



Monte Vista Chamber of Commerce Tourism Committee

Application for Lodging Tax Grants

The purpose of the Monte Vista Chamber of Commerce Tourism Committee is to assist with funding to advertise and market tourism for the benefit of the municipality of Monte Vista where the County Lodging Tax is collected. In furtherance of this goal, the Monte Vista Chamber of Commerce Tourism Committee will consider funding for Advertisements and Events. The Committee reserves the right to grant or refuse funding. Additionally, if any major funding is requested, current committee members with any relationship to the entity requesting funding must fully disclose that relationship. If in the estimation of the committee this relationship will cause a conflict of interest, the member must abstain from voting on the request.

***FUNDING IS PROVIDED BY THE MONTE VISTA CHAMBER OF COMMERCE TOURISM COMMITTEE THROUGH COUNTY LODGING TAX COLLECTED. ALL PROJECTS/FUNDING MUST INCLUDE THE MONTE VISTA CHAMBER TOURISM LOGO AND CHAMBER WEBSITE. THE MONTE VISTA CHAMBER OF COMMERCE MUST BE INCLUDED ON ALL LISTINGS AS A SPONSOR.**

1. Advertisements should be placed outside of Rio Grande County and are used as a tool to attract tourism to the area; these can include but are not limited to: Magazines, Newspaper, Radio, Television, Web, and E-mail based media.
2. Events should be those designed to draw in outside guests and encourage overnight stays, not those that are established just to keep the locals busy. Advertisements for events should be placed outside the county.

TOURISM: Economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

TOURISM PROMOTION: Activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; and funding marketing of special events and festivals designed to attract tourists.

WHO MAY APPLY? The funding program is open to organizations with the demonstrated ability to achieve tourism goals within Monte Vista as outlined below:

- Increase hotel occupancy in Rio Grande County by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attracts more businesses to Rio Grande County thereby generating business for hotels and motels.



APPLICATION REQUIREMENTS: All organizations seeking funding under this program must submit a completed application form along with all required documentation to be considered for funding. Applications are requested to be submitted a minimum of 60 days prior to the event itself and 5 days prior to the next Committee meeting. Meetings will be held on the first Monday of each month. This will allow Committee members sufficient time to fully review, understand, and vet the proposal. If necessary, the Committee will postpone funding decisions to the next meeting if clarification(s) are required for the proposal.

It is incumbent on the applicant to submit all proposals and funding requests in a timely manner. The Committee will not hold special meetings, nor go to extraordinary lengths to accommodate an applicant's compressed schedule.

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED.

Funding through the Rio Grande County Lodging Tax is not meant to be a lifetime funding source.

- Year 1-5 are considered start up years, with funding requests reduced annually by 10% as the event/project becomes established.
- After 5 years, the event/project should show enough community/sponsorship/matching funds as to need no more than 50% of its whole budget from the Tourism Committee, at which time the Committee should become a standard sponsor versus a funding source.

GRANTS/PROJECTS: In addition to the standard application form, Grants and Projects require a written proposal, a detailed project budget and a final report with copies of all receipts.

PROJECT PROPOSAL: The project proposal will consist of a detailed description of the purpose and goals of the project and the impact on tourism within the Monte Vista zip code (81144). The effective organization of the project proposal is an efficient tool in determining the scheduling of periodic disbursement of funds. The proposal must include the name(s) of the individual(s) who have fiscal responsibility for the funds provided by the Tourism Committee.

PROJECT BUDGET: The project budget should include, but not be limited to, the various matching funds, income, and expense categories associated with the project. *Please refer to the attached example of the project budget.*

PROJECT FUNDING: Project funding will be provided by the committee as the receipts of the project are presented until the maximum granted funding is reached. *There will be no payment for pre-paid invoices until services are rendered. A reimbursement request form is included at the end of this document.*

Organizations awarded funds will be required to provide a "follow-up report" within 60 days of completion of the event. Funding will be disbursed as the committee receives receipts and reimbursement requests. *Please refer to the attached Reimbursement Request form.* The final report must include copies of receipts, ad copies, and/or other details of how the funding was spent.



Advertising and Event Funding should also include statistical data that can be used to help determine the value of future funding.

