



PAGOSA SPRINGS AREA TOURISM BOARD 2017 Event Marketing Grant Application

Enclosed is the 2017 Event Marketing Grant Application. The Tourism Board understands the important role that special events play in attracting tourists to Pagosa Springs. We are committed to supporting the expansion of special events through strategic and financial assistance, as well as assisting event organizers by leveraging our extensive marketing reach. **Please note that there have been many changes to the 2017 Event Marketing Grant Application; review carefully.**

The application will be reviewed and evaluated by the Tourism Board for the consideration of funds based on the enclosed score card. The Tourism Board's Events Subcommittee reserves the right to reject applications that do not follow the funding guidelines.

Event organizers are limited to a maximum of \$15,000 in a calendar year. Additionally, the strongest consideration for funding allocations will be given to events held during non-peak tourism times and applicants willing to provide a dollar for dollar match in the marketing efforts. Matching funds are not required, however may increase funding eligibility.

The Events Subcommittee will pay particular attention to proposals for new events that could be established as an annual event during a weekend that does not currently have an annual event scheduled. Both indoor and outdoor events are encouraged.

The process for requesting funding is as follows:

- **Deadline for 2017 applications is 4pm on Wednesday, November 16th, 2016.** Please submit your application in pdf format via email to sales@visitpagosasprings.com (a confirmation of receipt will be sent in return) or provide a hard copy, in person or via mail, to:

Pagosa Springs Area Tourism Board

551 Hot Springs Blvd.

P.O. Box 1859

Pagosa Springs, CO 81147

- All requests for funding will be reviewed by the Tourism Board's Events Subcommittee. The Board will conduct interviews with applicants after Thanksgiving. Interviews will be scheduled

once applications are received. Submitting an application does not guarantee funding. Event organizers will be notified if any additional information is needed for subcommittee consideration.

2017 Event Marketing Grant Guidelines

By submitting a grant application, you are agreeing to the conditions and requirements established by the Tourism Board. If receiving funds, you agree to uphold all guidelines outlined below. Failure to comply with any of the following will result in possible (1) revocation of funding disbursement and / or (2) impact future year's funding considerations.

1. Funding is for use only on event marketing expenditures approved by the Tourism Board and cannot be used for non-advertising expenses. A marketing plan must be submitted with the grant application; any changes to the marketing plan must be approved in advance.
2. Unless otherwise specified, Tourism Board funds will be distributed per the following formula:
 1. After February 1st, 2017, 100% of the allocated amount upon the signing of a contract stipulating the terms of the allocated funding and receipt of invoice from the event producer.
 2. **Final report must be submitted by October 31st, 2017.**
3. The Tourism Board reserves the right to use photographs taken by parties involved with the event for tourism promotions. Event organizers are required to secure proper approvals from photographers and notify Tourism Board of necessary photo credits.
4. Event advertising and promotional messages should include the following:
 1. A web link to www.visitpagosasprings.com and use of the "Tourism Board logo" when possible. Please contact sales@visitpagosasprings.com for URL with tracking. Logos can be downloaded at: <https://www.dropbox.com/sh/7cuv112II8313cs/AAAMN1xlggGhjBGUTlgMb5OPa?dl=0>
 2. Link to, tag and help promote the official Pagosa Springs social media efforts (www.facebook.com/visitpagosasprings and [@Visitpagosa](https://twitter.com/Visitpagosa)). Use the following #hashtags to promote your event: #PicturePagosa #ColoradoLive #VisitPagosa #PagosaSprings
 3. Link to the Pagosa Springs Booking System (www.visitpagosasprings.bookdirect.net)
5. To enable the Tourism Board to properly promote your event to potential visitors and area tourists, the event organizer must submit event information, pricing, promotional photos, allowable contest giveaways and as much event detail as possible to the Tourism staff by January 15th, 2017. The Tourism staff provides events details to colorado.com, denverpost.com, tripadvisor.com, heiditown.com and many other event listing sites. It is the event organizer's responsibility to provide event updates, such as schedule, lineup and/or edits to the event information to info@visitpagosasprings.com.
6. Event Organizers are responsible for promoting the event to area residents and providing event information to other local entities, such as the Chamber of Commerce, local media outlets, KWUF, etc.

