. Winter is the best time to visit. The snow is perfect for skiing, snowshoeing, and snowmobiling. The views are spectacular.

**Nature's Playground**  
Montana's just an epic show. In Montana's national parks, you'll find a perfect playground. Winter is the best time to visit. The snow is perfect for skiing, snowshoeing, and snowmobiling. The views are spectacular.

**Check out Winter Escape to find out more about Montana's winter experiences.**



I LOVE THE PACE AND RHYTHM THAT'S INVOLVED...  
MONTANA

# National Geographic Traveler --MONTANA CO-OPS

**CELEBRATE WHITEFISH WINTERS**

Set in a glacial valley and surrounded by hundreds of lakes and rivers in Montana's Northern Rocky Mountains, Whitefish boasts the perfect location for year-round recreation. Celebrate winter mountain life in a charming small town with big hospitality.

Hit the SNOW for which lakes guests up and then to the mountains for a fabulous day of skiing and snowboarding. Explore the scenery via dogs sled, go to cross-country or snowshoe country and enjoy the cozy, curl-up for a warm drink, ice caps at the Ice Diner, or use Chairlifts. You, just 25 miles from town. Experience

the excitement of the Whitefish Winter Carve and the town's Ski King Festival. Enjoy the fun of snow tubing, snowshoeing, snowmobiling, snowcat, and snowcat. Snowmobiling, snowcat, and snowcat. Snowmobiling, snowcat, and snowcat.

**Easy Access**  
One of the classic mountain towns in a snow-capped valley, Whitefish is just 25 miles from town. Experience

in Glacier Park, the largest and most beautiful of the national parks. In Glacier Park, the largest and most beautiful of the national parks. In Glacier Park, the largest and most beautiful of the national parks.

Visit [DiscoverWhitefish.com](http://DiscoverWhitefish.com)

**CARVE IT UP IN BRIDGER BOWL**

Known for its "Cold Smoke" snow, the lightest and fluffiest around, Bridger Bowl boasts 350 inches of powder, 7 trails, 2,000 acres of terrain, and 2,000 vertical feet.

At a spectacular level, from beginner to extreme, will enjoy the dense ski, snowcat, or snowcat. Snowmobiling, snowcat, and snowcat.

Discover the perfect powder. Snowmobiling, snowcat, and snowcat.

Go to [BridgerBowl.com](http://BridgerBowl.com)

**WINTERTIME IS PLAYTIME IN BOZEMAN**

Up a snow-covered, tree-lined street, you'll find the charm of a small town. Explore the charming shops and boutiques, cozy cafes, and cozy cafes. Snowmobiling, snowcat, and snowcat.

Go to [bozemasnow.com](http://bozemasnow.com)

**EVERY NOW AND THEN YOU STUMBLE UPON A TOWN THAT'S GOTTEN EVERYTHING RIGHT**  
—GREAT COFFEE, FOOD WITH CHARACTER, SHOP OWNERS WITH PURPOSE.

**Whitefish MONTANA**

www.ExploreWhitefish.com 877-882-3548

**WIDE OPEN SPACES & DRY, LIGHT POWDER EVERYWHERE YOU TURN**

bozemasnow.com 800.528.4226

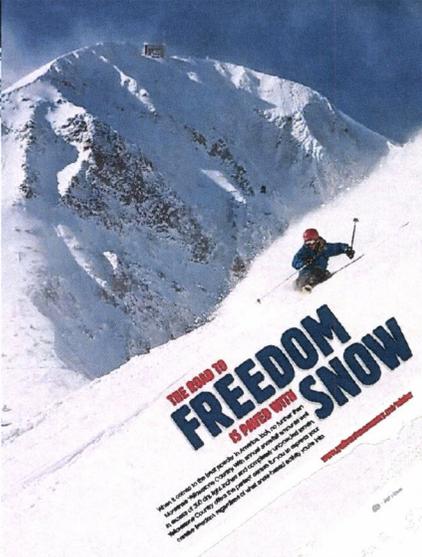
# National Geographic Traveler --MONTANA CO-OPS

**REMARKABLE YELLOWSTONE COUNTRY**

Remarkable Yellowstone Country, moderate temperatures, a friendly atmosphere, and one of the lightest powder snows in the world. Country the ideal winter location to get out and enjoy America's First Yellowstone snowcat, snowcat, and snowcat.

