

## **SPECIAL EVENT POLICY**

The Visitor & Convention Bureau annual budget includes a line item for Special Event marketing support. The primary objective of the VCB Special Events line item is to develop a partnership between the VCB and 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.

The VCB will provide direct marketing assistance to events selected under this policy. Marketing assistance may be in the form of paid advertising, printed materials, direct mail, electronic advertising and mail, distribution of printed materials or other types of marketing deemed appropriate by the VCB. Supported events will not receive a cash award from the VCB.

The VCB may review requests for marketing assistance throughout the year and can award marketing assistance equivalent to or less than the Special Events budget. The Board in its sole discretion may expend all or part of the budgeted amount. The Special Events Committee, comprised of Board members appointed by the Chair, shall review applications, research events and make recommendations on marketing assistance. The full Board will vote on the Committee's recommendations.

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

### **CRITERIA**

Marketing assistance through the VCB Special Events budget will be given to events that the Board believes:

- will encourage overnight stay in the community by out-of-town visitors,
- will establish a long term investment in the community. In doing so, an area calendar of events is strengthened,
- complement and supplement the marketing efforts of the VCB,
- will adequately report evaluations of impact 45 days after conclusion of the event,
- will provide a good "rate of return" to the community comparing the amount of support requested with the total out-of-town revenue,

- will accomplish promotion of tourism in Grand Junction,
- will encourage and solicit attendance from the general public.

### **RESTRICTIONS**

Applications will be accepted throughout the year. Event organizers are encouraged to submit applications 180 days before the event date in order to maximize marketing efforts. Applications must be submitted not less than 120 days before the event date in order for marketing efforts to be effective. An organization that has received VCB support but has not submitted a written evaluation within 45-days of completion of the event may not be eligible for future support. Applicants may request specific types of marketing assistance. The VCB shall have the final decision on the marketing assistance to be provided; will place advertising or contract with vendors for services; and will pay invoices directly to the media outlets or other vendors.

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 Event marketing assistance, applicants must meet the following requirements:

1. Complete, written proposals must be received at the VCB office not less than 120 days before the event date. Applications will be reviewed by the VCB Board committee and finalists may be asked to make an oral presentation to the VCB Board. Applicants will receive a response within 45 days of receipt of the application.
2. Changes in dates, times, and/or nature of the event may result in withdrawal of the VCB's marketing assistance.
3. Successful applicants must sign a Letter of Agreement acknowledging acceptance of the VCB's marketing assistance.
4. Supported 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.
5. A written evaluation form supplied by the VCB must be submitted within 45 days after conclusion of the event.

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6. 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.