FUNDING REQUEST PROTOCOL: To be considered by the committee, all funding requests must be accompanied by the appropriate paperwork as outlined in the Committee's Granting Policy. Applicants may present an idea to the Committee prior to submitting a formal funding request to explore if it is something that would qualify for funding. However, no action will be taken until a formal request has been submitted.

All proposals must contain sufficient, specific details to enable the Committee to fully understand the proposal and to make an informed decision.

No changes may be made to an approved funding request without prior approval of the Committee.

As required by the Granting Policy, recipients of the Tourism Committee Funding must submit all required follow-up reports. Failure to do so will disqualify you from future funding.

FINAL REPORT: The final report will be a summary of the event, with information regarding how funds were utilized and project success. The final report ***must include receipts*** to substantiate the work in which the Tourism Committee funds were utilized.



All applications, proposals, inquiries, documentation, and final reports can be submitted electronically to chamber@montevistachamber.org, mailed in or delivered in person to the Monte Vista Chamber of Commerce during business hours.

*COMMITTEE MEETINGS ARE HELD THE 1ST MONDAY OF EACH MONTH.
APPLICATIONS/FOLLOW-UP REPORTS MUST BE RECEIVED A MINIMUM OF 5 DAYS PRIOR TO
THE MEETING. APPLICANTS ARE WELCOME TO ATTEND OUR MEETINGS & PRESENT A SHORT
5-MINUTE OVERVIEW.*

Monte Vista Chamber of Commerce

947 1st Ave, Monte Vista CO 81144

719-852-2731



DATE OF REQUEST: _____ AMOUNT REQUESTED: \$ _____

PERCENT OF TOTAL BUDGET REQUESTED: _____ %

NAME OF EVENT: _____

LOCATION OF EVENT (specify): _____

DATE(S) OF EVENT: _____

NAME OF APPLICANT: _____

ADDRESS OF APPLICANT: _____

PRIMARY REPRESENTATIVE: _____

REPRESENTATIVE'S EMAIL ADDRESS: _____

REPRESENTATIVE'S PRIMARY PHONE: _____ SECONDARY: _____

PLEASE ATTACH PROJECTED BUDGET W/ ALLOCATION OF REQUESTED FUNDS

EVENT OR **GENERAL MARKETING** (circle one)

PLEASE PROVIDE BRIEF INFORMATION ABOUT THE NATURE AND PHILOSOPHY OF YOUR EVENT OR MARKETING PROJECT:

IS THE APPLICANT AN ESTABLISHED AND PROVEN MARKETING ENTITY OR WORKING WITH AN ESTABLISHED ENTITY WITHIN THE COUNTY FORMED FOR THE PURPOSE OF ADVERTISING AND MARKETING TOURISM THROUGHOUT THE RIO GRANDE COUNTY AREA?

PLEASE STATE THE GENERAL NATURE AND PURPOSE OF THE APPLICANT'S PLANNED MARKETING AND ADVERTISING OF TOURISM: (100 words or less)

WILL THIS EVENT PROMOTE THE UNIQUENESS OF RIO GRANDE COUNTY AS A TOURIST DESTINATION IN COLORADO? EXPLAIN:

IS THIS A NEW EVENT OR MARKETING PLAN? IF NOT, HOW LONG HAS IT BEEN ACTIVE?



PREVIOUS FUNDING

YEAR _____ \$ _____ YEAR _____ \$ _____ YEAR _____ \$ _____

IS THE APPLICANT A **PUBLIC** OR **NON-PROFIT** ENTITY? (circle one)

- IS YOUR PROJECT A JOINT VENTURE ALLOWING OTHER ENTITIES OR GROUPS TO PROMOTE THIS EVENT/PROJECT?
- IF APPLYING FOR EVENT FUNDING, IS THE EVENT AVAILABLE TO THE GENERAL PUBLIC?
- IF YOUR PROJECT LEVERAGES MATCHING FUNDS, PLEASE EXPLAIN:

SIGNATURE OF REPRESENTATIVE OF FISCALLY RESPONSIBLE APPLYING ORGANIZATION:

SIGNATURE X _____ DATE _____

PRINT X _____

SIGNATURE OF GRANT PREPARER IF DIFFERENT FROM ABOVE:

