

Southwest Montana Community / Corridor Program Guidelines / Application

Southwest Montana has set up a program where we work with a community or corridor each year to help them establish a marketing strategy and/or implementation of the plan. Southwest Montana will apply \$5000-8000 toward this project.

Application for the partnership and funds:

1. Name, address, phone contact information, and email of community / corridor:
2. Who is the one lead person along with contact information who will work extensively with us, our advertising agency and our internet agency. This lead person must be easily available to work on this project. This person is also expected to come to all our meetings to report on progress.
3. List the people and contact information of those who will serve on your team and be proactive with the project (city, town, board members, etc.)
4. Who are the multiple stakeholders in the community or corridor that will benefit from this collaboration? Does it create an opportunity for larger involvement in the community or corridor?

5. Who will put forth the \$1000 minimum to help contribute to the plan?

6. Describe what you would like to accomplish with this opportunity.

7. How will you evaluate your project?

8. Describe how you will follow through and guarantee that the plan will continue after this partnership.

9. Will you be able to share resources created from this partnership with Southwest Montana?
(such as photography, leads, etc.)

10. Who will write and present an evaluation of the project for each of the next three years?