



Moffat County Tourism Association 2010 Event Funding Application

Purpose:

The purpose of the Moffat County Tourism Association Event Funding Program is to provide financial assistance for the promotion of events that advertise and market Moffat County and its attractions outside of the area.

Eligibility Guidelines for Funding:

- Events eligible to receive funds through the lodging tax administered by Moffat County Tourism Association (MCTA) are limited to events that create tourism and economic activity for Moffat County. As this is a limited fund, MCTA will consider events, and it will be at the sole discretion of the Board of Directors which events to fund and what amount will be awarded.
- MCTA funding is available for **out-of-area advertising only**. Funds are only to be used to advertise outside of the Moffat, Routt and Rio Blanco counties area. All on-air advertising must include the tagline "sponsored in part by Moffat County Tourism Association." All print advertising must include MCTA's logo, name, toll-free telephone number and Web site. A pdf file of this information to be used in print advertising will be sent to each successful applicant following notification of the funds awarded. A copy of all different ads needs to be pre-approved by the MCTA director before publication.
- Funding is set up on a **reimbursement basis only** and is payable upon submission of receipt (including tear sheets) or invoice. **Bills should not be sent directly to MCTA.** Any other arrangements are subject to the consideration and approval of the MCTA Board of Directors.
- It is **required** that you provide a mock-up, sample advertisement or brochure or storyboard similar to any that you are applying for funding for. Examples include a draft copy of ad, flier, poster or brochure, a copy of last year's ad, flier, poster or brochure and any creation or example similar to the item you are applying for funds for.
- Letters of support for funding of your event are encouraged. Copies of any letters of support should be attached to the application.
- All applicants receiving funding will report to MCTA within 60 days after the event. This report will include a profit/loss statement and the approximate number of participants and/or visitors, with the number of non-local residents when possible. Please include a narrative describing the actual event and future plans. Any applicant failing to meet this requirement could be ineligible for future funding.

Application Requirements:

- All areas of the following application must be completed.
- Applications must be legible. Applications may be retyped on computer, but must follow the exact format of the official application.
- Clear details and a complete budget for all events and projects must be included.
- Samples of the ads, fliers, brochures, etc. the funds would be used for must be included.
- Letters of support are encouraged.
- A total of 10 copies (one signed original and 9 copies) of pages 3, 4, 5 and 7 of the application and supporting materials must be submitted. Please three-hole punch all submitted copies.
- Applicants are required to give an oral presentation to the MCTA Board. Those applicants who meet all eligibility requirements will be notified of the date and time of their presentation to the board.
- Applications which do not meet the outlined requirements will not be considered for funding.

Funding Review and Decisions:

Requests for MCTA event funding will be judged on the following criteria:

- The type of markets identified and appropriate for Moffat County.
- The ability of the event to generate overnight stays at a Moffat County lodging facility.
- The ability of the event to encourage out-of-town visitors.
- The amount of economic impact generated by attendance.
- Events scheduled during off-peak (shoulder) seasons are given priority.
- The amount of outside funding being used to leverage MCTA funding (diverse funding sources).
- The number of partners, organizations and/or sponsors involved in the event.

All applications for funding will be reviewed and approved by the Moffat County Tourism Association Board of Directors. The Board will review applications, hear oral presentations and award funding on a first-come, first-serve basis. All recipients will receive written notification of funding. The MCTA Board of Directors reserves the right to fund all or portions of selected applications, to the extent that funds allow.

Application Deadline:

The MCTA Board of Directors prefers to receive applications and hear presentations at least **6 months before the event**, so as to allow ample time for advertising to draw out-of-area visitors to Moffat County. Applications received within 6 months of the event date will still be considered. MCTA funds are available on a first-come, first-serve basis.

Applications and all supporting materials for 2010 event funding requests may be mailed or hand-delivered to the Moffat County Tourism Association office, 590 Yampa Ave, Craig, CO 81625.

For more information, contact MCTA at (970) 824-2335, or mcta@moffatcounty.net.

