



City of La Junta Tourism & Events Application

(Updated April 2016)

I.

A. POLICY STATEMENT FOR USE OF THE LODGING TAX.

The Lodging Tax Fund will be the primary source of City funding for tourism promotion. The City will not make any multi-year commitments with lodging tax funds. The City intends to maintain a reserve in the fund and will assess (on an annual basis) how much of the fund should be appropriated in any given year. The revenues from the City's lodging tax may be used for the following purposes:

1. All proposals must demonstrate that requested funds are for expanded tourist related activities and not simply to replace existing funding.
2. The promotion of emerging or ongoing tourism events, facilities and activities by governmental or non-profit agencies so as to attract tourists to this community.
3. Payment for all or any part of the cost of local tourism promotion(s).
4. Funding of multi-jurisdictional tourism related activities.

B. DEFINITIONS: For purposes of this policy, the following definitions shall apply:

1. **Underwriting:** To endorse or to assume financial responsibility for (i.e. underwrite a concert); to sign (i.e. an insurance policy) so as to assume liability in case of specified losses; to insure; to insure against losses.
2. **Promotions:** Any act of promoting by advancement or through encouragement; Advertising, publicity, and public relations action associated therewith. Promotions does not include underwriting in any services.
3. **Advertising:** Use of funds for out of county advertising, designed to promote out of area participation by advertising the applicant's events. Permitted advertising includes brochure production, newspaper advertising, magazine advertising, radio advertising, or similar types of advertising directed at out-of-area consumers.

C. ELIGIBLE GRANT CATEGORIES.

1. **General Tourism Promotion.** This category will provide funds to promote, publicize, support and/or expand tourism promotion programs in the general area of La Junta. This could include (but is not limited to) such programs as producing a marketing brochure highlighting the community's unique tourist features and the implementation of certain elements of the community. Proposals must demonstrate that requested funds are for expanded tourist related elements and not simply to replace existing funding. Except as to permitted advertising requests, proposals similar in scope to previously submitted award proposals shall not be considered.
2. **Special Events/Festivals.** This category will provide funds to projects that promote, support, and expand existing and new special events/festivals. These special events/festivals, either existing or new, must be open to the public and have a clear goal of attracting tourists to the City. Proposals for existing special events/festivals must demonstrate that requested funds are for expanded tourist related elements and not simply to replace existing funding.
3. **Administration Expenses Recoupment.** To cover the costs of administration in the collection of the lodging tax and other administrative matters related thereto, the City shall retain 3% of the gross total sums received by the implementation of the lodging tax. The City administration recovery shall be realized and transferred to the City general fund in January of each year (after the preceding December sales tax returns have been filed and the collected taxes deposited with the City).

II.

A. PURPOSE.

The goal of this grant is to help build La Junta as a destination for visitors by generating incremental sales tax revenue through tourism, events and related activities. Grants are funded with revenue received through the City's Lodging Tax Revenues.

B. REQUIREMENTS TO APPLY.

1. Programs must yield increases in tourism activity.
2. Programs must demonstrate a need for the use of public funds
3. All events must be open to the public.

C. APPLICATION INSTRUCTIONS.

1. In order to apply for funds, the applicant must complete the attached application and submit it to the Director of Tourism via email LaJuntaEvents@gmail.com or via the City Manager's office.
2. Partially completed applications will not be considered by the Board.
3. Successful applications will be notified within sixty (60) days after acceptance of the fully completed application by the City Manager.

D. EVENTS ELIGIBLE FOR FUNDING INCLUDE (BUT ARE NOT LIMITED TO):

1. Artistic Performances such as music, theater, etc.
2. Sporting events.
3. Cultural activities.
4. Conventions.
5. Promotions as defined above.
6. Use of funds to pay for lodging of out-of-town guests and dignitaries to offset eating and sleeping accommodations for those dignitaries (in conjunction with a tourism related event) but said expenditures shall be no more than \$300.00 per person per event.

E. EVENTS NOT ELIGIBLE FOR FUNDING:

1. Those events directed primarily toward local community, recreation or participation, where the target audience is area community.
2. Those events which take place outside the La Junta community.
3. For-profit ventures sponsored by for-profit entities or persons.
4. Lobbying, advocacy, or related activities.
5. Events that have already occurred or requests that seek grant money for expenses already incurred.
6. Applicant's use of funds for General Operations of the applicant or an affiliate of the applicant.
7. Funded events that fail to meet the requirements of Section L below.
8. The underwriting of any program, concert, event or activity as defined above.
9. Activities which are aesthetic in nature.
10. Events which have received previous tourism awards for similar activities (except as to permitted advertising).