7. The Tourism Board's marketing and promotion of events can represent a value in excess of \$5,000.00. The Tourism Board provides the following marketing and advertising opportunities for all funded events at no additional charge:

- Advice/consultation concerning any aspect of event marketing
- Inclusion on event calendars on www.visitpagosasprings.com, facebook, Colorado.com, denver-post.com and many other websites
- Promotion in monthly Pagosa Springs e-newsletter sent to over 100,000 recipients
- Paid social media promotion 6 weeks to 1 month in advance of event
- Promotion across Pagosa and potentially Colorado Tourism Office social media channels, if photos, videos and information shared with staff at least 60 days in advance of event to be promoted
- Banner ad development and promotion across variety of websites (Colorado.com, visit-pagosasprings.com, tripadvisor.com, etc)
- Paid listing on www.heiditown.com; prominent event listing site for Colorado
- Press Releases released via media wires; reaching media writers across US
- Media writer outreach to host and provide event coverage
- Video production for future event promotion
- Rack cards / posters distributed at visitor center

A marketing consultation meeting must be scheduled with tourism staff upon notification of funding allocations and held prior to December 31st, 2016. Timelines will be established and a thorough review of marketing and advertising opportunities provided on behalf of the tourism staff.

8) **A post-event survey must be conducted in collaboration with the Tourism staff.** A unique survey will be created for each event. Surveys should be emailed by the event organizer after the event to pre-registered attendees. Survey results will show the estimated effect on the following:

- a) Attendance numbers and demographic profile
- b) Estimated benefits to the local economy
- c) Visitor Intent to Return
- d) Impression of the events, town, lodging, dining and activities offered
- e) Effectiveness of Marketing Efforts

9) A final report with examples of event marketing is required to be submitted and approved before final disbursement of funds will be available. The results of the post-event survey will be provided to the event organizer within 30 days of the survey being emailed. (see page 8 for report requirements)

10) Events using Town Parks / public property must adhere to the Town of Pagosa Springs policies and apply for any required permits and pay for any fees, as required by the Town Parks & Recreation Department. Please contact Traci Bishop, Event / Program Coordinator for the Town of Pagosa Springs at tbishop@pagosasprings.co.gov or (970)264-4152 ext. 532.

11) Below is a list of eligible and noneligible use of marketing funds:

Eligible Use of Funds:

- Media placement and production (Print, Online/Digital, Outdoor, Broadcast, and Radio)
- Printed materials (Brochures, Guides, Maps & Distribution)
- Website development/enhancement (Design, Upgrades, Mobilization, Content, SEO)
- Video/CD-Rom/DVD production
- Fulfillment costs (Printing and mailing costs for collateral materials including guides, directories and direct mail campaign)
- Public relations/media communications (media events)
- International marketing opportunities
- Tradeshow registration fees and booth rentals (no grant dollars are eligible for travel/lodging/per diem fees associated with the tradeshow)
- Special marketing opportunities (Familiarization "FAM" tours)

Non-eligible costs include:

- Agency commissions and fees
- Office Supplies
- Items for resale
- Lobbying
- Educational conferences, advocacy program and membership dues
- Travel expenses
- Purchases or rentals of equipment or supplies
- Employee salaries, personnel costs
- Food or Alcoholic beverages
- Infrastructure
- Contraction of facilities or modification of eligible historic structures

2017 Special Event Marketing Grant Application

I. CONTACT INFORMATION

Event Name: _____

Proposed Event Date: _____

Amount of funding requested: \$ _____

Producing Entity: _____

Contact person: _____

Address: _____

Phone number: _____

E-mail: _____

Event Website: _____

Organization's tax status: For Profit Non-Profit*/Not-for-Profit*

* Non-Profit (501C-3) or Not-for-Profit (501C-6) organizations, please attach current State Department of Revenue Certificate with this application.

Does the Event benefit a charity and / or non profit? *If yes, please name the beneficiary.*

II. EVENT DESCRIPTION

1. Detailed description of the event and its activities.
2. Where will the event be located within the Town of Pagosa Springs? Please list the specific venues that you plan to utilize, including dates and times, and whether or not you have contacted them to confirm availability.

