



Cripple Creek Special Event Funding Application

Introduction and Purpose

The City of Cripple Creek Special Event Funding is administered by City Council, with the guidance of the Marketing and Events Department. The purpose of the funding is to provide funds for marketing and other qualified expenses to support special events that attract visitors to the City and to the Pikes Peak Region, encourage tourist activity, provide economic and cultural benefit, enhance the quality of life in the City, and engage the community.

Support from the Special Event Fund is contingent on the approval of the City's annual budget and completion of all required contracts, agreements, and follow-up reporting on the part of the applicant.

Questions regarding the application process or the program in general may be directed to Jeff Mosher, Marketing and Events Director, at 719-689-3461 or jmosher@cripple-creek.co.us.

Qualifications

There is no guarantee that all applicants will be awarded Special Event funding. Even though a project may qualify, limited funds may not allow applicants to receive assistance. Qualifications are as follows:

Qualifying Entities: Attractions, associations, organizations, or governmental or quasi-governmental agencies. Proof of non-profit status is required for any non-profit organization.

Qualifying Programs and Events: A festival, athletic, or cultural event. An event planned, produced, and promoted in a well-defined period. Event may be one-time or recurring (annual). Generally, events fall into one of two general categories:

- **Tourism Event:** events or activities that primarily attract tourists from outside the Pike Peak region, but also attract community involvement, and local interest.
- **Community Events:** events or activities that primarily engage local community members. These may be long-time annual events of cultural or historic significance, new events unique to Cripple Creek, or other events that enhance overall community spirit, engagement, and diversity.

Eligibility Requirements

- Applicants should be able to demonstrate the ability to execute the program/event without depending on continued financial assistance from Special Event funding. Applicants should demonstrate the ability to solicit sponsorship and/or other funding to sustain the event on an ongoing basis.
- An application and all related documents must be submitted by the deadline in order to receive a recommendations by the Marketing and Events Department, prior to receiving City Council approval.
- A final report is required from each program/event receiving Special Event funding for each year during the funding, and must be submitted within 90 days of the completion of the event. The final report should include:
 - A one page (maximum) typed summary of the results of the project/event.
 - Attendance figures should specify whether attendance is estimated or actual (based on entry fee, gate entry, tabulation, etc.). Please also indicate number of vendors and support staff.



- A one-page financial report for the program/event, including how Special Event funds were used.
- Samples of advertising or promotion including tear sheets, photographs, brochures, video, etc.
- A list of media coverage and/or sponsorship to include dates/times of new reports, in-kind advertising, inclusion of events calendars, social media, etc.

Funding Purposes

All Special Event funding must be used for qualified expenses directly related to the execution of the program/event. The primary purpose is to increase tourism and community engagement through unique and engaging programs/events. Therefore Special Event funding is generally not approved for rent of offices, repairs, renovations and/or remodeling of facilities, or capital improvements, except in special circumstances.

The list below is a guide, but is not comprehensive

Allowable Expenses

- Development of new events, major exhibits, and activities.
- Promotion, advertising, printing, publication and any other promotional activities such as brochures, rack cards, event flyers, websites, and online/social media promotions.
- Day-of-event expenses including barricades, security, CCPD, CCFD, park fees, signage, port-o-lets, etc.
- Capital improvements, when directly impacting tourism or tourist attractions.
- City services such as street sweeping, permits, and/or EMS services.

Disallowable Expenses

- Projects restricted to private or exclusive participation
- Cash awards of any description, including scholarships, endowments or donations to charitable organizations.
- Expenses not directly related to the approved program for which the application was submitted
- Interest or reduction of deficits or loans.

Core Stipulations

- Failure to use funds as specified in the Special Event funding application may result in penalties up to and including full reimbursement of funds.
- Failure to submit the agreed upon procedures and financial report within 90 days of the completion of the program/event is unacceptable and may result in penalties up to and including full reimbursement of funds.
- Applicants cannot transfer funds from one specific program/event to another without a written request and approval.
- Organizations receiving Special Event funding must have a reciprocal link on their website to the Cripple Creek tourism website (VisitCrippleCreek.com). The consumer must be able to reach this link with one click.

Applicants who do not comply with all deadlines and procedures may be ineligible to receive Special Event funding in future years.



Review Criteria

Applications are evaluated in the following areas:

1. Ability to attract out-of-area visitors.
2. Potential for economic impact, i.e. hotel occupancy, increasing visitation and restaurant sales.
3. Excellence and merit of program or event.
4. Ability to enhance community engagement and cultural benefit.
5. Merit of marketing plan.
6. Fiscal stability and administrative ability.

Application Process

1. Submit completed application by deadline. Presentations may be required for new applicants, first time events, or at the discretion of the Marketing and Events Department.
2. Funding amount determined and awarded. (Dependent on final budget approval by City Council.)
3. Signed contract between applicant and City of Cripple Creek.
4. A financial report and agreed upon procedures are due to the Marketing and Events Department within 90 days of the completion of the program/event. (See Sample)



FINANCIAL REPORT SAMPLE

In addition to your one-page event summary, a financial report is required within 90 days of the completion of your event. Please be as specific as possible regarding the use of funds. Include how Special Event funds were applied, as well as other expenses and sources of income for program/event. For example:

