

Wed 2/26/2025 4:03 PM

Hello, Red Lodge Area Community Foundation and Tracy & congratulations!

On behalf of Destination MT and the Tourism Grant Program, I am excited to inform you that a Pilot Community Tourism Grant has been awarded for Red Lodge Tourism Development Project.

I am Rachel Mullen, and I will be your Destination MT staff liaison. I look forward to working closely with you and the steering committee over the next 5 years!

Before Red Lodge Area Community Foundation can enter into a contract with Commerce, start-up conditions must be met. Start-up conditions include:

- Finalizing the 2-year scope of work for the community
- Finalizing the 2-year budget for the community
- Attendance at the Cohort 2 Onboarding Workshop, April 10, 2025.

To ensure start-up conditions are met successfully, a minimum of two steering committee members must attend the in-person Cohort 2 Onboarding Workshop to be held in **Helena on Thursday, April 10, 2025.**

Travel and lodging for this meeting are eligible expenses to be reimbursed with Pilot funding.

Please note, the SMART goals and budget in the submission are not approved as submitted and require editing, review, and final approval in order for Red Lodge Area Community Foundation to complete contracting.

Based on the date of the notice of award letter you received, you may begin incurring reimbursable grant and project-related costs.

However, reimbursements cannot be processed until the contract between Commerce and Red Lodge Area Community Foundation has been fully executed.

Commerce will be sending out a press release for this exciting funding opportunity for you to share with your local news outlets and social media channels. This press release will be sent out Thursday, February 27th and will also be shared on Facebook and LinkedIn. We encourage you to share Commerce's press release and social media notices with your community and always appreciate Commerce being tagged in social media announcements.

We do ask that the community refrain from announcing the notice of award until Commerce has shared the press release publicly.

Action Items:

- To begin feedback on the budget and SMART Goals, we will have a 1:1 connect to meet virtually and review edits so the steering committee can begin working on updates prior to the Cohort 2 Onboarding Workshop.

Please select one spot in the [Doodle Poll: Cohort 2 1:1 Connect](#) to secure a meeting time. I will send a Zoom link based on the slot selected for your community.

- **Please select a meeting date by Thursday, March 6, 2025.**
- Please complete the [Cohort 2 Onboarding Workshop Registration](#).

Once registration is complete, I will provide a brief agenda for the Onboarding Workshop and provide the room block information for your steering committee members to book their hotel rooms.

- **Please complete registration by Wednesday, March 12, 2025.**

I look forward to meeting with you and representatives of the Red Lodge steering committee soon! If you have any questions, please let me know!

Again, congratulations!

Warmest regards,

Rachel Mullen

**Tourism Grant Program Specialist
Montana Department of Commerce**

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Pilot Community Tourism Grant Program

2025-2027 Scope of Work

Total Project Budget: \$1.25 Million

Community Name	Red Lodge
Project Name	Red Lodge Tourism Development Project
Lead Organization	Red Lodge Area Community Foundation
L.O. Primary Point of Contact Name	Tracy Timmons
L.O. Email Address	tracy@rlacf.org
L.O. Phone Number	406-425-0292
Secondary Point of Contact Name	Maryvette Labrie
Secondary Email Address	maryvette@rlacf.org
Secondary Phone Number	406-425-1663

Project Summary

What do you intend to accomplish over this five-year grant period?

In year one, the Steering Committee will hire a professional firm to work with the lead agency and Steering Committee to prepare a Tourism Asset Inventory & Assessment by engaging the community in identifying and inventorying existing tourism assets. Using the Tourism Asset Inventory & Assessment will be used to develop a Tourism Development Strategy and Community Plan to guide the committee through the 5-year project. We will start project development by beginning the Roosevelt Center Restrooms and Catering Kitchen project, complete the PAR for the Red Lodge Area Chamber of Commerce building, complete the PER for Red Lodge Ice Rink, complete the Architectural

Assessment for the Carbon County Arts Guild, and develop a site plan for the Red Lodge Sledding and Nordic Trail.

