FY23 REGION/DMO PLAN EVALUATION STEPS
IN WEBGRANTS

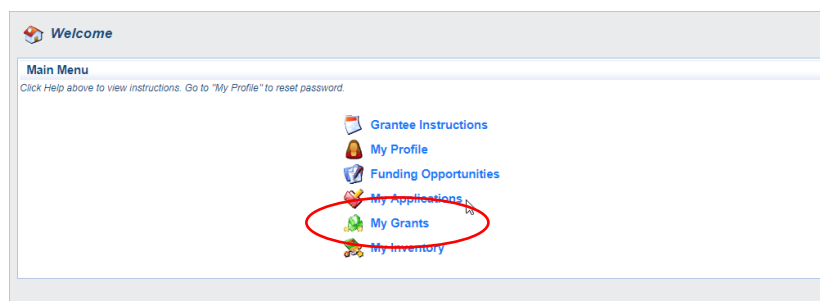Log on to **https://funding.mt.gov/index.do**

Click **'My Grants'** to access your FY23 DMO plan.

There are two components that require evaluation information

- Objectives and Metrics

- Narrative Evaluation

The budget component requires a final Budget to Actual Report

- DMO Budget

- Click '**Objectives and Metrics'**

Grant Components	Alerts | Copy | Annotations (0) | Export Grant Data | Map
The components below are associated with the current Funding Opportunity. You can change these components in the Funding Opportunity module. You may associate specific forms in the Associated Forms section above. You can define your own alerts in the Alerts section. You can make notes by clicking Annotations. You can copy this grant and you can export the raw data.	

Component	Last Edited
General Information	06/20/2022
DMO Plan Narrative	06/15/2022
Objectives and Metrics	06/15/2022
DMO Budget	10/10/2022
Narrative Evaluation	06/15/2022
Reg/CVB Required Documents	06/15/2022
Opportunity	-
Application	-
Application Versions	-
Application Annotations	-
Review Forms	-

Click '**Correcting Version'**

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success
Targeted advertising campains promoting fall, winter and spring travel and hotel lodging, niche activities and accessible travel.	Develop 1 targeted advertising campaign that delivers a CTR of 0.75% or greater for each campaign type: hotel incentive, niche activity travel, and accessible travel.	-	-
Tourism sales initiatives to attract events, group travel, tour trade and meetings & convention segment room nights.	Execute 20 in-market and out-of-market sales calls or client events. Produce 5 videos to use in group travel and tourism sales promotions.		
Host travel media to achieve earned media in targeted publications and channels on topics such as winter travel, accessible travel, diversity and educating on responsible recreation.	Host 2 travel media whose audience aligns with Discover Kalispell's goals and definition of a high-value target audience.		
Visitor education to encourage responsible travel and recreation distributed through owned media and collaboration with community stakeholders and land managers.	Develop opportunities for newsletter signups and access to visitor information at community events and high traffic visitor areas.		
Partner with local organizations such as Flathead Lakers, Flathead River Alliance, Glacier Conservancy, FWP to support conservation projects related to visitor amenities and visitor impacts.	Champion 2 projects led by local natural resource groups through sponsorships, messaging, and volunteering.		

For every Objective report the following
   a) Report the Metric Achieved – Use this reporting box to show measuement of your objective – statistics go here, no narrative.
   b) Evaluation of Measurable Metrics for Success – provide a very brief narrative of the metric achieved as reported in the previous text box.

Once completed, **Mark As Complete** and **Submit**.

- Click **'Narrative Evaluation'**

- Click **'Edit'**

The **Narrative Evaluation** component is used to provide a written evaluation of the Objectives and Metrics used in the previous component. It's your

opportunity to expand on the information that was provided in the Objectives and Metrics component. The information included in this text box needs to provide a description of the measureable metrics and were they achieved.

The information should be in a format that can be printed and used as a handout to share with toursm stakeholders.

After saving information entered into text boxes a message may appear as a reminder to **Save** information. It's a courtesy message and can be disregarded if your information has been saved.
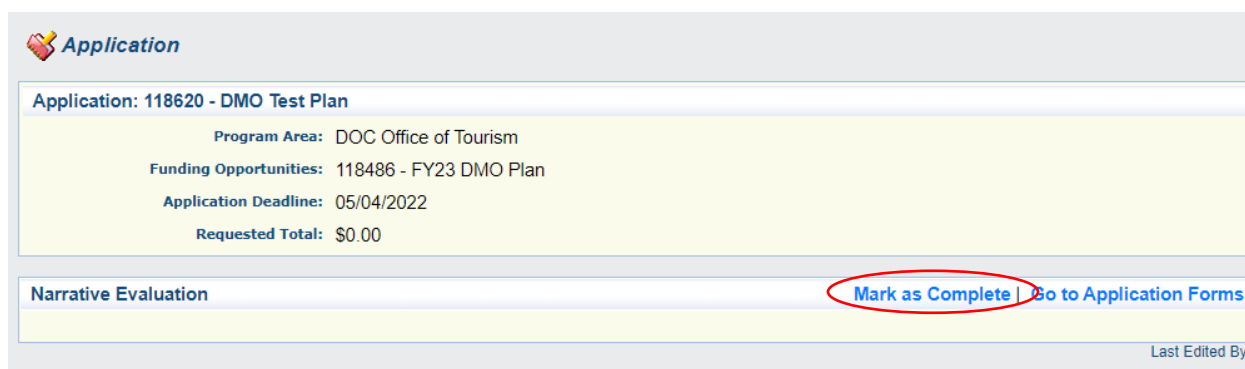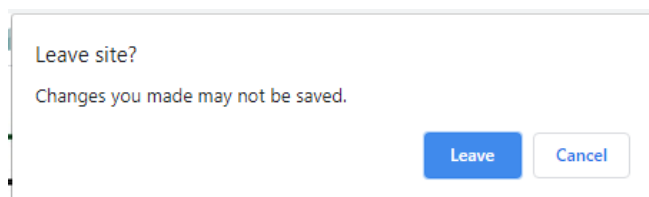
'Mark as Complete' when all information is included in the Component.

- ## **DMO BUDGET**

Click **'DMO Budget'** to open the budget component.

DMO Budget Negotiate Component | Create New Version | Versions | Return to Components

Allowable Methods	Amount Budgeted	% of Budget Allocated	Amount Expended	% of Budget Expended
admin ⌄	$92,493.00	17.46	$0.00	0
agency ⌄	$36,000.00	6.8	$0.00	0
earnedmedia ⌄	$10,000.00	1.89	$0.00	0
edu ⌄	$4,000.00	0.76	$0.00	0
jv ⌄	$25,000.00	4.72	$0.00	0
opp ⌄	$1,000.00	0.19	$0.00	0
paidmedia ⌄	$238,968.00	40.41	$0.00	0
personnel ⌄	$75,172.00	14.2	$0.00	0
research ⌄	$42,300.00	7.99	$0.00	0
traveltrade ⌄	$6,500.00	1.23	$0.00	0
vic ⌄	$22,000.00	4.16	$0.00	0
web ⌄	$1,000.00	0.19	$0.00	0
	$554,433.00	100.00	$0.00	0.00

Use this component to verify the Amount Budgeted and % of Budget Allocated are current and correct. Use the Amount Expended column to add the amount of budget spent for each line item. Add the % of Budget Expended for each line item used in the Budget. NOTE: the information included with this report mirrors the QuickBooks Budget to Actual Report. Print a fiscal-year Budget vs Actual Report from QuickBooks to get the information needed for the webgrants report.

Save when finished, **Mark as Complete** and **Submit**.