3. Will any portion of the event take place outside of the Town of Pagosa Springs? If yes, please explain.

4. Is this a new or existing event? If existing, please describe the location(s) of the event in previous years and the number of years it has been produced.

5. Attendance:
 - Number of participants (athletes, artists, exhibitors, etc.) anticipated: _____
 - Number of volunteers needed: _____
 - Number of event staff _____
 - Total Number of spectators/attendees anticipated: _____
 - % Local _____
 - % In-state (non-local) _____
 - % Out of State _____

6. Description of potential benefits to the Town of Pagosa Springs, including an estimated number of incremental room nights and increased spending generated. What return on investment (ROI) should the Town of Pagosa Springs expect?

7. Provide the ticket prices / entry fees for the event with a brief comparison of proposed ticket prices to similar events.

III. Marketing Plan

1. Please provide a narrative describing your proposed marketing plan including goals and objectives.
 - a. What is the target audience of your event?

 - b. What are the geographic markets that you are targeting?

 - c. What are your strategies for attracting these markets?

2. Performance Measures: Describe how you will track its efforts and report effectiveness around desired outcomes?

3. Describe the long term goals for the event and explain how the proposed marketing plan helps achieve those goals.

4. What other funding or grants have you applied for?
5. Please attach any additional information for consideration in funding your event.

IV. BUDGET

1. Please attach a complete a detailed event marketing budget, using the enclosed budget work-sheet.
2. Provide a breakdown of anticipated revenues and expenses below:

| Income | | Expense | |
|---|-----------------|---|-----------------|
| Earned Income <i>(Ticket sales, entry fees, etc)</i> | \$ _____. | Administration <i>(Payroll, permits, fees, postage, etc)</i> | \$ _____ |
| Retail/concessions | \$ _____ | Marketing/PR | \$ _____ |
| In-kind trades <i>(Lodging, marketing, etc)</i> | \$ _____ | Awards/Prizes | \$ _____ |
| Sponsorships | \$ _____ | Operations | \$ _____ |
| Grants/ Public funding | \$ _____ | Food and Beverage | \$ _____ |
| Carry over, previous year | \$ _____ | | |
| Other <i>(Please define)</i> | \$ _____ | Other <i>(Please define)</i> | \$ _____ |
| TOTAL INCOME | \$ _____ | TOTAL EXPENSE | \$ _____ |

3. What % of the total event budget is the Tourism Board being asked to fund? What % of event fund is allocated towards event marketing?
4. Should the Tourism Board decide not to support this event, will it still occur?
5. What % of the total event budget do you expect the event itself to generate? (i.e. ticket sales, merchandise, food and alcohol sales, etc.)
6. If possible, would you intend to host the event in Pagosa Springs beyond 2017? If yes, for how many years beyond 2017?
7. Do you anticipate requesting funding from the Tourism Board in future years? If yes, please note that the Events Subcommittee encourages the acquisition of additional sponsors and anticipates that as events become established they will become less reliant on public funds. Please explain how you intend to grow the event and indicate what %, if any, of the total event budget you antici-

pate requesting next year. **Please explain how you intend to make your event(s) less reliant on public funds.**

VI. EVENT FINAL REPORT

A post-event report is required from all events receiving marketing funds from the Tourism Board. The final 1/2 of the funding allocation will not be disbursed until the post-event survey is completed and final report is submitted and approved. **The final report must be submitted by October 31st, 2017.** The report shall include the following information:

1. An overview outlining the event's strengths and weaknesses, specifically, what parts of the event exceeded expectations. Explain what measures could be taken to improve the event. For existing events, an overview of how the event fared relative to previous years.
2. Provide an event budget showing actual profit and loss numbers and how the funding was utilized. Please separate the in-kind support from cash revenues.
3. Estimated Return on Investment* (ROI) to the Town of Pagosa Springs: Specifically, how much additional spending within the community was generated by the event? What is the ratio of increased revenue to the amount of funding received? The post-event survey, conducted via email in coordination with the Tourism staff will provide information on event demographics, impression and ROI. Event organizers will be provided survey results within 30 days of survey launch in order to use collected information for the final report.
4. A detailed overview of the marketing that was implemented to promote the event. Please review the strengths and weaknesses of the implemented marketing plan.
5. Potential for growth and the development of sponsorships and media exposure.