

### **SPECIAL EVENT FUNDING POLICY**

The Visitor & Convention Bureau Special Events Fund is funded by an allocation of the lodging tax revenues and is administered by the Board of the Visitor & Convention Bureau.

The primary objectives of the VCB Special Events Fund are to foster and encourage certain events that promote tourism activities which utilize public accommodations within the City of Grand Junction. Events may be cultural, ethnic, historic, educational, or recreational. Events should have strong appeal to a large part of our community and potential visitors. The resulting economic and non-economic benefits of this program will promote the general welfare of the City residents.

The VCB Special Events Fund account is divided into two categories: **Reimbursable funds** are those that are used as "up front" funds and repaid to the VCB account within sixty days after the event. Reimbursable funds are available to all applicants, including for-profit organizations. **Non-reimbursable funds** are those that are used for the event and not repaid to the account. Proposals may include application for either or both non-reimbursable and reimbursable funds. The VCB Board reserves the discretion to offer funding from the category other than that which was requested. Events may receive non-reimbursable funding from the special event funding program for a maximum of three consecutive years. After the funding Agreement has been executed by all

parties, funds may be disbursed as follows: 50% distribution 180 days prior to the event, 50% 90 days prior to the event.

The VCB Board reviews funding requests two times annually and can award to the budgeted amount. Applicants are encouraged to apply at the first funding cycle in November. If the Board elects to award the total budgeted amount of Special Events Funds at the first cycle (November), there will be no second funding cycle review (June). The Board reserves the discretion to award all or part of the budgeted amount. The final decision for funding rests with City Council.

Either the Board or the City Council may, without cause or reason being stated, decline to fund any application and may, instead, fund others. The Board and the City Council may discontinue or modify all or a portion of the funding policy at any time.

#### PRIORITY

Priority for funding through the VCB Special Events Fund will be given to events that the Board believes will:

- encourage overnight stay in the community by out-of-town visitors.
- establish a long term investment in the community. In doing so, an area calendar of events is strengthened.
- are unique to the area; something that could only be identified with the Grand Valley; they will have at their heart the "signature" of this distinctive area of

Colorado; when visitors think of the event, they think of Grand Junction.

- are scheduled during the "off-peak" or shoulder seasons, bringing tourists in during times they normally do not visit. "Off-peak" are the months of November, December, January, and February. Shoulder seasons are defined as March, April, May, June 1-15, and September 15 through the month of October.
- include in their plan evaluations of impact, such as lodging roomnights or dollars spent.
- provide a good "rate of return" to the community comparing the amount of money requested with the total out-of-town revenue.
- events must be held in Grand Junction or in such other location as will accomplish promotion of tourism in Grand Junction.
- are open to the general public.
- are sponsored by non-profit groups.

#### RESTRICTIONS

The Special Events funding year is April 1 through March 31. Funding requests will be accepted the first Tuesday of November and the first Tuesday of June of each year. For the first funding cycle (in November) applications will be accepted for the full upcoming funding year. For the second funding cycle (in June) applications will be accepted only for those events scheduled

during the period September 1 through March 31. Funds distributed through the VCB Special Events Fund may not be used to pay for capital equipment. Up to 25% of VCB Special Events Funds may be used to pay event coordinator salaries. The balance of these monies may only be used to market the event outside the Grand Junction area. Furthermore, any organization that has received funding through the VCB Special Events Fund but has not submitted a written evaluation within 60 days of the funded event will not be eligible for funding in the future. If an organization fails to conduct the funded event within the twelve month award period, this award will be forfeited and returned to the VCB.

Board members and staff of the Visitor & Convention Bureau, and families of the Board and staff, the City Council and staff of the City of Grand Junction are ineligible to submit requests for funding on behalf of any organization.

#### REQUIREMENTS

In order for an organization to qualify for the VCB Special Events Fund, applicants must meet the following requirements:

1. Proposals for special event funding must be postmarked no later than the first Tuesday of November for the first funding cycle. Applicants are encouraged to apply at the first funding cycle in November. Proposals for the second funding cycle must be postmarked no later than the first Tuesday of June. Funding requests will be reviewed by the VCB and final-

ists selected by the VCB's Board no later than December 31 and June 30. Finalists may be asked to make an oral presentation to the VCB Board. Notices of approved funding will be given as follows: for the first funding review, no later than the fourth Tuesday of January and, for the second funding review, no later than the fourth Tuesday of August.

2. Contracts, including a hold harmless agreement and proof of insurance, must be signed prior to the issuance of funds. (See attached Agreement.) The signed Agreement, along with all attachments that meet the requirements of the Agreement, must be received at the VCB offices not less than 30 days prior to a funded event. Failure to meet the 30 day deadline will result in revocation of the Special Event funding award. All funds must be returned immediately to the VCB.
3. Changes in dates, times, and/or nature of the funded special event may result in forfeiture of all funding.
4. Reimbursable funds must be returned within 60 days of the funded event.
5. Funded events must recognize the contribution by the VCB and the City of Grand Junction on all promotional literature by prominently using the official VCB logo (see attached).
6. Contributions from the VCB Special Events Fund may not

constitute more than half of the funding for the special

event. Amounts requested must be matched (50-50) with cash and in-kind services. No more than 25% of the match may be in-kind. Other sources of funding and in-kind services must be documented in writing in the application narrative.

