PCLTTP Special Events Funding Application

One time application: _____under $500 _____ $500 - $1,000 _____ $1,000 and over

The revenue from the Prowers County Lodging Tax may only be used for advertising, marketing, (incl. contract fees) that will bring visitors from outside Prowers County to events in Prowers County. It may not be used for advertising or marketing directed only to the local area, and it may not be used for any event expenses that will be sold to the public, for example, concession items or memorabilia items that are either sold or given to the event workers or participants. Lodging Tax funds may not be used for any capital expenditures. If you have questions if an item qualifies for funding or not, please call first – Jane Felter, Chairman (719-336-5217).

A Financial Report must be submitted to the PCLTTP within 45 days following the conclusion of this event, showing how PCLTTP funding was used. Failure to provide a Financial Report in a timely manner may make this event ineligible for further PCLTTP funding.

A written Budget must be submitted with this application, which shall include an itemized list of all projected expenses the requested Lodging Tax funds will cover. Use form on page 3.

CONSIDERATIONS: Funding will be awarded only for events/projects that applicants can demonstrate have a high likelihood or demonstrated history of attracting overnight guests to lodging facilities in Prowers County. Additional consideration will be given to organizations that demonstrate a marketing/advertising plan with high potential of reaching potential visitors out of the region, encouraging overnight stays. **Applicants should submit completed application materials 120 days before the event.** It is possible that not all events/projects will be funded. All funding determinations made by the PCLTP are final.

Name of Event: _____

Website: _____

Date/s of Event: _____ Hours of Event: _____

Is this a BRAND NEW Event _____ Yes ____ No _____

Contact Person: _____ Phone/Cell: _____

Mailing Address: _____ City, State, Zip: _____

E-mail: _____ Fax: _____

Tax Status: _____

Information on Current Year Event

Dollar Amount Requested: _____ No. of Days of Event _____

Will funds be used for ___ Marketing ___ Advertising ___Contract Fees

Estimate of the total cost of the project: _____

Description of the Event & Location: _____

_____

_____

Is this an annual event? Yes _____ No _____

Will fees be collected for this event? Yes __ No __ Type _____

If yes, what will these fees be used for? _____

_____

Description of how PCLTTP funds will be used: _____

_____

_____

_____

_____

_____

Economic Impact of Current Year Event

How many overnight hotel stays is the event/project to generate in Prowers 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.)_____

Please estimate:

# of out-of-area (requiring overnight stays) participants and spectators: _____

# of rooms booked: _____# of nights booked: _____

# of in-state participants: _____# of local (county) participants: _____

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 Lamar is 8.9%. Lodging Tax is 2% of this.)

_____

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

_____

_____

_____

_____

Information on Previous Year Event

Total Revenues: _____Total Expenditures: _____

Net Profit or Loss: _____

Did you receive funding last year:_____. If yes, how much?_____Answer A & B.

a. How were the funds used?

_____

b. What were the short-term & long-term benefits of this event to your organization?

_____

_____

# of out-of-area (requiring overnight stay) participants and spectators: _____

_____

# of rooms booked: _____ # of nights booked: _____

# of in-state participants: _____ # of local (county) participants: _____

#of people attending this event_____

_____

Signature of Applicant (Title) Date

MUST BE SIGNED!

Submit application and/or report to: Prowers County Lodging Tax Tourism Panel – Prowers County Court House, 301 So. Main St., Suite 214 Lamar, CO 81052. Any questions please contact: Chairman, Jane Felter @ 719-336-5217

Attached to this application are two Motel Survey forms – please take a copy of the Event-Motel Form to each motel listed on the Event-Manager form prior to your Event. Following your Event, contact each motel and enter their numbers on the Event-Manager Form, then bring that form to Sheryl Reifschneider, Prowers County Court House – 301 So. Main St., Suite 214. If you have any questions, contact Jane Felter, Chairman @ 719-336-5217.

PCLTTP Events Coordinator Use Only

Date Original Application Received _____ Date Board Reviewed _____

Application Approved _____ Denied _____

Further information needed _____ Received _____

Submitted to BOCC for payment _____ Funding Received _____

Financial Report Received: _____ Motel Survey Forms Received: _____

SIGNATURE OF CHAIRMAN_____DATE_____

PCLTTP Special Events Advertising Budget

Advertiser Name / Description	Media Type	# Ads	Size Ad	Total Cost for Ads
Total Advertising Cost				**$**

PCLTTP Special Events Marketing Budget

Description		Cost
Total Marketing Cost		**$**

Prowers County Lodging Tax Panel – Event Feedback

Event:	
Period:	
Motel:	
Contact Details:	

		Rooms	Nights

Comments:

A representative from the Event listed above will contact you to retrieve this information.

THANKS!

Prowers County Lodging Tax Panel - Event Feedback

Event:	
Period:	
Contact Details:	

Motel			Booking Details	
Name		Date	Rooms	Nights
Blue Spruce Motel 1801 S. Main, Lamar 336-7454				
Main Street Inn & Suites 1210 S. Main, Lamar 336-4331				
Sundown High Plains RV Park & Motel 29151 Hwy. 287, Lamar 336-1031				
Days Inn 1302 N. Main, Lamar 336-5340				
Holiday Inn Express 1304 N. Main, Lamar 931-4010				
Holiday Motel 404 N. Main, Lamar 336-9745				
Lamar Inn 1201 N. Main, Lamar 336-7471				
Lamar Sportsman's Campground 5385 Hwy. 50, Lamar 336-3623				
Buzzard's Nest 113 N. Main, Lamar 336-7746				
Quality Inn 1202 N. Main, Lamar 336-3427				
3rd St. Nest Bed & Breakfast 304 S. 3rd St., Lamar 336-5217				
Miles Court 716 W. Colorado, Holly 537-6030				

Comments:

PCLTTP Special Events Marketing Information

Vital Information about your Event

Name of Event _____

Location of Event _____

Date(s) of Event _____

Time(s) of Event _____

Cost of Event (or Free) _____

Family Friendly Event Yes / No
Pet Friendly Event Yes / No
Description of your Event _____

_____

Additional Important Information _____

_____

_____

Official Contact information for your event:

Main Contact Name(s) _____

Website _____

Facebook Page _____

Instagram _____

Other _____

Email Address(es) _____

Phone Number(s) _____

Additional Important Information _____

_____

_____

Marketing Information

What Age group will attend your Event? (circle all that apply)

Less than 18 18 – 25 26 – 35 36 – 45 46 – 55 56 – 65

65+

Will you attendees be? (circle all that apply)

Mostly female Mostly Male About Equal

Name some "interests" your attendees are likely to share. *Example: If you are hosting a rodeo, your attendees may also be interested in country music festivals, or agriculture. Anything that you think will help us "find" your audience.*

_____

Outside of Prowers County, where will your attendees be traveling from primarily?

_____

Who is our main point of contact to help us marketing your event. (name, phone, email, etc.)?

_____

If you have advertised in the past, please tell us your about your most successful endeavors. Please be specific. *(magazine, radio, social, how often, how far in advance, how much you spent on the advertisements, etc.)*

_____

_____

We need to have great high-resolution photos to promote your event.

Link for us to download High Resolution photos: _____

We Need to mail them on a flash drive to:

VistaWorks, PO Box 4629, Buena Vista, CO 81211

(Please let us know what option you need. Questions? bryan@vistaworks.com or 719-395-5700)