Special Event Funding

| Funds Received | Amount |
|---|--------------------------|
| 6/01/2019 | \$10,400.00 |
| Funds Disbursed | |
| Check date/Payee | |
| 5/15/2019 Print advertising – (Courier) | \$1,000.00 |
| 5/18/2019 Print advertising – (Mtn Jackpot) | \$800.00 |
| 6/20/2019 Inflatables – (Bounce World) | \$4,500.00 |
| 5/25/2019 Pedestrian barriers/fencing – (Orange Guy) | \$1,500.00 |
| 6/15/2019 Port-a-Lets – (Teller County Waste) | \$1,200.00 |
| 6/5/2019 Brochures and Flyers – (Documart) | \$800.00 |
| 7/01/2019 Sanitation – (White Wing) | \$600.00 |
| Special Event Funding Used | Total \$10,400 |

Overall Event Expenses and Income: (* indicates expenses where Special Event funding was applied)

| Expenses | | Donated/In-Kind |
|---|--------------------|------------------------|
| Advertising (Courier, Mt Jackpot, Gazette)* | \$4,000.00 | (\$1,500.00) |
| Bounce House Rentals* | \$4,500.00 | |
| Entertainment - bands | \$2,500.00 | |
| Sound/Stage/Lighting | \$8,500.00 | |
| Port-o-let rental* | \$4,000.00 | (\$1,000.00) |
| Permits and Fees | \$450.00 | |
| Sanitation services* | \$600.00 | |
| Trash Totes/Dumpster | \$750.00 | |
| Equipment | \$6,500.00 | |
| Printing* | \$800.00 | |
| Insurance | \$250.00 | |
| Barriers and Fencing* | \$1,500.00 | (\$500.00) |
| Signage | \$600.00 | (\$100.00) |
| Website hosting | \$60.00 | (\$60.00) |
| Event Staff (salary) | \$1,800.00 | |
| Volunteer hospitality | \$700.00 | (\$700.00) |
| T-shirts | \$4,000.00 | (\$500.00) |
| Expenses & In-Kind Subtotal | \$41,510.00 | (\$4,360.00) |
| Income | | |
| Vendor Booth Fees | \$6,000.00 | |
| Band Sponsors (2 @ \$2,500) | \$5,000.00 | |
| Gold Sponsors (9 @ \$1,000) | \$9,000.00 | |
| Silver Sponsors (8 @ \$250) | \$2,000.00 | |
| Special Event Funding | \$10,400.00 | |
| T-shirt sales | \$7,600.00 | |
| Income Subtotal | \$40,000.00 | |
| TOTALS | | |
| Income | \$40,000.00 | |
| Expenses | (\$37,150.00) | |
| Event Total | \$2,850.00 | |



2021 SPECIAL EVENT FUNDING APPLICATION

Application # _____

Organization Name _____

Name of Program/Event _____ Date(s) of Program/Event _____

Type of Program/Event Tourism Community Other

Type of Organization Non-Profit For-Profit Federal Tax ID # _____

Contact Person _____ Title _____

Contact Phone _____ Contact Email _____

Amount of Special Event Funding Requested \$ _____ (cash)

PROJECT/EVENT INFORMATION:

Attendance

Prior Year Attendance (please select one of the following):

Estimated attendance (no ticket, gate entry, or participant fee that tracks attendance) _____

Actual attendance (based on tickets, entry fee, or other tracking) _____

Prior attendance is unknown/first time event

If available, please also indicate number of:

Vendors _____ Support Staff/Volunteers _____ Media in attendance _____

Current year estimated attendance:

Paid entrants/participation fee _____ Free admission/participation estimate _____

Prior year actual hotel room nights (please select one of the following):

Actual room nights (based on reservation code, hotel reporting, or other tracking) _____

Unknown/first time event

Current year estimated hotel room nights:

Estimate based on participants and/or spectators for event _____

No room nights expected/local event/one-day event



Funding

1) Have you previously received Special Event funding? Yes No
If yes, please list year(s), amount(s), and how funding was used. (Attach additional sheet if necessary.)

| Year | Amount | Use |
|------|--------|-----|
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2) Will you (do you) receive funds from other sources? Yes No
If yes, please provide the funding source and amount. (Attached additional sheet if necessary.)

| Source | Cash (amount) | In-Kind (value) |
|--------|---------------|-----------------|
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ALL applicants must provide the following as attachments:

- 1) Verification of your non-profit status, preferably a copy of IRS documentation (if applicable)
- 2) Completed W-9 and Statement of Authority (included in application packet)
- 3) A brief history of your organization including date founded and purpose or mission statement (1 page maximum)
- 4) A brief proposal summary explaining the primary benefits of your program/event as it relates to Special Event funding for events, please provide event schedule, dates, duration, frequency and venues, if available (1 page maximum)
- 5) A plan for attracting out of town visitors (1 page maximum)
- 6) A proposed budget for the program/event, including other funding sources (1 page maximum)
- 7) A proposed marketing plan, to include planned advertising, media exposure, and other promotion for the program/event
- 8) Method for calculating the number of attendees (survey, ticket sales, gate entry, participation fees, etc.)
- 9) Method for estimating hotel room nights
- 10) List of Board of Directors

Please list the aspects of your program/event which you are requesting funds. Rank them in order of their importance, with one being the highest. *Example: promotion/advertising, event day logistics (barricades, security, park fees, CCPD), supplies, etc.*

| Priority | Description | Funds requested |
|----------|-------------|-----------------|
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Please list ways in which you will partner with the City of Cripple Creek, hotels or other entities for co-op opportunities, cross promotions, etc. *Example: Links on website, cross-promotion on Facebook, special discounts codes, booth at event, etc.*

| Entity | Co-op/Partnership opportunity |
|--------|-------------------------------|
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Application Submission:

I have read and completed the 2021 Special Event Funding Application and have included the required attachments.

I, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of my knowledge.

Organization contact and title (PRINTED)

Signature

Date