In year two, we will continue with product development by completing the Roosevelt Center Restrooms and Catering Kitchen project, complete site plans for the Red Lodge Sledding Hill and Nordic Trail, construct the building for Red Lodge Ice Rink project, and purchase the winter trail grooming machine. The professional firm will complete the Tourism Development Strategy and Community Plan.

In year three the Steering Committee will complete project development by completing the Red Lodge Sledding Hill and Nordic Trail project, complete the installation of Red Lodge Ice Rink cooling coils, install wayfinding sign for sledding hill/Nordic trail, and use the Tourism Development Strategy and Community Plan to identify existing assets that need minor enhancements to deliver a larger economic benefit.

In year four the committee will complete the project development phase of enhancing the existing assets that will draw large conferences and events. The Red Lodge Tourism Development Strategy and Community Plan will guide the community in future development that contributes to economic growth.

In year five, the committee will complete project development by a Tourism Development Strategy and Community Plan with five- and ten-year goals to ensure the community continues to achieve economic drivers through tourism.

Year 1 Project Objectives

What projects do you intend to accomplish in Year 1?

Year One Budget: \$250,000

Year One Timeline: February 2025-May 2026

Project or Activity	Description	Timeline
<p>The Community Tourism Steering Committee will hire a professional firm to lead the community through asset inventory and assessment meetings and workshops, resulting in a written Tourism Asset Inventory & Assessment and Tourism Development Strategy and Community Plan. (1)</p>	<p>The Committee will solicit an RFP from at least three qualified professional firms. The firm will submit qualifications that include previous experience in tourism development planning. The firm will be responsible for working with the Steering Committee to convene community-wide meetings and workshops, utilizing statewide and local data resources, and completing a written Tourism Asset Inventory & Assessment and Tourism Development Strategy and Community Plan.</p>	<p>The Committee will complete the selection and hiring process within three months of the grant award.</p>
<p>The Professional Firm hired by the Community Tourism Steering Committee will complete the Red Lodge Tourism Development Strategy and Community Plan with Asset Inventory and Assessment. (2)</p>	<p>The Professional Firm will convene the Committee at least six times in 2025 and convene the larger community at least twice to participate in the survey of tourism assets and assess the inventory to gain a complete understanding of the tourism assets available in the Red Lodge area and use the information to create the Tourism Development Strategy and Community Plan.</p>	<p>The firm will complete the Tourism Asset Inventory and Assessment by November 2025, and the Tourism Development Strategy and Community Plan in Year One to be implemented in Year Two.</p>
<p>The Professional Firm and Community Tourism Steering</p>	<p>The Steering Committee Visitor Research subcommittee will work with ITRR and the Professional Consultant to solicit ITRR survey</p>	<p>Two public meetings will be held in August &</p>

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<p>Committee Visitor Research subcommittee will work with ITRR to gather input and information from community members, stakeholders, and local businesses to be incorporated into asset development plans and the tourism development plan and will present the completed asset inventory to the community. (3)</p>	<p>responses from residents via mail, email, social media, and in person in at least two public meetings. The Tourism Business Improvement District (TBID) will distribute ITRR surveys to all Red Lodge businesses to gather baseline data on hours of operations and staffing trends. Input from community members and stakeholders will ensure asset development is relevant and beneficial for both residents and visitors. The Committee will then hold one large town hall meeting to present the compiled data and receive feedback from the community to determine the best community assets ready for product development in addition to identified development projects.</p>	<p>September 2025 for the data gathering, and one public meeting will be held in January 2026 to present the completed tourism asset inventory and assessment.</p>
<p>The Community Tourism Steering Committee will work with the RLA Chamber staff to hire a professional firm to complete a Preliminary Architectural Report (PAR) for the Red Lodge Area Chamber Visitor Center. (4)</p>	<p>The Committee will work with the Red Lodge Area Chamber of Commerce staff to solicit an RFP from at least three qualified professional firms who will produce a PAR for the Visitor’s Center.</p> <p>Two members of the Committee will join the 2-3 Chamber members for selecting the firm.</p>	<p>The Committee will help the staff to complete the selection and hiring process by August 2025.</p>
<p>The Professional Firm hired by the RLA Chamber will produce a PAR for the Chamber building. (5)</p>	<p>The Professional Firm hired by the RLA Chamber of Commerce will produce a PAR for the Visitor’s Center to guide future upgrades and repairs necessary for visitors.</p>	<p>The Firm will produce the PAR by February 2026.</p>
<p>The Community Tourism Steering Committee will work with the Red Lodge Ice board members to hire</p>	<p>The Committee will work with the Red Lodge Ice board members to solicit an RFP from at least three professional qualified firms who produce a PER for the Red Lodge Ice Rink development and expansion project.</p>	<p>The Committee will help the board members to complete the selection and</p>