**Alpine Skiing Adventures**  
Enjoy more than 100 miles of snow, snow, and snowcat. Snowmobiling, snowcat, and snowcat.

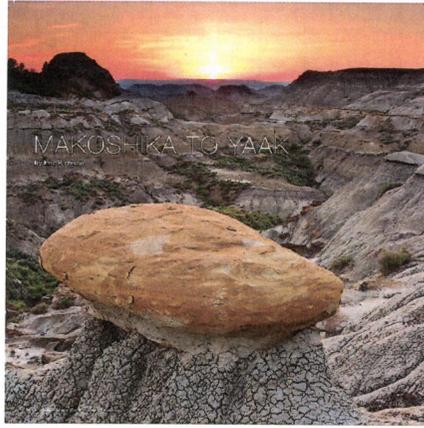
**Speed It Up**  
Confident the thrill of snowmobiling, snowcat, and snowcat.



**THE ROAD TO FREEDOM SNOW IS PAVED WITH**

With over 100 miles of snowcat, snowcat, and snowcat. Snowmobiling, snowcat, and snowcat.

# Budget Travel—Advertorial and Ads



**M**ontana isn't just Glacier and Yellowstone National Parks. It's also a state with some of the best national parks you can visit. They're tucked away in the mountains, and they're not as well-known as the big parks. But they're just as beautiful, and they're just as special.

Montana has some of the most beautiful national parks in the world. They're tucked away in the mountains, and they're not as well-known as the big parks. But they're just as beautiful, and they're just as special.

## Montana

One thing is for certain: Montana and Alaska are still the best places to visit in the country if you want to enjoy nature.

The state is a beautiful mix of mountains, rivers, and lakes. It's a state that's full of natural beauty, and it's a state that's full of adventure.

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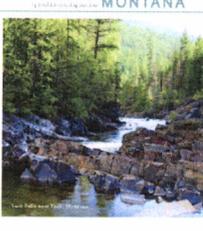
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There's a certain magic about Montana. It's a state that's full of natural beauty, and it's a state that's full of adventure. It's a state that's full of life, and it's a state that's full of hope.



Find more about Montana from Mountain to Sky and anywhere in between at VisitMontana.com

# Budget Travel—MONTANA CO-OPS

**MONTANA**

**WINTER LEGENDS**

**WINTER GOLD**

**RUBBLE COUNTRY MONTANA**

**MONTANA GREATNESS**

**Catch STARRY MONTANA**

**ADVENTURE**

**GOLDEN STATE COUNTRY**

**HERE'S YOUR RECHARGE?**

**EXPERIENCE FLICKER**

**WE HAVE GLACIERS. WE HAVE MOUNTAINS. WE HAVE SUNSET VIEWS. WE HAVE BACKCOUNTRY. WE HAVE GREATNESS.**

**WANT TO COME OVER AND PLAY?**

**EXPLORE A GATEWAY**

**Whitefish MONTANA**

# MONTANA CO-OPS – Online

tripadvisor

Montana, Shaped by Winter

Discover Montana Explore Montana's Places

Photo Gallery

You work hard Now it's time to PLAY.

13 UNDISCOVERED SNOW AREAS

Montana is 160 miles apart the grand from immerse Big Sky Resort to little town and price like Lost Tree Frontier Mountain, each offering their own twist on the Montana experience. And while each resort has its own personality, every one of them is infused with a sense of awe. Montana: see views, deep powder, horses, western hospitality and wide-open spaces. So Montana.

GLACIER & YELLOWSTONE NATIONAL PARKS

Quick Links

## MONTANA SHAPED BY NATURE.

AN INTERVIEW WITH MONTANA FLY FISHING GUIDE

**Jenny Grossenbacher** guides fly fishers, writes books and is also known in southern Montana. She's been a guide, a backpacking guide and a guide, bear rescuer. She's been on the ground in the wild cabin range south of her home. The woman shows her way around. Recently, she sat down with veteran Montana journalist Scott Lockman to talk about her life in the land of wild rivers and wild men.

