



Event Organizers:

This is an introduction letter to the Moffat County Local Marketing District (LMD) Special Event Funding application. Please read it and refer to it when submitting your application for funding.

How

Funding applications will be evaluated and rated based on five primary factors:

- Tourism potential
- Long-range opportunity for growth
- Potential volume of people the event will bring to Moffat County

Additional factors will contribute to the committee's allocation decisions, including but not limited to the event date, whether a timely final report was filed for past events and consideration for other similar events in Moffat County.

When

The application has two cycles. The deadlines are October 31, 2018 and March 31 2019.

We look forward to receiving your application. Please return your completed application to:

Tammie Thompson-Booker, LMD Secretary ttbooker@mars-llc.com
Moffat County Local Marketing District - P.O. Box 1163, Craig, CO 81626

LMD Funds can be used for event support. These funds cannot be used for capital expenditures.

ADDITIONAL REQUIREMENT AT YOUR EVENT:

- On-site announcer acknowledgement (if event has one)
- Banner placement (LMD will provide the banner)

Any changes to the use of approved funding after the application has been submitted must be approved by the LMD Board prior to the event. It is the event director/chairpersons responsibility to receive approval from the LMD Board prior to making the expenditure. Failure to do so could result in denial of reimbursement or direct payment for expenditures.

FINAL REPORT: A final report regarding the event will be required. Final reports must be completed and submitted to the LMD Board within 60 days after the event. All final reports must be submitted at least seven days prior to the LMD Board meeting in order to be considered for the agenda. It is the responsibility of the event chairperson to prepare and submit all information requested by the LMD. Failure to do so could result in denial of reimbursement for expenditures. Events that do not submit complete final reports will not be eligible for future funding. See the final report form at the end of this application.

LMD EVENT FUNDING APPLICATION

General Information

Date(s) of Event _____

Name of Event _____ Is this a new event YES / NO

Sponsoring

Organization _____ If NO, how many
Years has event taken place _____

Event Contact

Person _____

Daytime

Phone: _____ Evening Phone: _____

Email: _____

Mailing

Address: _____

What is the estimated attendance percentage? Local _____% Visitor _____%

PROJECTED INCOME & BUDGET INFORMATION

Please check all of the following elements included in your budget.

Sponsorships (Total Dollars) anticipated \$ _____

Other public funds (what & how much) _____

_____ \$ _____

Other funding: _____

Lodging (number of room nights expected) Donated _____ Paid _____

Attach a budget sheet showing your entire event's detailed budget. You may use your own accounting software or provide the budget information using a detailed spreadsheet. This must include all income and expenses for the event, not just those related to the management or promotion of the event.

Event Support Amount Requested \$ _____ (if applicable)

By signing below, you signify that you have read the policies and requirements and agree to adhere to all requirements. If you do not adhere to all policies and requirements, you agree to forfeit any funding allocated by the Moffat County Local Marketing District.

Signature of Event Chairperson: _____ Date: _____

Detailed Information for event

Attach a description that explains the following:

1. Concept of your event
2. Program detail - proposed schedule of events
3. Community benefit and Impact
4. Specific breakdown of requested event support funds
5. Target market
6. Proposed number of rooms nights generated by event
7. Description of a successful outcome for event

Checklist for application

1. _____ Signed Application page
2. _____ Detailed Budget
3. _____ Detailed description of event
4. _____ Detailed description of how you plan to use the LMD funds

Applications received after the designated deadline and/or incomplete information will not be considered for funding. Any event that has not completed a Final Report from the previous year will not be considered for funding.

Be advised that the LMD Board will require a personal presentation regarding this application. The board meets on the 3rd Tuesday of each month. Other special meetings may be called to evaluate and manage special event funding.

FINAL REPORT (page 2)

ESTIMATED OVERALL ATTENDANCE COMPARED TO PREVIOUS YEAR (if this applies):

PERCENTAGE: _____

ESTIMATED OVERALL ATTENDANCE COMPARED TO PREVIOUS YEARS: (if this applies):

Narrative:

ESTIMATED LODGING GENERATED:

Number of Lodging Nights: _____ - # donated _____ # paid _____

Include rationale for this number:

OTHER IMPORTANT MEASUREMENTS CONCERNING YOUR EVENT (optional):

Narrative:

ADDITIONAL INFORMATION YOU WISH TO SHARE WITH THE COMMUNITY CONCERNING YOUR EVENT:

ATTACH: Final detailed P & L statement for your event

Event Coordinator Signature: _____

Date: _____