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<p>a professional firm to complete a Preliminary Engineering Report (PER) for the Red Lodge Ice Rink. (6)</p>		<p>hiring process by August 2025.</p>
<p>The Professional Firm hired by the Red Lodge Ice will produce a PER for the Red Lodge Ice Rink. (7)</p>	<p>The Professional Firm hired by Red Lodge Ice will produce a PER for the development and expansion of the Red Lodge Ice Rink.</p>	<p>The Firm will produce the PER by February 2026.</p>
<p>The Roosevelt Center staff will engage the contractor to begin the expansion of the restrooms and begin Catering Kitchen layout. (8)</p>	<p>Already working with contractors, Roosevelt Center staff will begin the product development of the Restrooms by completing the demolition of the wall and laying out new plumbing for restrooms.</p>	<p>Roosevelt Center contractor will complete the demo phase by May 2026.</p>
<p>Beartooth Trails staff will work with the City of Red Lodge Parks Board & City Public Works Director as the City Recreation subcommittee to create the framework for the site development plan for the Red Lodge Sledding Hill and Nordic Trail. (9)</p>	<p>Beartooth Trails staff will use their expertise to create the framework for the site development plan by working with the City of Red Lodge Parks Board and Public Works Director to layout the Red Lodge Sledding Hill and Nordic Trail. Beartooth Trails staff will continue to work with the Professional Firm hired to complete the site development plan for construction.</p>	<p>The City Recreation subcommittee will complete the conceptualization for the Sled Hill and Nordic Trail by October 2025.</p> <p>Beartooth Trails staff will manage the project development through the end of May 2026.</p>
<p>The City Recreation Subcommittee will work with Beartooth Trails staff to hire a professional firm to prepare site plan</p>	<p>Four members of the City Recreation Subcommittee will work with Beartooth Trails staff to solicit an RFP from at least three professionally qualified firms who will produce the site plan documents for the Red Lodge Sledding Hill and Nordic Trail.</p>	<p>Beartooth Trails and City Recreation subcommittee will complete the solicitation and</p>

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documents for the Red Lodge Sledding Hill and Nordic Trail. (10)		bidding process by the end of January 2026.
The Professional Firm hired by Beartooth Trails will produce a site development plan for the Red Lodge Sledding Hill and Nordic Trail. (11)	The Professional Firm hired by Beartooth Trails will produce a site development plan for the construction of the site to include a sledding hill and Nordic trail loop.	The site development plan will be completed by the end of April 2026.
Two members of the Community Tourism Steering Committee will work with Carbon County Arts Guild to hire a professional firm to prepare an Architectural Assessment/Master Study for the Depot Gallery. (12)	The Committee members will work with Carbon County Arts Guild to solicit an RFP from at least three professionally qualified firms who will produce an Architectural Assessment/Master Study of the historic Depot Gallery building to guide CCAG through restoration and preservation projects.	The solicitation and bidding process will be completed by August 2025.
The Professional Firm hired by Carbon County Arts Guild will complete the Architectural Assessment. (13)	The Professional firm hired by Carbon County Arts Guild will complete an Architectural Assessment/Master Study of the historic Depot Gallery to provide a guide for the preservation and restoration of the building.	The Architectural Assessment/Master Study will be completed by December 2025.
RLACF grant staff will manage and administer Year One of the Pilot Community Tourism Grant. (14)	RLACF grant staff will complete start up requirements, submit reimbursement requests, submit the Year One report, and ensure compliance with grant requirements by participating as steering committee facilitators/members, attending community meetings, and facilitating grant administration.	RLACF grant staff will submit the Year One grant report by the end of June 2026.