**Montana:** How've you loved your boat on a lot of rivers? How've you loved your boat on a lot of rivers? How've you loved your boat on a lot of rivers?

**Grossenbacher:** I love the Yellowstone River and I fish it every day if I could. We work about 125 miles of it. It's so beautiful, so beautiful, something that's changed in 16 years of guiding. I've seen favorite runs disappear, which have changed, have been created. That's part of the magic. All that power and dynamism. It's always an adventure.

**SM:** It's a wild river, no doubt about that, and it carries a lot of sediment every year. And we've resisted the temptation to farm it with dams.

**JG:** I love the wildness of the river and every spring after the dam, I get excited to see what's changed. In 16 years of guiding, I've seen favorite runs disappear, which have changed, have been created. That's part of the magic. All that power and dynamism. It's always an adventure.

**SM:** Speaking of power and dynamism, let me ask you about your work with grizzly bears.

**JG:** I worked in Glacier National Park, and in Yellowstone. Going backcountry, observations to figure out what they're doing and when. I would go down there, then sitting along a stream, more or less many as 20,000 a day, every one of them with a gun or for it. It's the hope of food they need to get them through the winter. They'd roll over big rocks and the moose would get them. They'd eat them down and break them in.

**SM:** That had to be fascinating. But was there a take-home lesson in that work?

**JG:** It's a very wild grizzly and wild rivers are a lot and they're so much bigger than you, and they're so big. They both command so much respect and make you pay attention.

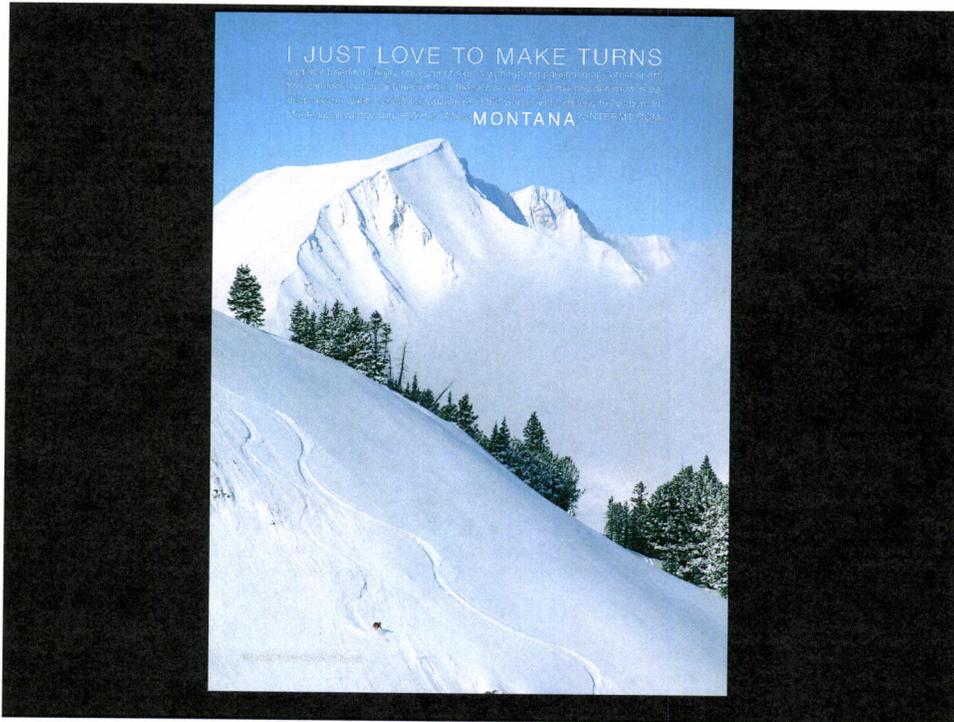
**SM:** How come you're still living in Montana?

**JG:** I grew up in Texas and in college I joined up with these performing artists that found me, and I was 28 states. When we came to Montana, I just fell in love with it. I met my husband, Brian. He got me started fly fishing. So we came to Montana 20 years ago and he made me the best fly fishing, writing, photography, family, being on the water every day. It's been, you know, that most other job can't.