SIGN X _____ DATE _____

PRINT X _____

COPIES OF INVOICES, PAYMENT VOUCHERS, TEAR SHEETS, AD COPIES, ETC. ARE REQUIRED TO BE RETURNED WITH THE COMPLETED "FOLLOW UP REPORT" WITHIN 60 DAYS AFTER THE EVENT

COMMITTEE MEETINGS ARE HELD THE 1ST MONDAY OF EACH MONTH. APPLICATIONS/FOLLOW-UP REPORTS MUST BE RECEIVED A MINIMUM OF 5 DAYS PRIOR TO THE MEETING. APPLICANTS ARE WELCOME TO ATTEND OUR MEETINGS & PRESENT A SHORT 5-MINUTE OVERVIEW.

() Approved () Disapproved, why? AMOUNT \$ _____ DATE _____

COMMITTEE SIGNATURE X _____ DATE _____

COMMITTEE SIGNATURE X _____ DATE _____



REPORTING SCHEDULE & FOLLOW UP REPORT CRITERIA

Please review written portion of funding packet for more details regarding project components

- A. Application Form
- B. Written Proposal
 - a. Purpose of Project
 - b. Goals of Project
 - c. Expected Impact on Tourism
 - d. Project Budget
- C. Receipts and Reimbursement Requests payable upon submittal and approval

FINAL FOLLOW UP REPORT (You may use the included Preliminary & Follow Up Budget report or your preferred detailed format.)

Your final report may include the following information:

- A. How did the overall Project meet its stated goals?
- B. Copies of Advertisements Placed – Showing use of Monte Vista Chamber of Commerce Logo & Website.
- C. Final Budget
- D. COPIES OF ALL RECEIPTS AND/OR OTHER DETAILS OF HOW FUNDING WAS SPENT **(required)**
- E. Overall Statistical data and comparison to previous years
- F. Estimated percentage of total attendance for event or facility by:
 - 1. Tourists _____%
 - 2. Traveled _____%
 - 3. Overnight _____%
 - 4. Estimated total room nights generated _____
 - 5. Describe methodology used to determine these figures:

Agreed Upon This Date: _____

Project Representative X _____

Tourism Committee Representative X _____



Monte Vista Chamber of Commerce Tourism Board

Preliminary and Follow-Up Budget Report

INCOME		PROJECTED BUDGET	ACTUAL COST
	REGISTRATION/TICKETING		
	MERCHANDISE		
	DONATIONS		
	SPONSORS		
	OTHER:		
	OTHER:		
TOTAL INCOME		\$	\$

EXPENSES		PROJECTED BUDGET	ACTUAL COST
PERMITS			
	ORGANIZATIONAL		
	CITY/COUNTY/STATE		
	FOREST/BLM		
	OTHER:		
FEES			
	JUDGES		
	EMT		
	ORGANIZATIONAL		
	MEMBERSHIPS		
	SECURITY		
MEDIA			
	RADIO		
	NEWSPAPER		
	TV		
	MAGAZINE		
	OTHER:		
PRINTING			
	BROCHURES		
	POSTERS		
	PERIODICALS		
	ENTRY FORMS		



PRINTING cont.	OTHER:		
		PROJECTED BUDGET	ACTUAL COST
RENTALS			
	PORT-A-POTTY		
	SOUND SYSTEM		
	OTHER:		
SUPPLIES			
	MAILINGS		
	OFFICE		
	JANITORIAL		
	OTHER:		
PRIZES			
	TROPHIES		
	OTHER:		
TOTAL		\$	\$

To be considered for future funding the Final Report **MUST** be returned to the Tourism Committee **within 60 days** of the Completion of your event.

Please include all copies of invoices, Payment Vouchers, Tear Sheets, Ad Copies, ETC.



Monte Vista Chamber of Commerce Tourism Committee

Reimbursement Request Form

Request Date _____

Applicant _____

Project Name _____

Invoice Date	Business Name	Description	Amount

TOTAL REQUEST \$ _____

PLEASE ATTACH COPIES OF INVOICES SUPPORTING THE ABOVE REQUEST.

REQUEST FOR REIMBURSEMENT MUST BE SUBMITTED PRIOR TO THE 1ST MONDAY OF EACH MONTH.

Signature of Applicant

Approved: YES _____ NO _____

Date Approved: _____

Paid: Date _____ Check Number _____ Check Amount _____