

Sidney TBID Budget January 1st 2023 – December 31, 2023

Figures are potential amounts based on projected amount between October 2021 & October 2022. This projected figure is \$107,518.50 minus \$34,280 for administration needs for a figure of \$73,238.

Committed funds/grants for 2023: Sidney Schools \$10,000, Hockey \$10,000

<i>Meetings and Conventions</i>	26.6%	\$19,478
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Increase interest and booking for meeting and conventions in Sidney.

- Meeting Incentives 80%
 - ✚ Provide incentives to conventions to host their conferences in Sidney.
- Marketing to Convention Groups 20%
 - ✚ Going to convention locations and actively selling Sidney both to the memberships and the convention organizers.

<i>Leisure</i>	8.9%	\$6,500
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Increase leisure travel to Sidney both as a destination and as a pass through area.

- In State/Out of State promotion 80%
 - ✚ Establish seasonal marketing efforts around seasonal features in Sidney.
 - ✚ Market to states and areas around us (South Dakota, North Dakota, Wyoming, Canada) and establish campaigns for each area.
- Publications 10%
 - ✚ Publications that feature Eastern Montana and present Sidney as a destination
- Conventions on Tourism 10%
 - ✚ Montana Lodging and Hospitality Conference

<i>Tournaments and Events</i>	64.5%	\$47,260
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Increase the amount and quality of tournaments of all sports and increase the amount of special events held in Sidney.

- Different sports teams and high school events 60%
 - ✚ Support the chambers sports & rec committee & partner with them on tourism promotions. Partner with High School athletic department to continue getting statewide tournaments.
- Event Grant Program 40%
 - ✚ Special events and helping Sidney's "Signature Events" grow to 2 day events.

<i>Administration of the TBID</i>	\$34,280
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- \$1,500 Chamber fees
- Year end financial review from Brenner and Averett
- Legal fees and tax fees
- \$600 per year for the City of Sidney's labor
- Tax fees
- Website development and application development