

SPECIAL EVENT FUNDING POLICY

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

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 or a combination thereof. 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 are intended to promote the general welfare of the City residents.

Events may receive SEF funding for a maximum of three 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 may review funding requests two times annually and can award funds equivalent or less than the SEF budget. Applicants are encouraged to apply at the first funding cycle in November. If the Board elects to award the total SEF budget at the first cycle (November), there will be no second funding cycle review (June). The Board in its sole discretion may 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.

CRITERIA

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 can be identified with the Grand Valley; they will have at their heart the “signature” of Grand Junction and the Grand Junction area; 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, Decem-

ber, January and February. Shoulder seasons are defined as March, April and September 15 through the month of October,

- adequately report evaluations of impact, such as lodging room-nights 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,
- will accomplish promotion of tourism in Grand Junction,
- encourage and solicit attendance from the general public.

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 events scheduled anytime during the 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. VCB SEF funding may not be used to pay for capital equipment. Up to 25% of an award to an event may be used to pay event coordinator salaries. The balance of the VCB award may be used only to market the event outside the Grand Junction area. Furthermore, any organization that has received VCB funding but has not submitted a written evaluation within 60-days of completion of the funded event will not be eligible for future funding. If a funded event is not held within twelve months from the date of notification of a funding award, the award shall 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 full and part time employees and staff of the City of Grand Junction are ineligible to submit requests for funding on behalf of any organization/event.

REQUIREMENTS

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

1. Complete, written proposals for special event funding must be received at the VCB office no later than 5:00 p.m. 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 received at the VCB office no later

than 5:00 p.m. the first Tuesday of June. Funding requests will be reviewed by the VCB and finalists 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. Applications shall address the Criteria on page 2.

2. Contracts, including a hold harmless agreement and proof of insurance, must be signed and otherwise in order prior to the issuance of funds. (See attached sample 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 shall result in the Special Event funding award being withdrawn.
3. Changes in dates, times, and/or nature of the funded special event may result in forfeiture of all funding.
4. Funded events shall acknowledge the contribution by the VCB and the City of Grand Junction on all promotional literature by prominently using the official VCB logo (see attached).
5. 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.
6. 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.
7. A sponsoring organization may not request funding for more than two special events during the same calendar year.
8. All applications must be submitted on forms provided by the VCB. Narratives should not exceed five pages, must be typewritten, and double-spaced. Twelve (12) sets of copies of all application materials must be submitted by the applicant