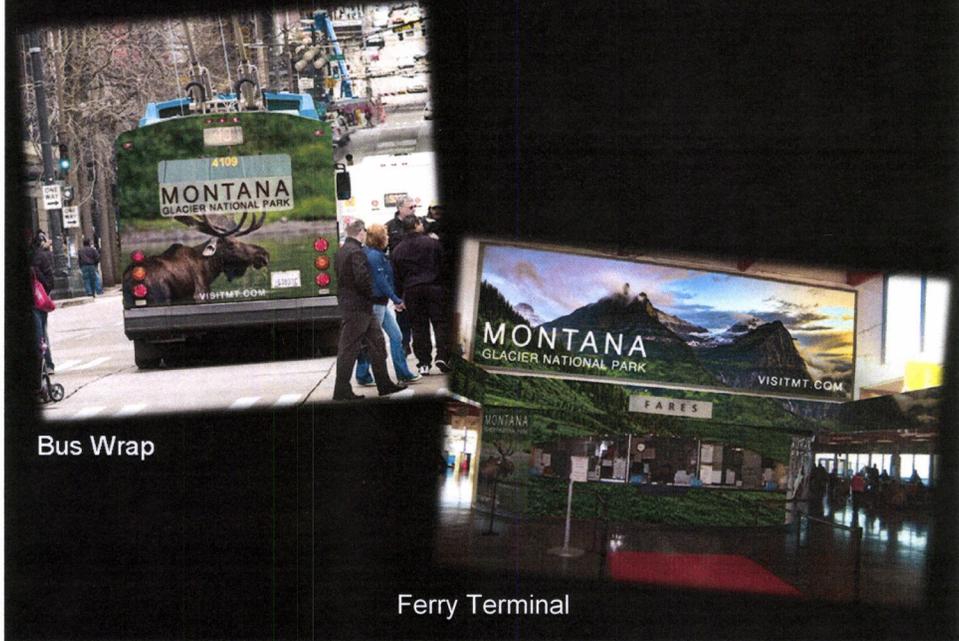
**SM:** Do you try to help your clients enjoy it as much as you do?

**JG:** You just get them in the boat and let them be themselves. Use the Montana river with them. Sometimes, have them, and we learn to just looking at the scenery and watch their fly, to get ready to tell the story. But I get to spend time with people who are on vacation, who are happy to be here and they're in love of where I live and what I get to do every day. They always want to know for me, remind me that where I live is a great, amazing place.

View more Montana stories, including Jenny's at [VISITMT.COM/MONTANA-STORIES](http://VISITMT.COM/MONTANA-STORIES)



