



New Events Grant Guidelines & Application FY2025-2026

Introduction

Helena's Business Improvement District (BID) is dedicated to enhancing the vibrancy of Downtown Helena. Community events play a crucial role in attracting people who shop, dine, and enjoy entertainment in the downtown area.

To support individuals, groups, and organizations interested in hosting events within the downtown corridor, BID is offering a new event grant specifically for events in their early stages (1 to 3 years). This small grant, up to \$1,000, is intended to help get new events off the ground and encourage a year-round schedule of activities. Applications are accepted on a rolling basis, with priority given to proposals for events that are distinctive to downtown Helena. This initiative aims to foster new experiences while helping the downtown community thrive.

Objectives

- To support free events for residents and visitors
- To support events that highlight creativity, unique history, and culture in Helena
- To support events that create a sense of belonging and community
- To support the development of new events downtown
- To support foot traffic and spending in downtown establishments

Eligibility and Guidelines

- Open to any individual, group of individuals, non-profits, organizations, or businesses planning a new event within the BID boundaries. Map of boundary found [here](#).
- Event must be in early stages of development (1-3 years). If event has occurred more than three years, please see "Established Event Grant".
- Funds may be used to cover promotion costs, such as advertising and printing materials.
- Funds may be used to cover the costs associated with holding the event, such as permitting fees, renting space
- No more than 50% of the grant awarded may be used to pay for performing acts.
- Funds **may not** be used to pay employees or vendors.
- The event must be free, open to the public, and open to all ages.

Ineligible Events

- Fundraisers will not receive event grant funding. **Fundraising activities are allowed** if fundraising is not the main purpose of the event.
- Seminars or workshops are not eligible for funding.
- Networking events are ineligible where the focus is on furthering an individual's business or career.
- Promotional events with the sole goal of promoting a business will not be considered. This includes product launches and/or grand openings.
- Religious or political events.

Terms and Conditions

- Applications are reviewed by the BID's Promotion committee on an ongoing basis.
- Grantees will be required to sign a grant agreement stating that the event will be held within a year of the award.
- Grants will be released in a lump sum within 30 days after the grant has been approved.
- Grantees will include the BID as a sponsor and use its logo in all promotional efforts.
- If the planned event is not held within a year of the award, the grantee must return the funds in full. BID will **not** seek the return of funds due to cancellation or postponement because of weather.

Release of Funds

If a grant is awarded, BID will send a written notice to the organizer of the event listing the amount awarded, the day the funds will be released, and how to receive the money. The awardee must sign an agreement before the funds are released.

If the grant is not awarded, a written rejection will be sent. Applicants are encouraged to reach out to the BID to review the application for eligibility issues and then reapply.

Email or mail the application to:

manager@helenabid.com
Helena Business Improvement District
330 Jackson St
Helena, MT 59601

Grant Application

Name of Event:

Date(s) of Event:

Location of Event:

Event website (if applicable):

First and Last Name of Lead Organizer:

Name of Organization, Nonprofit, Business (if applicable):

Address:

Phone Number of Organizer:

Email of Organizer:

Brief Description of the Event (less than 300 words):

Estimated number of attendees:

How will this event benefit downtown Helena (less than 300 words)?

Are you working with any other downtown businesses or groups on the event?

Grant Amount Requested (up to \$1000):

What will the funds be used for?

Do you need permits to hold the event? If so, do you need administrative help obtaining them?

Do you plan on holding this event again?

How did you hear about this funding opportunity?



Events Grant Agreement

- A. Grantee agrees to the eligibility guidelines outlined in the event application.
- B. Grantee agrees to hold the funded event within 1 calendar year of receiving the funds.
- C. Grantee agrees to provide additional information and documents as the HBID may request to understand the use of funds before awarding the grant.
- D. Grantee agrees to promote the HBID through event marketing, including but not limited to, displaying HBID as a sponsor at the event and in promotional materials and social media.
- E. HBID reserves the right to withhold any payments to be made under this grant award if, in the HBID's sole discretion, such action is necessary: (1) because grantee has not fully complied with the terms and conditions of the grant; (2) to protect the purpose and objectives of the grant; or (3) to comply with any law or regulation applicable to grantee, to HBID, or this grant.

On behalf of the grantee, I understand and agree to the foregoing terms and conditions of the HBID grant, and hereby certify my authority to execute this agreement.

Business/Organization/Event Organizer's Name

Applicant's Signature

Date