F. ELIGIBLE APPLICANTS FOR FUNDING (INCLUDES BUT IS NOT LIMITED TO):

1. Community groups.
2. Nonprofit entities organized as A not for profit entities@ as determined by the Colorado Secretary of State.
3. Individuals.
4. Neighborhood groups.
5. School clubs.
6. Youth groups (nonsectarian).
7. Other Governmental entities.

8. Activities sponsored by religious organizations of which the activity does not support any specific religious denomination but rather address the priorities of the Tourism Board.
9. In the event any Tourism Board Member is associated with any request for funds, that member may be present at the presentation phase of the Board Meeting. The affected Board Member will remove himself/herself from the room and shall thereafter withdraw from all discussions thereof. The affected Board Member may not vote or score the application.

G. INELIGIBLE APPLICANTS FOR FUNDING:

1. For-profit organizations.
2. Political parties.
3. Religious organizations (except as provided In Paragraph F(8) above).
4. Persons acting within their individual capacity.
5. Entities similar in purpose to those entities set forth in this Subparagraph G.

H. PRIORITIES FOR APPLICATION CONSIDERATION

The City of La Junta has adopted a priority for the manner in which Lodging Tax funds will be spent, thus priority scoring weight is awarded to projects that:

1. Generate overnight stays in La Junta lodging facilities.
2. Promote incremental visitation to the community.
3. Bolstering La Junta's retail districts.
4. Positively promote the City of La Junta in regional and national media outlets.
5. Seek multiple sources of support.
6. Help create La Junta as a tourist destination by out-of-town spectators, visitors or the like.
7. Are unique to La Junta and surrounding area.

I. FUNDING RULES:

1. Projects meeting all of these priorities are not guaranteed to receive money.
2. Grants are one-time only expenditures.
3. Grants do not automatically recur under any circumstance.
4. Unless specifically deferred by the Tourism Advisory Board for further consideration, any application which is approved or rejected shall not be resubmitted in that same calendar year.
5. Except as to Apermitted advertising@ applications, similar substance-related applications may not be submitted by any applicant within the same calendar year.
6. Except as to Apermitted advertising@, similar substance-related applications may not be submitted by any applicant in any succeeding years.
7. Decisions on prior applications submitted to the Tourism Advisory Board or the Council are not binding as to any future application submitted by any applicant.
8. The Tourism Board may, on its own volition, reduce the requested award for any otherwise qualified application.
9. No grant application may exceed \$500.00 in total funding, except only in those cases where the Tourism Board expenses requests a waiver of this requirement in conjunction with Paragraph 13 below, which must be approved by a two-thirds affirmative vote of the City Council.
10. Permitted advertising may be submitted for three successive years. The maximum grant award in year one is \$500.00, in year two is \$300.00 and in year three is \$100.00.
11. The Apermitted advertising@ limitations shall not apply to those advertising activities specifically sponsored by the Tourism Board, such as billboards, AAA advertising, Visitor Center, Southeast Tour Guides, regional magazines, national magazines, internet sites or social media.
12. As an exception to Paragraph 9 or 11 of this Section, if applicant provides program modifications that are implemented to attract attendees that will utilize local lodging facilities, the Tourism Board may make recommendations pursuant to Paragraph 13 below.
13. Report to Council any recommendations (by the Tourism Board) which seek to fund an event

where the funding request is similar to a past award **MUST** contain an explanation of why the application differs from prior applications so as to be considered by the Council, which must be approved by a two-thirds affirmative vote of the City Council.

J. CRITERIA FOR EVALUATING APPLICATIONS:

Proposals will be reviewed by a Grant Review Committee consisting of all of the persons appointed by the City of La Junta who are in attendance at a regularly called meeting of the Board to act on the normal and customary business of the Tourism Advisory Board.

K. PROCESS OF APPLICATION REVIEW

1. **DAY ONE:** Receipt of application by Director of Tourism or City Manager.
2. Referral to the Tourism Advisory Board prior to the next regularly scheduled Tourism Advisory Board meeting.
3. Review by Tourism Advisory Board and recommendation to Council by Tourism Advisory Board.
4. **DAY SIXTY:** Notification to applicant by Tourism Advisory Board within approved denial or request for additional information.
5. Presentation to Council for budgetary approval or denial or deferment.
6. **DAY ONE-HUNDRED:** Funded if application is approved by City Council.

L. POST ACTIVITY FUNDING

1. Within thirty (30) days after the completion of the project, any successful applicant shall provide a detailed summary of expenditures that were made in the furtherance of the grant objectives.
2. Actual expenditure receipts must be attached to the final summary.
3. The Board will maintain a file of all applications stating with particularity the application, the rating sheets, the action by the Tourism Board, the action of the Council and all post-activity reports.
4. Unused fund shall be returned to the City at the time of filing of the summary.
5. Failure to comply with these provisions shall make the applicant ineligible for consideration of future grants.