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<p>The Community Tourism Steering Committee will travel to meetings required by the Pilot Community Tourism Grant program and other identified conferences. (15)</p>	<p>At least two Steering Committee members will attend meetings required by the Pilot Community Tourism Grant Program.</p> <p>At least two Steering Committee members will attend the 2026 Governor’s Tourism Conference.</p> <p>Potential attendance at other applicable conferences or gatherings, like the Montana Travel Association.</p>	<p>Travel for year one will be completed by end of May 2026</p>
<p>The Community Tourism Steering Committee will meet at least once a month during Year One to implement the project. (16)</p>	<p>The Steering Committee will meet monthly on the third Wednesday to facilitate the Red Lodge Tourism Development project.</p>	<p>The committee will meet at least 16 times between February 2025 & May 2026.</p>

<h2 style="text-align: center;">Year 2 Project Objectives</h2> <p style="text-align: center;">What projects do you intend to accomplish in Year 2?</p>		
<p>Year Two Budget: \$1 Million</p> <p>Year Two Timeline: June 2026-May 2027</p>		
Project or Activity	Description	Timeline
<p>The City Recreation Subcommittee will assist Beartooth Trails members with selecting and purchasing a trail grooming machine. (1)</p>	<p>The City Recreation Subcommittee will assist Beartooth Trails members with selecting and purchasing a trail grooming machine suitable for Nordic trails. The grooming machine will be owned and operated by Beartooth Trails and used in Year 2 to groom existing trails in the Red Lodge area.</p>	<p>The subcommittee will complete the selection and purchase of the winter trail grooming machine by July 2026.</p>

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<p>The Roosevelt Center staff will engage the general contractor to complete the construction of the expanded restrooms and catering kitchen. (2)</p>	<p>Roosevelt Center staff will work with the general contractor to complete the product development by completing the Restrooms and Catering Kitchen.</p>	<p>Roosevelt Center contractor will complete the installation by November 2026.</p>
<p>The Red Lodge Ice board members will hire a contractor to grade and level the surface of the Red Lodge Ice Rink site. (3)</p>	<p>Red Lodge Ice board members will solicit an RFP from at least three professionally qualified firms. The contractor hired by Red Lodge Ice will use the PER for the ice rink to complete the leveling and grading of the site surface.</p>	<p>The selection and hiring process will be completed by the end of June 2026.</p>
<p>Red Lodge Ice will hire a Project Manager to oversee the Red Lodge Ice Rink Project from site prep to complete installation of cooling coils. (4)</p>	<p>Red Lodge Ice will hire an existing member as the Project Manager to oversee the Red Lodge Ice Rink development and expansion project. Project objectives for Year Two include constructing a building for cooling equipment & Zamboni.</p>	<p>Year Two project objectives will be completed by the end of May 2027.</p>
<p>The contractor hired for the Red Lodge Ice Rink expansion project will complete the leveling and grading of the site surface and construction of the mechanical building. (5)</p>	<p>The Red Lodge Ice Project Manager will engage the hired contractor to complete the leveling and grading of the ice rink surface and construction of the mechanical building. The contractor will use the PER to complete this phase of the project.</p>	<p>The contractor will complete the project phase by May 2027.</p>
<p>The Community Tourism Steering Committee will confer with the Professional Consultant hired in Year One to finalize and implement the Tourism Development Strategy</p>	<p>The firm will be responsible for working with the Steering Committee to finalize the Tourism Development Strategy and Community Plan and guide the implementation of identified tourism assets.</p>	<p>The firm will complete the Plan and guidance for implementation by July 2026.</p>