7. A written report must be submitted within 60 days following the event. This special event evaluation must include attendance counts, promotional materials, and a financial report which includes all revenues, in-kind services, and expenses.
8. An organization may not request funding for more than two special events during the same calendar year.
9. Organizations requesting non-reimbursable funds must be non-profit and/or tax exempt. For-profit organizations must request reimbursable funds.
10. All applications must be submitted on forms provided by the VCB. Total supporting documents should not exceed five pages, must be typewritten, and double-spaced. Twelve copies must be submitted with the Special Events Summary Page on top.



**SPECIAL EVENTS SUMMARY PAGE**

Name of Event \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

Description of Event \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Date \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

Brief history of organization \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Target audience \_\_\_\_\_

Fundraising efforts to date \_\_\_\_\_

\_\_\_\_\_

Explain how your event will attract visitors from out of the area:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Marketing/publicity plan \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Total estimated attendance \_\_\_\_\_

Income to area economy  
(# out of town attendees (outside 50 mile radius) x # days  
of event x \$55)

Total actual attendance \_\_\_\_\_

No. participants \_\_\_\_\_

No. out of town attendees \_\_\_\_\_

No. total spectators (local) \_\_\_\_\_

(Attach documentation to verify all funding and in-kind service sources. Documentation should also include fundraising efforts that were unsuccessful.)

**THIS FORM MUST BE SUBMITTED - COPIES WILL NOT BE ACCEPTED**



PROJECTED CASH EXPENSES

Performers/speakers/judges (fees) \$ \_\_\_\_\_  
Technical/Production costs \_\_\_\_\_  
Space rental \_\_\_\_\_  
Travel \_\_\_\_\_  
Marketing/publicity/programs \_\_\_\_\_  
Salaries \_\_\_\_\_  
Other \_\_\_\_\_

**TOTAL PROJECTED CASH EXPENSES** \$ \_\_\_\_\_

PROJECTED REVENUES

Admission/ticket sales \$ \_\_\_\_\_  
Concessions \_\_\_\_\_  
Program Advertising \_\_\_\_\_

Fundraising/grants

Source	Amount
_____	\$ _____
_____	_____
_____	_____

Total Fundraising/grants \_\_\_\_\_

**TOTAL PROJECTED CASH REVENUES** \$ \_\_\_\_\_

IN-KIND DONATIONS

Source	Amount
_____	\$ _____
_____	_____
_____	_____

**TOTAL IN-KIND DONATIONS** \$ \_\_\_\_\_

**SPECIAL EVENT FUND REQUEST** \$ \_\_\_\_\_

Please detail how your event award will be spent:

Out-of-town advertising

\$ \_\_\_\_\_  
Type (radio, newspaper, etc.): \_\_\_\_\_

Printed \_\_\_\_\_ collateral \_\_\_\_\_ material

\$ \_\_\_\_\_  
(Brochures, posters, etc.) \_\_\_\_\_

Other

\$ \_\_\_\_\_  
Describe in detail \_\_\_\_\_

VCB SPECIAL EVENT FUND REQUEST REVIEW FORM

Organization \_\_\_\_\_ Event \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone \_\_\_\_\_ Fax \_\_\_\_\_

- 1. Multiple day event
- 2. Annual event
- 3a. Identify with:                      Grand Valley  
   Area  
   Region or state  
   Nation
- 3b. Uniqueness of event
- 4. Scheduled:              Off-season  
   Shoulder season  
   High season
- 5. Percentage of out of town participants
- 6. Income to area economy  
    (out of town attendees x # days x \$55)
- 7. Efforts to secure funding from other sources
- 8. Non-profit
- 9. New event
- 10. Budget (effective use of VCB funds)

VCB SPECIAL EVENT FUND REQUEST REVIEW FORM

**FOR BOARD USE ONLY**

Organization \_\_\_\_\_ Event \_\_\_\_\_

Event Date \_\_\_\_\_

- 1. Multiple day event (10 points) \_\_\_\_\_
- 2. Annual event ( 5 points) \_\_\_\_\_
- 3a. Identify with: Grand Valley (20 points) \_\_\_\_\_  
                           Area  
                           Region or state  
                           Nation \_\_\_\_\_
- 3b. Uniqueness of event (20 points) \_\_\_\_\_
- 4. Scheduled: Off-season (10 points) \_\_\_\_\_  
                   Shoulder season  
                   High season
- 5. Percentage of out of town participants (10 points) \_\_\_\_\_
- 6. Income to area economy (30 points) \_\_\_\_\_  
    (out of town attendees x # days x \$55)
- 7. Efforts to secure funding from other sources (10 points) \_\_\_\_\_
- 8. Non-profit ( 5 points) \_\_\_\_\_
- 9. New event (10 points) \_\_\_\_\_
- 10. Budget (effective use of VCB funds) (10 points) \_\_\_\_\_
- TOTAL POINTS** \_\_\_\_\_