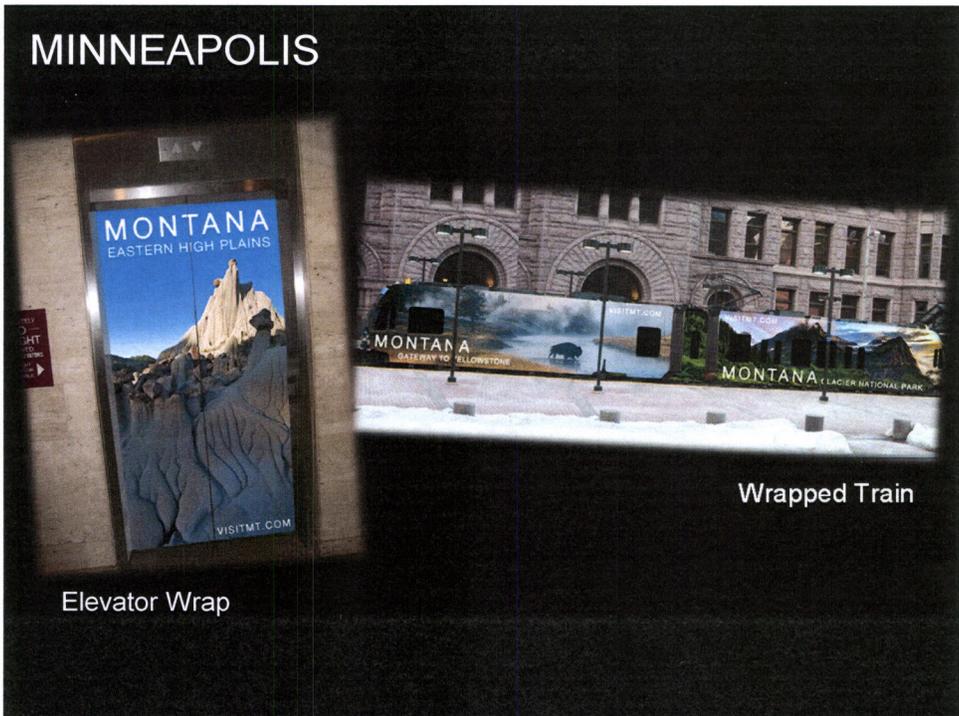
# SEATTLE



Bus Wrap

Ferry Terminal

# MINNEAPOLIS

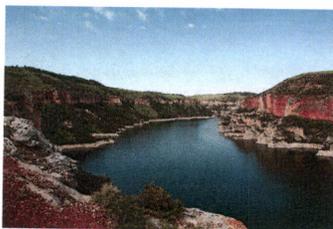


Elevator Wrap

Wrapped Train

## TOURISM MEANS A PROVEN “RETURN ON INVESTMENT”

- Every \$1 spent on advertising placements yields \$157 in visitor spending in Montana
- In ongoing Brand Awareness Studies, it is found that once Montana advertises in a market, awareness of Montana notably grows. In addition, those that have seen Montana’s advertising are significantly more likely to plan travel to Montana than those who are unaware of the advertising.

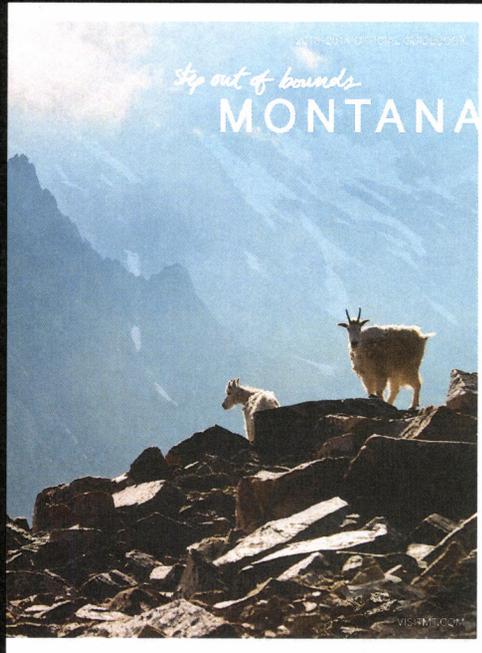


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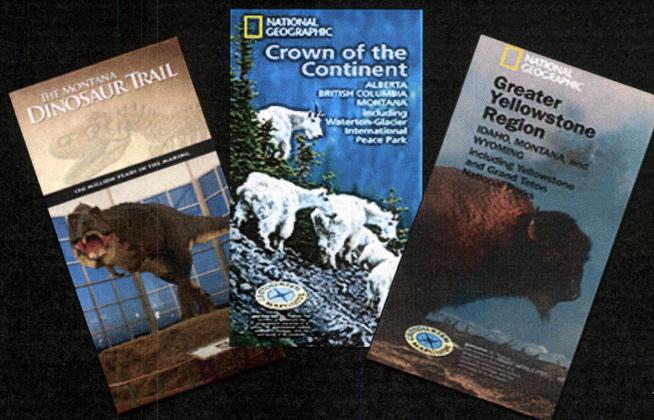
www.visitmt.com



New Guidebook  
2013-2014



Cooperative Brochures



## MONTANA PROMOTION DIVISION

### ▪ Tourism Infrastructure Investment Program (TIIP)

These grants assist with the construction, improvement or expansion of non-profit owned/operated tourism facilities and attractions across the state.

1995-Present...