Moffat County Tourism Association 2010 Event Funding Application

Applicant Information:

Event Name: _____

Event Dates: _____

Responsible Organization: _____

Contact Person: _____

Mailing Address: _____

Phone: _____

Email: _____

Total Event Budget: _____

Amount of MCTA Funding Requested: _____

Event Description:

1. Provide a clear and complete description of the event you are seeking funding for. Include information regarding any existing statistics and/or history of the event, event schedule and location(s) of event. If you are adding a new component to your event or expanding the number of days, please explain.
2. Is this a new, first-time event? YES NO
3. If this is a one-day event, does it have the potential to grow into a multiple-day event? Explain how.
4. Are there partnering organizations, service groups and/or volunteers involved in this event? Please list and give brief explanation of their involvement:

Event Budget:

On a separate sheet, please provide a complete budget or list of **all expenditures and revenue** associated with your event. Please attach copies of any bids or estimates you have regarding expenses (quotes from graphic designers, contractors, advertisers, etc.). Include any additional sponsors, grants and fundraising events planned to support your event. **Please provide your entire event budget for MCTA's review.**

A sample budget is included to use as a guide for your application. Please use this as a template you may work off of and adapt to your event's individual situation.

Event Evaluation:

All events funded by MCTA are required to submit a post-event evaluation. Please describe how you will evaluate your event, measure its success and its effectiveness. Include any statistics that you have for existing events (profits, loss, number of attendees, years in existence, etc.) Your evaluation should clearly show your event's potential, demonstrated successes and volunteer coordination and involvement. Your final evaluation must be presented at a regularly scheduled MCTA board meeting within 60 days of your event.

Attached is a copy of the MCTA Board of Director's Event Funding Application Evaluation Checklist for you to use as reference in your application. The board will use this checklist following presentations to evaluate how well applications fit MCTA's goals and mission and to determine if and at what level to fund applicants.

Application Checklist:

- _____ 1. The application guidelines have been read by the applicant.
- _____ 2. All application questions have been answered completely.
- _____ 3. All forms are legible (typed or printed clearly).
- _____ 4. One contact person has been named to handle all funding application inquiries.
- _____ 5. An original, signed application and 9 copies (10 total) are included. Please three-hole punch all submitted copies.
- _____ 6. Any quotes/estimates for project costs are included.
- _____ 7. Mock-ups or examples of printed materials are included.
- _____ 8. A complete budget/list of all anticipated expenses and revenue sources for event is included.
- _____ 9. Letters of support, if desired, are included.

APPLICATIONS NOT MEETING THE ABOVE REQUIREMENTS WILL NOT BE CONSIDERED FOR FUNDING. Completed applications must be mailed or hand delivered to:

Moffat County Tourism Association
590 Yampa Avenue
Craig, CO 81625

For more information, contact MCTA at (970) 824-2335, or mcta@moffatcounty.net.

Please sign and date this application.

I understand that any printed or verbal advertising of events funded by Moffat County Tourism Association must include the MCTA logo, name, toll-free telephone number and Web site on all print advertising and the tagline “sponsored in part by Moffat County Tourism Association” in all on-air advertising. I acknowledge that failure to meet this requirement will result in forfeiture of funding.

Signature

Date

EVENT BUDGET TEMPLATE

Event: _____

Date: _____

Expense	Estimated Cost	Actual Cost
Facility Fee		
Rentals (tables, dishes)		
Presenter/Entertainer Fee		
Audio/Visual Equipment		
Advertising/Promotion		
Printing		
Postage		
Food/Catering		
Decorations		
Transportation		
Security and Technicians		
Other _____		
Other _____		
Total Expenses:	_____	_____

Revenue	Estimated Revenue	Actual Revenue
Ticket Sales		
Food Sales		
Vendor Fees		
Event Sponsorship		
Donations		
Other _____		
Other _____		
Total Revenue:	_____	_____



MCTA 2010 Event Funding Application Evaluation Checklist

Event Name: _____

- _____ 1. The applicant has met all outlined MCTA event funding guidelines and included all required documents.
- _____ 2. The applicant submitted his or her request in a timely manner for appropriate advertising time.
- _____ 3. The applicant has complied with all MCTA event funding policies in the past (if applicable).
- _____ 4. The event will attract out-of-area visitors to Moffat County.
- _____ 5. The event will generate overnight stays at Moffat County lodging facilities and have a positive economic impact on the county.
- _____ 6. The applicant has sought out diverse sources of outside funding.
- _____ 7. The applicant has involved partners, organizations and/or volunteers in planning and execution of the event.

_____/7 Total evaluation points

Notes:

For MCTA Office Use Only:

Date Received: _____	Date of Presentation: _____
Date of Event: _____	Eligible for 2010 Funding? YES NO
This Event Funded in Past? YES NO	If so, Amount Awarded: _____
	If so, Amount Used: _____
Amount Requested: _____	Amount Awarded: _____
Date Notified: _____	