

2022 Community Event Funding Application

Fremont County Tourism Council

The **Fremont County Tourism Council** (FCTC) serves as the region's statutory destination marketing organization (DMO). The FCTC is charged with investing revenue collected through a 2% Lodging Tax to promote and market the region as a destination for tourism, outdoor recreation, and leisure travel. Because lodging tax is collected by area hotels, motels, campgrounds and other lodging facilities, a primary objective of the FCTC and this program is to increase paid, overnight lodging.

GUIDELINES & QUALIFICATIONS

To be considered for funding, please complete this application in its entirety. One supplemental page supporting the application may be added, if desired. Funding will be determined solely on the merits of this application; no presentations will be required. Funding is available only to organizations located in, and for events occurring in Fremont County.

CONSIDERATIONS

Funding will be awarded only for events/projects where applicants can demonstrate have a high likelihood or demonstrated history of attracting overnight guests to lodging facilities in Fremont County. Additional consideration will be given to organizations that demonstrate a marketing/advertising plan with high potential of reaching potential visitors from out of the region, encouraging overnight stays. (see question 6 below)

Applicants should submit completed application materials *as a single PDF document* to the FCTC by email to funding@royalgorgetravel.com with the subject line "Community Funding Application" by **February 15th, 2022**.

It is possible that not all events/projects will be funded. Requests shall be evaluated, and funding granted or declined no later than March 15th, 2022. All funding determinations made by the FCTC are final.

Organization Name: _____ Website: _____

Contact: _____ E-mail: _____

Work Phone: _____ Other Phone: _____

Address: _____ City: _____ Zip: _____

Organizational Status: Non-Profit _____ For-Profit _____

Organization and/or Business Federal or State Registration Number _____

Name of the Event/Project: _____

Describe the Event/Project Purpose: _____

Date(s) of Event: _____

Amount of funding requested (not to exceed **\$ 1,000**): _____

NOTE:

- Please note that if your event/activity does not take place you are obligated to return funds to the FCTC.
- All monies shall be used for marketing only.
- A written report is due to the FCTC at the conclusion of your event/activity stating how funding was used and summarizing the outcome of the event/activity.
- Failure to provide a written report for funds received in 2022 automatically disqualifies an organization from receiving a grant in 2023.
- If your event is cancelled due to COVID-19, you must return funds to the FCTC. Virtual events will be considered for 2022 if warranted by the state of the COVID-19 pandemic.

Questionnaire for Community Event/Project Funding

1. How many overnight hotel stays is the event/project projected to generate in Fremont County?
(Think in terms of "heads-in-beds" or room-nights. A room night is one room/campsite, etc. occupied for one night. If none, the event/project fails to meet application qualifications.)

2. Did you receive funding last year: _____. If yes, how much? _____. Answer A and B.
 - a. Describe how funds were used.

 - b. What were the short and long-term benefits of this event/project for your organization and Fremont County?

3. What is the event/project budget? How will the funds provided by FCTC be invested?

4. What is the estimated return on investment, in dollars, this event/project will generate in sales and lodging taxes? (Combined State/County/City sales tax **in** Cañon City is 8.4%, **in** Florence 7.9%. Unincorporated County 5.4%. Lodging Tax 2%)

5. Describe the purpose and intended audience/attendees or target market of this event/project. Include estimated attendance. Explain how estimated attendance is determined?

6. How is the event/project going to be advertised? Please list all proposed advertising mediums, where the advertising will be placed, potential reach, and frequency of the purposed advertising?
(You should be able to obtain these figures from your media sources.)

Check here if one (1) supplemental page is attached.

For more information or questions please contact VistaWorks, at 719-395-5700 or e-mail: funding@royalgorgetravel.com Thank you for your application. Good luck with your event or project.