- 106 Tourism related projects in 50 Montana communities
- Total Bed Tax Investment: \$4.72 million
- Total Project Costs: \$47.2 million
- Leverage of \$10:\$1



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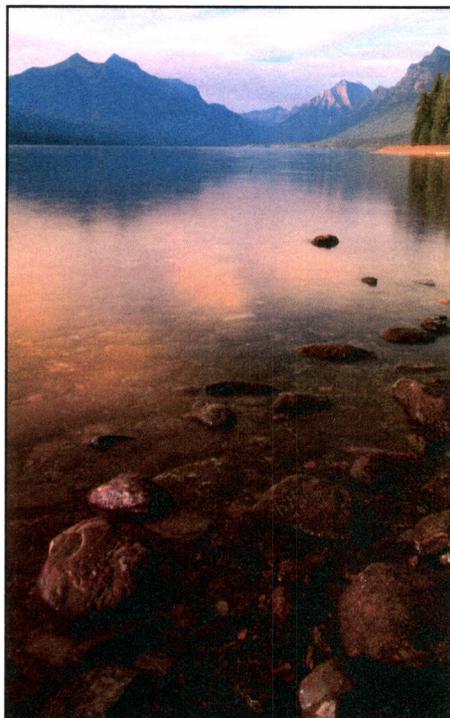
## MONTANA PROMOTION DIVISION

### ▪ HB 2 Decision Package

#### DP- 5201 - MPD *PRIVATE FUNDS* & AUDIT ADJUSTMENTS HB 2 -

The Montana Promotion Division has historically adjusted its HB 2 *private funds* appropriation to \$750,000 for each year of the biennium. This proposal continues the historically established trend.

MONTANA Promotion Division, Department of Commerce • January 2013



## USEFUL RESOURCES

Montana Office of Tourism

(406) 841-2870

[www.travelmontana.mt.gov](http://www.travelmontana.mt.gov)

(ITRR) Institute for  
Tourism & Recreation Research

(406) 243-5686

[www.itrr.umt.edu](http://www.itrr.umt.edu)



# MONTANA

OFFICE OF TOURISM

## MONTANA'S TOURISM & RECREATION INDUSTRY FAST FACTS

### Tourism Means Business

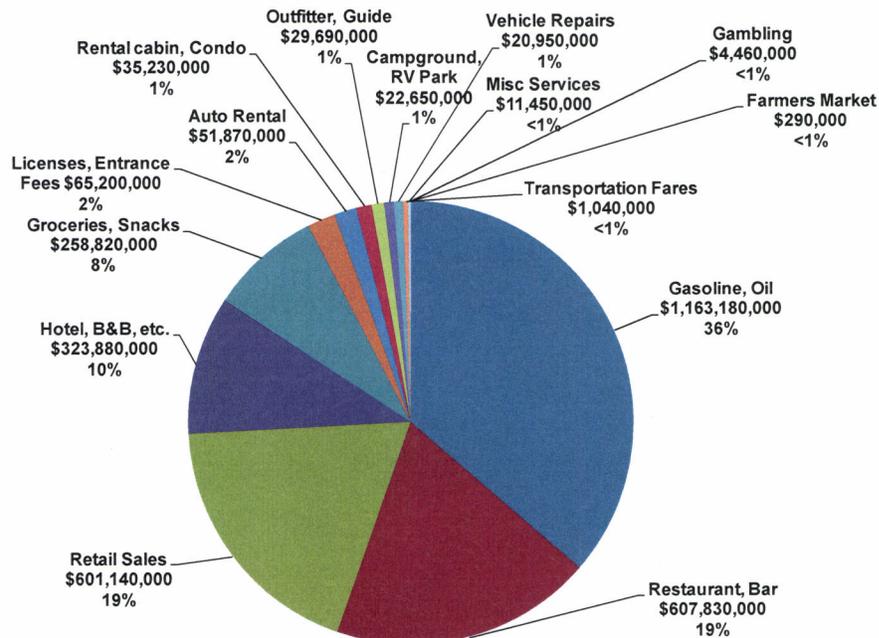
- Tourism is one of Montana's leading industries and primary revenue drivers.
- 10.9 million visitors traveled to Montana in 2012 which means 11 new customers per Montana resident for Main Street businesses.