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and Community Plan. (6)		
RLACF grant staff will manage and administer Year Two of the Pilot Community Tourism Grant. (7)	RLACF grant staff will submit reimbursement requests, submit the Year Two report, and ensure compliance with grant requirements by participating as steering committee facilitators/members, attending community meetings, and facilitating grant administration.	RLACF grant staff will submit the Year Two grant report by the end of June 2027.
The Community Tourism Steering Committee will travel to meetings required by the Pilot Community Tourism Grant program. (8)	At least two Steering Committee members will attend meetings required by the Pilot Community Tourism Grant Program.	Travel for year two will be completed by the end of May 2027.
The Community Tourism Steering Committee will meet at least once a month during Year Two to implement the project, monitor product development and explore new partnerships for future asset development. (9)	The Steering Committee will meet monthly to facilitate the Red Lodge Tourism Development project.	The committee will meet at least 13 times between June 2026 & May 2027.

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Pilot Community Tourism Grant Program Budget

YEAR 1 = \$250,000

Refer to PCTGP Guidelines for eligible and ineligible uses of funds.

	EXPENSES	PCTGP FUNDS	OTHER SOURCE FUNDS	TOTAL
1	Professional Services: Professional Consultant	\$500.00		\$500.00
	The Steering Committee will solicit a professional firm through a competitive Bidding process to obtain bids to complete an asset inventory and assessment and development of a Tourism Development Strategy and Community Plan.			
2	Professional Services: Tourism Development	\$50,000.00		\$50,000.00
	The Professional Firm will provide consulting for lead agency to guide the community through and create the Tourism Development Strategy and Community Plan with an Asset Inventory and Assessment. Estimated at \$100/hr for approximately 50hr/month plus expenses.			
3	Meetings & Workshops - venue	\$3,000.00		\$3,000.00
	Venue costs to accommodate all interested participants in public convenings for at least three meeting and workshop locations in the community in relation to the asset inventory and assessment work to be led by the Visitor Research subcommittee and Professional Consultant firm.			
4	Professional Services: Red Lodge Area Chamber	\$500.00		\$500.00
	Competitive Bidding process to obtain bids from professional firms for the Red Lodge Area Chamber of Commerce/DMO Preliminary Architectural Report.			
5	Professional Services: Red Lodge Area Chamber	\$10,000.00		\$10,000.00
	Preliminary Architectural Report for Red Lodge Area Chamber of Commerce Visitor's Center.			
6	Professional Services: Red Lodge Ice Rink	\$500.00		\$500.00
	Competitive Bidding process to obtain bids from professional firms for the Red Lodge Ice Rink Preliminary Engineering Report.			
7	Professional Services: Red Lodge Ice Rink	\$17,000.00		\$17,000.00
	Preliminary Engineering Report for Red Lodge Ice Rink			
8	Product Development: Roosevelt Center	\$80,000.00		\$80,000.00
	The contractor will complete the demolition of existing space and complete the layout of public restrooms.			
9	Project Management: Sledding Hill & Nordic Trail	\$5,000.00		\$5,000.00
	Project management for organization and development of the Sledding Hill and Nordic Trail site			
10	Professional Services: Sledding Hill & Nordic Trail	\$500.00		\$500.00
	Competitive Bidding process to obtain bids from professional firms for site development plans for the Sledding Hill and Nordic Trail.			
11	Professional Services: Sledding Hill & Nordic Trail	\$6,000.00		\$6,000.00
	Professional Firm will complete a set of site plans for the development of a sledding hill and Nordic trail.			
12	Professional Services: Carbon County Arts Guild	\$500.00		\$500.00
	Competitive bidding process to hire a professional firm for the Architectural Assessment-Master Study for the Carbon County Arts Guild & Depot Gallery			
13	Professional Services: Carbon County Arts Guild	\$6,500.00		\$6,500.00
	Professional architectural services for an Architectural Assessment-Master Study for the Carbon County Arts Guild & Depot Gallery			
14	Grant Administration	\$50,000.00		\$50,000.00
	Grant Management/Grant Administration (20% MAX amount) - Lead organization grant management and administration will include Grant Manager, Grant Associate, Finance Director, Finance Administrator, and Executive Director estimated 770 hours at \$65/hr.			
15	Travel	\$5,000.00		\$5,000.00
	Mileage for Steering Committee members to attend meetings and trainings as needed per deim costs (committee members, PCTGP liaison) - state rates apply			
16	Meetings - light refreshments	\$1,000.00		\$1,000.00
	Meeting and workshop refreshments for 12-14 Steering Committee meetings			
17	Contingency	\$14,000.00		\$14,000.00
	Contingency for project planning and development.			
18				\$0.00
	Line item narrative for PCTGP funds:			
TOTAL PROJECT BUDGET		\$250,000.00	\$0.00	\$250,000.00

