

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 10 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 and Web site 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: _____

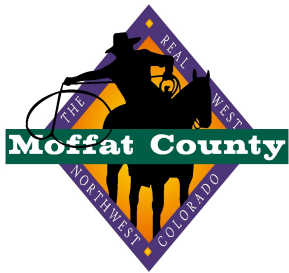
Phone: _____

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 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.

Signature _____

Date