



2017 TOURISM PROMOTION FUND GRANT APPLICATION

Dear Applicant,

Attached please find the 2017 Tourism Promotion Fund Grant Application.

The City of Glenwood Springs annually allocates funding from the 2.5% accommodations tax to be used to market and promote regional activities, attractions, and events to increase tourism in the City and surrounding area. The City's Financial Advisory Board is the appointed body that reviews Tourism Promotion Grant Applications and makes recommendations to City Council for awards.

An applicant may submit only one application each grant cycle. The grant process is competitive. Receipt of funds in a prior year is not a guarantee of receiving funds, or the same amount of funds, in the current year.

Review the entire application and all instructions prior to beginning work on it. Contact the City's Finance Director at (970) 384-6421 at any point while completing your application. We will do our best to answer your questions.

Review your application completely before submitting it, and make sure you have followed all instructions.

The City of Glenwood Springs complies with all applicable state and federal laws, and does not discriminate in any manner.

Sincerely,

**CITY OF GLENWOOD SPRINGS
FINANCIAL ADVISORY BOARD**



INSTRUCTIONS

Financial Advisory Board 2017 Tourism Promotion Grant Application

Eligible projects shall provide for the development of tourism within the City or the promotion of tourism within the City. Categories of award may include:

Special Events. This includes events to draw visitors to Glenwood Springs, encourage longer visits, or extend the length of the tourism season.

Beautification. This includes projects that increase the aesthetic experience of visitors to Glenwood Springs.

Capital Projects. This includes projects to build improvements to attract visitors to Glenwood Springs.

PROGRAM DATES

Applications Available: January 2, 2017

**Applications Due at Finance
Director's Office:** March 17, 2017

Target Award Date: May 31, 2017

Note: The Financial Advisory Board and City Council reserve the right to take whatever time is necessary to make their respective final determinations.

INSTRUCTIONS

1. Applications MUST BE RECEIVED by the City of Glenwood Springs prior to 5:00 p.m. on March 17, 2017. All applicants must submit one electronic copy in (.pdf) form to yvette.gustad@cogs.us, AND one (1) original copy to:

Finance Director
City of Glenwood Springs
101 West 8th Street
Glenwood Springs, CO 81601

2. Late or incomplete applications will not be considered.
3. Applications will be evaluated first on compliance with eligibility requirements and then on responses to the selection criteria. The City of Glenwood Springs reserves the right to fund applications in whole, in part, or not at all, and to reject any or all applications.
4. Applications and all materials submitted to the City may be subject to disclosure pursuant to the Colorado Open Records Act.
5. No cover letter or table of contents will be accepted. Cover letters and tables of contents submitted with applications will be discarded and not considered.
6. No double-sided printing will be accepted.
7. Applications that are bound and those that use dividers or tabs that prevent the City from easily photocopying or handling the applications will be rejected. Do not bind applications or use dividers or tabs.
8. This application consists of these Instructions, (1) the Summary Form, (2) the Selection Criteria Questions, and (3) Attachments.
9. The final application submitted to the City must include:
 - Completed and signed Summary Form
 - Use of Funds Summary (250 words)
 - Responses to Selection Criteria Questions (3 pages)
 - Attachments in proper order
10. The City Council of the City of Glenwood Springs is the sole decision maker for grants awarded through the Financial Advisory Board. The Financial Advisory

Board reviews applications and makes its recommendations to the City Council.

11. All materials or statements in whatever form (written, oral, or otherwise) issued by the Financial Advisory Board in conjunction with the 2017 Grant Cycle are limited to the Cycle.
12. The Finance Director is responsible for all activities regarding the distribution of funds through the 2017 Grant Cycle and may solicit information from any source as needed in conducting his work.
13. The Financial Advisory Board reserves the right to issue or not to issue supplemental statements regarding these Instructions or any aspect of the grant program on an as-needed basis, and to perform any and all due diligence that may be required in the discharge of its obligations. Applicants may be required to provide additional information or to participate in pre-award interviews, as needed.