Pilot Community Tourism Grant Program Budget

YEAR 2 = \$1,000,000

Refer to PCTGP Guidelines for eligible and ineligible uses of funds.

	EXPENSES	PCTGP FUNDS	OTHER SOURCE FUNDS	TOTAL
1	Product Development: Beartooth Trails Public Winter Trail Grooming Purchase of outdoor winter trail grooming machine for public trails.	\$300,000.00		\$300,000.00
2	Product Development: Roosevelt Center Public Restrooms & Catering The contractor will complete upgrades and renovations to the Roosevelt Center public restrooms and complete the installation of the catering kitchen.	\$200,000.00		\$200,000.00
3	Product Development: Red Lodge Ice Rink Development & Expansion Competitive Bidding process to obtain bids from professional firms for the grading and leveling of the Red Lodge Ice Rink site and construction of the cooling equipment building.	\$500.00		\$500.00
4	Project Management: Red Lodge Ice Rink Development & Expansion Red Lodge Ice will hire a Project Manager they have already engaged to oversee the Red Lodge Ice Rink site grading and leveling for the expansion and construction of the cooling equipment building.	\$25,000.00		\$25,000.00
5	Product Development: Red Lodge Ice Rink Development & Expansion Site grading and leveling and construction of cooling equipment building for the Red Lodge Ice Rink expansion and cooling coils installation at Lion's Park.	\$405,000.00		\$405,000.00
6	Professional Services: Tourism Development Strategy & Community Professional Firm (hired in year one) will perform Project Consultant duties for lead agency and work with Steering Committee and community to complete the Tourism Development Strategy and Community Plan with the Tourism Asset Assessment.	\$5,500.00		\$5,500.00
7	Grant Administration Grant Management/Grant Administration (20% MAX amount) - Lead organization grant management and administration will include Grant Manager, Grant Associate, Finance Director, Finance Administrator, and Executive Director estimated 770 hours at \$65/hr.	\$50,000.00		\$50,000.00
8	Travel Mileage for Steering Committee members to attend meetings and trainings as needed/ per deim costs (committee members, PCTGP liaison) - state rates apply	\$3,000.00		\$3,000.00
9	Meetings - Light Refreshments Meeting and workshop refreshments for 12-14 Steering Committee meetings.	\$1,000.00		\$1,000.00
10	Contingency Contingency for project planning and development.	\$10,000.00		\$10,000.00
11	Line item narrative for PCTGP funds:			\$0.00
12	Line item narrative for PCTGP funds:			\$0.00
TOTAL PROJECT BUDGET		\$1,000,000.00	\$0.00	\$1,000,000.00