

Title	<b>Financial Support of a Tourism Improvement District for Big Sky</b>	07/17/2025
	by <b>Brad Niva</b> in <b>FY26 Microgrant Fund</b>	id. 51102658
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## Original Submission 07/17/2025

Score	n/a
Request Name	Financial Support of a Tourism Improvement District for Big Sky
Who will be the fiscal sponsor of this request?	Visit Big Sky
Description	<p>Visit Big Sky, in partnership with the local lodging industry, is working to establish two Tourism Business Improvement Districts (TBIDs) in Big Sky. This request is to help offset the estimated \$50,000 in legal costs associated with forming these districts. Visit Big Sky has already committed \$25,000 toward this effort.</p> <p>TBIDs are a widely used funding mechanism in Montana, with 20 communities already utilizing them. Our goal is to create one TBID for Big Sky's 13 traditional hotels and a second for all short-term rentals. These districts would collect a nightly assessment—anticipated to be between \$2 and \$5 per room, per night—on overnight stays.</p> <p>Revenue from the TBIDs would be used to fund tourism marketing and promotion, support off-season events, provide airline subsidies, and invest in tourism management initiatives. Each TBID would operate for five years, with the option to renew through a majority vote of participating lodging partners.</p> <p>This initiative will strengthen Big Sky's tourism economy and help address the seasonal challenges our community faces year after year.</p>
Select the projects Investment Type	Programming
Select the projects Impact Area	Economic Development

Where will this project be taking place?	BSRAD District Boundaries
Please explain the community benefit of the project	<p>As a tourism-driven economy, Big Sky experiences significant seasonal fluctuations. Peak visitation occurs in December through March and again from late June through early September—leaving nearly 20 weeks of “off-season” when visitor traffic drops sharply. During these slower months, hotel occupancy often falls below 30%, prompting deep rate discounts. Local restaurants reduce hours or lay off staff, and retailers scale back operations just to stay afloat.</p> <p>Establishing a Tourism Business Improvement District (TBID) offers a proactive solution to this challenge. The TBID would generate dedicated funding to market Big Sky during shoulder and off-peak seasons, support events that attract visitors year-round, and invest in efforts that strengthen the overall visitor experience. The goal is to smooth out the peaks and valleys of our tourism calendar—keeping businesses open longer, maintaining jobs, and creating a more stable, sustainable economy for our community.</p>
What is the Resort Tax request for this project?	25000
What is the total cost of this project?	50000
Provide a list of the expenses this should this project be awarded funding	Legal funds in establishing two Tourism Business Improvement Districts
When do you plan to have incurred the costs being requested?	10/1/2025
Please provide any additional information on this request if needed	
Please provide the name(s) and email addresses of who will be representing this request at the next BSRAD board meeting	Brad Niva: Brad@visitbigskymt.com

Application Review & Final Submission

If your application is still in progress you may save your work using the "Save Draft" button. If your application is complete and ready for District review submit using the "Submit Form" button. Once submitted you may not make changes or edits to your application. Application Review: Applications generally will be reviewed at the next regularly scheduled Board Meeting. The board meeting schedule can be found on the District website. If received less than 10 days before the next regularly scheduled meeting it will not be reviewed until the following month/meeting. The applicant must be present at the review meeting to answer questions or provide more information requested by the Board. Application review will not occur during the regular Annual Allocation Meetings (generally in June).

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