

Grand County Colorado Tourism Board
MARKETING & SPECIAL EVENTS FUNDING POLICY
Updated October 2018

The mission of the Grand County Colorado Tourism Board is to develop and implement marketing efforts to promote tourism in Grand County and its municipalities (exclusive of Winter Park) using lodging tax revenues. Half of the collected lodging tax is administered by the GCCTB as a whole; the other half is divided between the three districts and administered by the district representatives.

Where there is an established and proven marketing entity within the county formed for the purpose of advertising and marketing tourism, the GCCTB is encouraged to use that entity, and that entity shall provide an audited accounting to the GCCTB. The GCCTB will entertain requests from such entities to directly support their marketing and special event efforts which promote tourism in the county.

The GCCTB will review district and countywide grant requests on a quarterly basis during the regularly scheduled monthly meeting. Grants will be reviewed at the January, April, July, and October meetings. For a grant to be considered for review at the quarterly meeting, the grant request must be submitted by the deadlines published on visitgrandcounty.com. Grants not submitted within the time period will be carried forward to the next quarterly review meeting.

The GCCTB Marketing Grant Fund has money available in two categories: *Reimbursable Funds* are those used as "up front" funds and repaid to the GCCTB within sixty days after the event; *Non-reimbursable Funds* are those funds not required to be repaid to the GCCTB. Proposals may include application for either or both reimbursable and non-reimbursable funds. The GCCTB reserves the right to offer funding from the category other than that which was requested.

A general liability policy covering all of the entity's operations with a minimum combined single limit amount of not less than **one million dollars (\$1,000,000.00)** for each occurrence with a deductible of not more than \$5,000 will be required for each special event.

The entity shall maintain adequate worker's compensation insurance with an authorized insurance company or through the Colorado State Compensation Insurance Authority or through an authorized self-insurance plan approved by the State of Colorado, insuring the payment of workers benefits to all its employees. The Promoter shall provide the Board with certificates showing that the Promoter has the required worker's compensation insurance.

PRIORITY

Priority will be given to a special event or marketing entity that:

- Encourages overnight stays in Grand County by visitors.
- Is an established and proven marketing entity within the county formed for the purpose of advertising and marketing tourism throughout Grand County.
- Encourages tourism in the off-season or low season for that area of the county.

- Is unique or promotes the uniqueness of Grand County as a tourist destination in Colorado.
- Is in keeping with the image of the county created by the overall marketing efforts of the GCCTB.
- Includes in their proposal an evaluation of the impact their event or marketing will have on the county, such as lodging room nights, attendance, money spent locally.
- Is an event held within Grand County and its municipalities. Is open to or available to the general public.
- Allows other tourist-related businesses and entities to participate in marketing or events.

RESTRICTIONS

Grant request must be submitted by a **government recognized non-profit and/or tax exempt entity**. Entities requesting a grant must prepare a written proposal for the GCCTB and be available for an oral presentation to the Board if requested. Funds distributed through the GCCTB **may not** be used to pay for salaries or capital equipment. Organizers of special events are required to submit a written evaluation to the GCCTB within 60 days of the funded event; entities receiving funding for marketing and advertising must submit a written report of their marketing efforts within 60 days after the end of the funded marketing period. Failure to submit these reports will make the organization ineligible for funding in the future. If an organization fails to conduct the funded event or fails to use all of the awarded funds within the twelve-month award period, the awarded funds will be forfeited and returned to the GCCTB.

Members and their families of the Grand County Colorado Tourism Board and the County Commissioners of Grand County are ineligible to submit requests for funding on behalf of any organization.

REQUIREMENTS

In order for an organization to qualify for GCCTB Marketing funding, applicants must meet the following requirements:

1. Written proposals must be presented to the GCCTB using the GCCTB request form. Completed forms may be emailed to Lindsey Morrow at visitgrandcountyco@gmail.com In addition to the written proposal, an organization may be requested to make an oral presentation to the GCCTB or to the district representatives.
2. Contracts, including a hold harmless agreement and proof of insurance for events, must be signed and submitted prior to the issuance of funds. Contracts for marketing grants only, do not require proof of insurance.
3. Changes in dates, times, location, and/or nature of the funded special event may result in forfeiture of all funding. Similarly, changes in use of marketing funds to

other than the approved purpose may also result in forfeiture of all funding. Any such changes must be proposed in writing to the GCCTB.

4. Reimbursable funds must be returned to the GCCTB within 60 days of the funded event.
5. Funded events and marketing must recognize the contribution of the GCCTB and Grand County by prominently using the official GCCTB logo on all materials produced. A link to the GCCTB website **www.visitgrandcounty.com** must also be displayed on the website of the grant recipient when applicable.
6. Contributions from GCCTB funds may not constitute more than half of the funding for a special event. Amounts requested must be matched (50 – 50) with marketing expenditures and in-kind services. No more than 25% of the match may be in-kind. Other sources of funding and in-kind services must be documented in writing in the application narrative.
7. A written report must be submitted within **60 days** following the event or the end of the funded marketing period. This evaluation must include attendance counts, promotional materials, and a financial report, which includes all revenues, in-kind services, and expenses including copies of bills and receipts. Evaluation forms are provided by GCCTB. Photos (prints) of the event are welcomed by the GCCTB.
8. Entities awarded funding for the advertising and marketing of tourism must submit a written report of their marketing effort at the end of the award year period.
9. Organizations requesting non-reimbursable funds must be a government recognized non-profit and/or tax exempt entity.

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