### Tourism Means "New" Money

- Visitors to Montana in 2012 spent \$3.2 billion which is new money for Montana's economy.
- Visitor spending generated \$294 million in state and local tax revenue in 2012.
- Every dollar spent on advertising, yields \$157 in visitor spending in Montana.
- Without tourism tax revenue, it is estimated that each Montana household (avg. 2.36 ppl) would have to pay \$690 in additional local and state taxes. *(total tax revenue / total households)*

## 2012 Visitor Expenditures

(\$3.2 BILLION IN NEW MONEY)



## Tourism Means Jobs

- Tourism and recreation businesses **support 41,070 Montana jobs.**
  - One in every 15 Montana workers is supported by out-of-state travel.
- Visitor spending **provided \$1.2 billion in worker salaries.**
  - On average, **every dollar spent** by nonresident travelers in Montana **generates 38 cents (\$.38) in wage and salary income** for Montana residents. This is 57% higher than the national average.
- Some of our **Partners** in the **Tourism Industry** include:
  - Hotels, motels, bed & breakfasts and dude ranches
  - Restaurants and bars
  - Outfitters and guides
  - Ski areas and private travel attractions
  - Museums and cultural facilities
  - Private and public campgrounds
  - Farmers and ranchers
  - Gas station and convenience store owners
  - Transportation companies
  - Retail shops
  - State and federal agencies
- **Montana's 2008-2012 Tourism & Recreation Strategic Plan** incorporates input received from Montana citizens, businesses and organization representatives (including private, public, tribal, nonprofit), totaling over **1,200+ Montanans.**

## Tourism Means Competition

- Montana needs to maintain a stable funding source in order to grow market share in tourism marketing and advertising.
- In ongoing Brand Awareness Studies, it is found that once Montana advertises in a market, awareness of Montana notably grows. In addition, those that have seen Montana's advertising are **significantly more likely to plan travel** to Montana than those who are unaware of the advertising.
- Funding for tourism marketing results in increased visitor spending which in turn increases income, property and corporate tax collections.

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Figures compiled using data included in ITRR's *2012 Montana Nonresident Economic Impacts & Expenditures*; ITRR's *The Economic Review of the Travel Industry in Montana, 2012 Biennial Edition*; *Montana Tourism & Recreation Strategic Plan 2008-2012*; and *Leisure Trends Group MTOT Brand Awareness & Conversion Studies 2010-2012*.

Updated January 2013

<http://montanaturismnews.org>

<http://travelmontana.mt.gov>



# MONTANA'S TOURISM FUNDING

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## Disbursements of Revenue

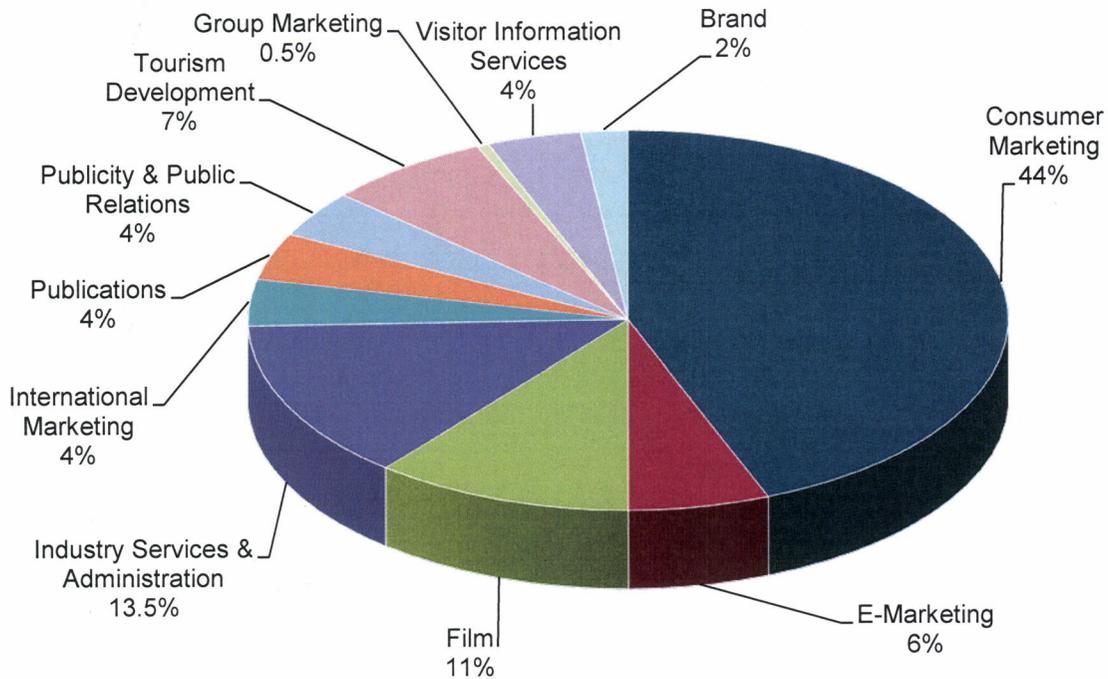
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<b>Department of Revenue</b> <i>(Collection costs)</i>	<b>(\$136,000)</b>
<b>Available for Distribution</b> <i>(According to percentages established in statute)</i>	<b>\$22,544,000</b>