Application # _____
for office use only

City of La Junta Tourism & Events Grant Application

Return to:
City of La Junta
Attn: Pam Denahy
Director of Tourism & Events
601 Colorado | PO Box 489 | La Junta, CO 81050
719.468.1439
LaJuntaEvents@gmail.com

Please Select One:
 General Tourism Promotion
 Special Events/Festivals

Definitions above in Section IC

GENERAL INFORMATION

Organization: _____ Date: _____

Contact Person: _____

Telephone: _____ Email: _____

Address: _____

Event Title: _____

Event Date(s): _____

Event Location: _____

Sources of Funding: _____

Amount Requested: _____

QUESTIONS

(Attach additional pages if necessary)

Event Summary.

- A. Please describe the event.

- B. Will it be free of charge to participants?

- C. If not, what fee will be charged?
- D. If a fee is charged, what will be the eventual usage of revenues obtained there from?
- E. How will this event attract people who will stay in local lodging facilities?

Priority & Community Goals.

- A. What is the purpose of this event?
- B. How will this program advertise and promote the usage of La Junta lodging facilities?
- C. What makes this event a promotion for La Junta?

Audience.

- A. How many people are expected to attend this event who will likely be staying in lodging facilities?
- B. If this event has been presented before, what will be the estimated increase in attendance of attendees staying in La Junta lodging facilities as a result of this funding?
- C. What is the draw (regional/national/international) of this event?
- D. How many attendees are expected to stay in La Junta lodging facilities because of the event?
- E. How will you collect information about your audience at your event (i.e., number of attendees and home regions)?

Marketing.

- A. What is the overall marketing strategy to attract people who will stay in La Junta lodging facilities for this event?
- B. How did you arrive at the answer to paragraph A?
- C. What media/venues will be used for marketing?

D. Be specific as to your advertising plan (e.g., Newspaper advertisements: La Junta Tribune Democrat, Denver Post).

E. How will the effectiveness of this marketing strategy be assessed?

Budget.

A. Please attach a categorized budget for the event, and note where other sources of funding fit into the budget.

B. Submit a current financial statement showing the entity's true assets and obligations.

C. How will this grant be leveraged in the applicant's overall budget?

Facility Impact.

A. How will this event increase motel usage in the La Junta area?

B. How many motel units do you estimate will be utilized as a result of your event?

Follow-up Requirements.

Within 30 days after the completion of the event or project, the applicant agrees (as a condition of the grant) to write a summary of the event/project and submit the same to the Director of Tourism. This summary must include a realistic estimate of the number of participants in the event, motel stays and it must describe the manner in which the applicant obtained information.

ACKNOWLEDGMENT

By accepting the funds requested in this application, grantee agrees to use the funds for the direct support of the activity or event identified herein. Any expenditure of grant funds for any other purpose is a violation of the terms of this grant and will subject grantee to all available legal remedies. All grantees will be expected to complete a report within 30 days of the conclusion of the event to substantiate actual fund usage.

SUBMITTED BY:

Applicant's Signature

Date

Title

Tourism Board Use Only

	Date	Initial
Received By		
Director of Tourism		
Tourism Board		
Final Decision by Tourism Board		
Presented to City Council		
Applicant Notified		
Report Received		



City of La Junta Tourism & Events Grant Report

Special Events/Festivals Funding – Within 30 days after the completion of the event, the applicant agrees (as a condition of the grant) to write a summary of the event and submit the completed report to the Director of Tourism & Events Coordinator. (Attach additional sheets if necessary).

General Tourism Promotion Funding– Within 30 days after publication or promotion, the applicant agrees (as a condition of the grant) to provide the finished publication product in addition to any tracking statistics (if available) to the Director of Tourism & Events Coordinator.

Organization: _____

Date: _____

Contact Person: _____

Telephone: _____

Email: _____

Address: _____

Event Title: _____

Event Date(s): _____

Amount Received: _____

Program Summary – Provide a summary of the event including the approximate number of attendees that stayed in lodging facilities and how you arrived at that figure.

Lodging Summary – Provide the number of hotel rooms, from each lodging facility, that were generated as a direct result of the event.

Marketing Summary – Provide a summary on the success and effectiveness of the overall marketing strategy to attract attendees that stayed in lodging facilities for this event including media/venues that were used.

Priority Summary – Provide a summary on how the event helped meet the Tourism Board's priority of generating overnight stays in lodging facilities.

Financial Summary – Provide a detailed summary of expenditures that were made in the furtherance of the grant objectives. If applicable, actual expenditure receipts must be attached to the final summary. *(Please note: Unused funds shall be returned to the City of La Junta at the time of filing of the summary).*