SUMMARY FORM

APPLICANT INFORMATION

NAME:	
MAILING ADDRESS:	
APPLICANT CONTACT NAME:	TITLE:
ARE YOU THE PRIMARY CONTACT FOR THIS GRANT: <input type="checkbox"/> YES <input type="checkbox"/> NO	
EMAIL:	
TELEPHONE:	
FEIN:	

GRANT REQUEST AND FINANCIAL INFORMATION

GRANT AMOUNT REQUESTED FOR 2017:
TOTAL OF ALL CURRENT CASH RESERVES:
TOTAL APPROVED BUDGET FOR FISCAL 2017 (CURRENT BUDGET YEAR):
TOTAL ACTUAL OPERATING EXPENSES FOR FISCAL 2016 (PRIOR BUDGET YEAR):
TOTAL INCOME FROM ALL SOURCES FOR FISCAL 2016 (PRIOR BUDGET YEAR):
PERCENTAGE OF FISCAL 2016 TOTAL INCOME FROM TOURISM GRANTS FUND, IF ANY:
BRIEF PROJECT DESCRIPTION (IN A SEPARATE DOCUMENT, ANSWER THE THREE QUESTIONS BELOW IN A <u>TOTAL</u> WORD COUNT OF 250 WORDS (250 TOTAL, NOT 750) OR LESS: <ul style="list-style-type: none">• What does your organization do?• How will grant funds be used?• How will you measure success?• Please specify word count on project description document.

APPLICATION CHECKLIST

SUBMIT THIS APPLICATION WITH THE FOLLOWING REQUIRED DOCUMENTS IN THE FOLLOWING ORDER:

- Summary Form (two pages)
- Use of Funds Summary (max 250 words)
- Response to Selection Criteria Questions in narrative form on your own paper, maximum three pages, 12-point font, all margins one inch (top, bottom, left, and right)
- Site or event map
- Proposed budget
- Implementation schedule

Attachments:

- Copy of IRS determination letter as to 501(c)(3) status
- Colorado Secretary of State Certificate as nonprofit corporation in good standing
- List of current board of directors and officers
- List of all major contributors (\$5,000 and above) and amounts contributed, highest to lowest
- Year-end financial statements for fiscal year most recently ended
- IRS Form 990 (most current available)
- Approved budget for current fiscal year

By signing below, the applicant hereby certifies and warrants that any and all statements and representations made in this Grant Application are true and correct, and may be relied upon by the City of Glenwood Springs.

Authorized Signature: _____
(From applicant organization)

Date: _____
(mm/dd/yyyy)

Printed Name and Title:

Official form of the City of Glenwood Springs Financial Advisory Board. Do not alter or change this form in any manner. Submittals not using official forms or using altered forms may be returned without notice.

SELECTION CRITERIA

Selection Criteria. All applicants must respond to the following questions in no more than three (3) pages. The three-page limit applies only to your answers to these questions, not to the Summary Form, Use of Funds Summary, or Attachments. Twelve-point font or greater and one-inch margins (top, bottom, left, and right) required. No double-sided printing.

In a separate document, please answer every question, restating in full the question you are answering. Number all questions. Number all pages. Do not reduce the font size of the questions below 12-point font.

1. Please describe your special event, or beautification or capital improvement project. Make sure to define the site, area, or location, including a map if appropriate.
2. Provide an implementation plan for your proposal including a budget. How specifically will grant funds be used?
3. Highlight the desired goals and outcomes to be achieved with City funds. How will you define and measure your success as related to this funding request?
4. Describe your income stream(s), including fundraising efforts. If you are the local chapter of a national entity, explain how much funding it provides. Have you used City funds to receive additional funds from other sources?
5. Describe your paid professional staff and your level of volunteer involvement.
6. Explain how your proposal supports the development or promotion of tourism within the City.
7. How will your organization measure the number of tourists and the financial impact on tourism from your proposal? Please estimate the positive financial impact on the community.
8. Explain how your event relates to the Glenwood Springs tourism season? Will the event draw visitors or encourage longer visits? What is the total number of attendees expected? Of those, how many will be from Glenwood Springs?
9. Does the proposal increase the aesthetic or social experience of visitors to Glenwood Springs?