<b>State Parks - 6.5%</b> <i>(Operations &amp; Maintenance)</i>	<b>\$1,465,360</b>
<b>University System - 2.5%</b> <i>(Tourism &amp; Recreation Research)</i>	<b>\$563,600</b>
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## Department of Commerce—Montana Promotion Division FY13

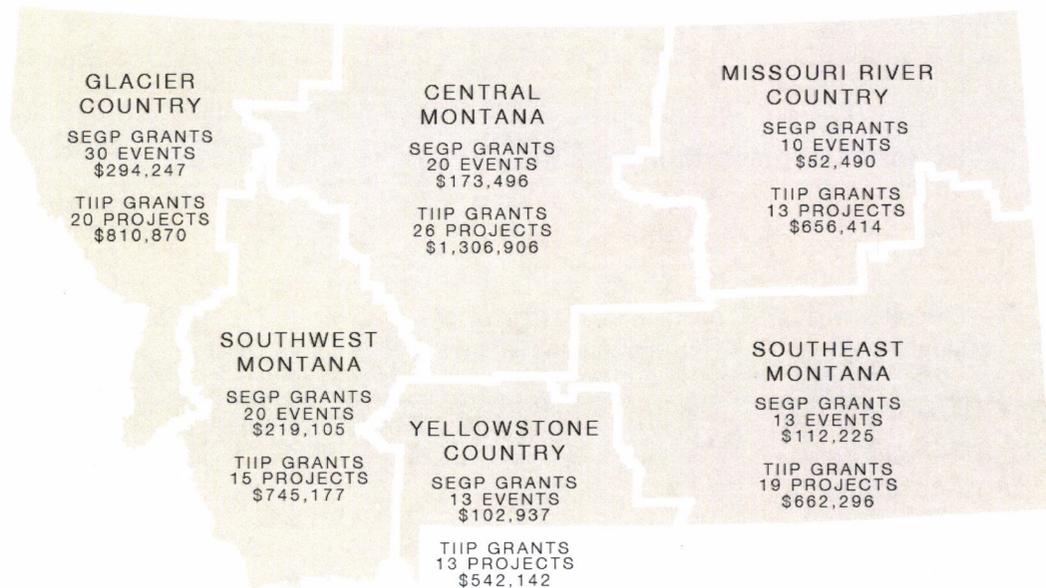
<b>Funds from Accommodations Tax</b>	<b>\$14,631,056</b>
<b>Income from Co-ops, etc. &amp; HB2</b>	<b>\$750,000</b>
<b>Projected Funds Available</b>	<b>\$15,381,056</b>

## Distribution of Montana Promotion Division Funds FY13



## Montana Promotion Division—Tourism Development Grant Awards

TIIP: Tourism Infrastructure Improvement Program  
 SEGP: Special Event Grant Program



Statewide Tourism "Bed Tax" Grants  
 TIIP (1995-2012)—\$4.725 million  
 SEGP (2003-2013)—\$954,500

The \$4.725 million in TIIP funds (1995-2012) helped create \$46.2 million in tourism facility improvements, a 10 to 1 match.

(Updated January 2013)