Moffat County Tourism Association
Funding Program
2009 Application

Purpose:
The purpose of the Moffat County Tourism Association financial assistance program is to provide funding for the promotion of events and projects that advertise and market tourism outside the area to bring in visitors to Moffat County.

Application Deadline:
Applications and all supporting materials for 2009 funding requests may be submitted to the Moffat County Tourism Association office, 590 Yampa Ave, Craig, CO 81625. Applications will be reviewed and eligible applicants will be required to give an oral presentation to the Moffat County Tourism Association Board of Directors.

Application Requirements:
- All areas of the application must be completed
- 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 must be legible and must be mailed or hand delivered to the MCTA office
- Application forms may be retyped on computer, but must follow the exact format of the official application
- Clear details and complete budget for all events and projects must be included
- A total of 8 copies of the application and supporting materials must be submitted
- Applications which do not meet the outlined requirements will not be considered for funding

Eligibility Guidelines for Funding:
- Events and projects eligible to receive funds through the lodging tax administered by Moffat County Tourism Association are limited to events and projects which create tourism and

economic activity for Moffat County. As this is a limited fund, MCTA will consider events and projects and it will be at the sole discretion of the Board of Directors which events and projects to fund, and what amount will be awarded.

- MCTA funding includes the following categories:

ADVERTISING:
Requirements:
- · 75% of total advertising budget must be outside of local advertising region (Routt, Rio Blanco, Moffat)
- · MCTA logo, toll free number and website address must appear on all advertising as sponsor

EVENT EXPANSION & DEVELOPMENT:
Requirements:
- · New event
- · Expanding number of days of existing event
- · Adding activities to existing multiple day events
- · Priority given to "shoulder season" events (December-April)
- · Project to expand tourism opportunities in Moffat County
- · Project to enhance visitor readiness for existing tourism assets

- 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.
- MCTA prefers to fund a festival or event on a one-time basis. MCTA believes that its money should be used as seed money to help a new event or festival get started. Existing festivals should become self-sufficient within a short period of time.
- All applicants receiving funding will report to MCTA within 60 days after the event or completion of project. This report will include a profit/loss statement and the approximate number of participants and/or visitors, with the number of non-locals when possible. Please include a narrative describing the actual event and future plans. Any applicant failing to meet this requirement will not be considered for future funding.

Funding Review and Decisions:

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

- The type of markets identified and appropriate for Moffat County
- The ability of the event/project to generate overnight stays at any lodging facility
- The ability of festival/event to encourage out of town visitors
- The amount of economic impact generated by attendance
- Festivals/events scheduled during off peak (shoulder) seasons
- The amount of outside funding being used to leverage MCTA funding (diverse funding sources)
- The number of partners/organizations/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.

Applications and Information:

Additional forms and information may be obtained by contacting any MCTA Board Member, or by sending an email to: moffattourism@qwest.net

Applicant Information:

Event/Project   Name:
_____

Event/Project   Dates:
_____

Responsible   Organization:
_____

Contact   Person:
_____

Mailing   Address:
_____

_____

Phone:
_____

Email:
_____

Total   Event   Budget:
_____

Type of Funding Requested: ADVERTISING
(Circle one)   EVENT OR PROJECT EXPANSION/DEVELOPMENT

Total   Amount   of   MCTA   Funding   Requested:
_____

For Office Use Only:

Date Received: _____

Eligible: YES   NO

Amount Awarded: _____

Date Notified: _____

Event/Project Description:

1. Provide a clear and complete description of the event or project you are seeking funding for. Include information regarding any existing statistics and/or history of the event or project; event schedule; 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:

5. The goal of MCTA is to enhance Moffat County as a tourism destination by promoting local sites and events. In accordance with this goal, please explain how your event/project will further that mission:

    a. Describe the target audience for your event/project and how those individuals will effect the economy in the community during their visit (ie; shopping, dining, overnight stays, other expenditures)

    b. Estimate the number of individuals that you anticipate attending your event or visiting your site/project on an annual basis:

    c. What percentage of visitors to your event/site or project do you anticipate being Moffat County residents?   Non-residents?

    d. If this application relates to an event, estimate the number of lodging nights to be generated by the event:

        Number of nights _____ X Number of rooms _____ = Total # of lodging nights _____

    e. Will this be an annual event/project: YES   NO

6. It is **required** that you provide a mock-up, sample advertisement/brochure, or storyboard

similar to any that you are applying for funding for. Is the sample of your project attached?
YES   NO
  (example: draft copy of ad, flyer, poster or brochure; copy of last year's ad, flyer, poster or
  brochure; any creation or example similar to the item you are applying for funds for)

7. Letters of support for funding of your event are encouraged. Copies of any letters of support
    should be attached to this application.

Event/Project Budget:

1. On a separate sheet, please provide a complete budget or list of **all costs** associated with your
    event/project. Please attach copies of any bids or estimates you have regarding expenses
    (quotes from graphic designers, contractors, advertisers, etc.). **DO NOT LIST ONLY THE
    COSTS ELIGIBLE FOR MCTA FUNDING, WE MUST SEE YOUR ENTIRE
    EVENT/PROJECT BUDGET FOR YOU TO BE ELIGIBLE FOR FUNDING.**

2. On a separate sheet, please provide a complete budget or list of all funding and revenues
    associated with your event/project. Include any additional sponsors, grants and fundraising
    events planned to support your event/project.

Event/Project Evaluation:

All events/projects funded by MCTA are required to submit a post event/project evaluation (Sample
attached). 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 events potential,
demonstrated successes, strength and ability to be self-sustaining, volunteer coordination and
involvement. Your final evaluation must be presented at the next regularly scheduled MCTA Board
meeting following your event.

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, printed clearly)
_____ 4. The applicant is clearly identified
_____ 5. One contact person has been named to handle all funding application inquiries

_____ 6. Any quotes/estimates for project costs are included

_____ 7. Mock-up or example of printed materials are included

_____ 8. Complete budget/list of all anticipated expenses for event/project is included

_____ 9. Complete budget/list of all anticipated revenue sources for event/project is included

_____ 10. An original, signed application and 7 copies (8 total) 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, Colorado, 81625

This application begins the process for funding consideration. All eligible applicants will need to schedule a presentation to the Board. The recommendation is to submit your requests by June 1st as all funding is done on a first come first serve basis as the funding allows.

Please sign and date this application.

> **I understand that any printed or verbal advertising of events/projects funded by MCTA must include the MCTA logo, toll free telephone number and website address, or tagline "sponsored in part by the Moffat County Tourism Association". I acknowledge that failure to meet this requirement will result in forfeiture of funding.**

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_____

Signature   **Date**