



TOWN TOURISM COMMITTEE

Special Event Funding Application

Dear Special Event Coordinators,

Thank you for your interest in bringing an exciting event to our town. The Town Tourism Committee (TTC) 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, and look forward to working with you to ensure a successful event.

We have prepared for you a Special Event Funding Package. The application will be reviewed and evaluated by our committee for approval of funds. Please read through everything carefully and provide complete and thorough information as requested so as to avoid any unnecessary delays.

The following materials are included in this package:

Event Funding Process

Event Funding Application

Letter of Agreement for Special Event Funding

Budget information

Marketing Plan / Strategies

Event survey instructions

Event survey

Final report requirements

Thank you again and we look forward to receiving your application.

Town Tourism Committee
P.O. Box 1859
Pagosa Springs, CO 81147
www.visitpagosasprings.com
Contact information:
Jennifer Green
TTC Coordinator
970-264-2312



TTC EVENT FUNDING PROCESS

The primary purpose of TTC event funding is to promote tourism to Pagosa Springs.

Funding is provided for those events that will support this purpose most effectively. Bringing tourists to Pagosa Springs should be the focus of your request and presentation to the board.

The process for requesting funding is as follows;

- All requests for funding will be reviewed by the TTC event funding subcommittee. This subcommittee meets the first Wednesday of the month.
- To request a meeting contact the TTC coordinator, at least one week prior to the subcommittee monthly meeting, by calling 264-2312. The coordinator will provide you with the application for funding.
- Present application and your event information in person to the TTC event funding subcommittee.
- Subcommittee will review application and work with you to ensure all required information is in order.
- Subcommittee will make a recommendation to the TTC Board at the next available meeting. (It is not required, but advisable to be present at this meeting for any questions the board may have.)
- TTC board will vote on the recommendation.
- Funding will be provided, provided in-part or denied.



TTC FUNDING APPLICATION

Today's Date _____

Event Date _____

Amount of funding requested \$ _____

Event Name _____.

Contact person _____

Address _____

Phone number _____

E-mail _____

Event type and description _____

Explain how your event will increase tourism to Pagosa Springs _____

What is your (your company or group) experience in hosting this type of event. _____

How many visitors do you expect for your event _____

How many nights of lodging will these visitors require _____

Explain, specifically, how money you receive from the TTC would be spent. (Include as much detail as possible.) _____

How will you market and promote your event. _____

How will you track and report the results of visitor participation for your event _____

What type of incentive will you offer to participants to complete the required "Special Event Survey" _____

What other funding or grants have you applied for _____

Please attach any additional information for consideration in funding your event.



Letter of Agreement for Special Event Funding

By signing this agreement, you are bound to the conditions and requirements set forth by the Town Tourism Committee. You agree to uphold all stated enclosed requirements if receiving funding. Failure to comply with any of the following could result in revocation of funding disbursement.

Town Tourism Committee Policy and Guidelines for Special Events:

- 1) Funding is for use only on event marketing expenditures approved by the TTC.
- 2) The TTC reserves the right to use photographs taken by parties involved with the event for general community promotions.
- 3) Event advertising and promotional messages should include a web link to www.visitpagosasprings.com and the "TTC logo" when feasible.
- 4) TTC reserves the right to request marketing materials.
- 5) To enable us to assist in marketing your event properly, the event coordinator must submit information and the schedule of events to the TTC a minimum of six weeks prior to the scheduled event.
- 6) The TTC will be of assistance in the promotion of funded events at no charge as follows.
 - Advice/consultation concerning any aspect of event marketing and planning
 - Inclusion in the Visitor's Center official calendar of events and visitor website calendar.
 - Assistance with the production of event press release as time allows.
 - Display of event promotional items at the Visitor's Center.
- 7) A final report is required to be submitted to the TTC within 60 days of the scheduled event. It is the responsibility of the event coordinator to submit report supplied in packet.
- 8) A survey must be conducted at your event following the survey administration guidelines (attached). Results from this survey must accompany the final report presented to the TTC.

By signing below you acknowledge that you have read and understand the statements above and you agree to comply with all requirements. If you do not comply, you may forfeit any funding allocated by TTC.

Please read thoroughly and sign, if agreed: If funding is allocated to this event, I agree that it will be used solely for the approved purposes as stated in this application. I agree to follow all policies and guidelines. I will supply complete and accurate financial statements, ad copies, survey data, affidavits and proof of expenditures to the TTC as requested. I understand that approved expenditure reimbursements are subject to review and approval by the TTC, and to provide additional information upon request. All information provided to the TTC will remain confidential.

Printed Name of Event Coordinator/Chairperson: _____

Signature: _____

Date Signed: _____



BUDGET

What is the total budget for your event \$ _____

What other sources of funding do you have _____

What other sources of funding are you seeking. _____

Do you have liability insurance for your event. _____

Projected Income and Budget

Income

Earned Income \$ _____
(Ticket sales, entry fees, etc)

Retail/concessions \$ _____

In-kind trades \$ _____
(Lodging, marketing, etc)

Sponsorships \$ _____

Grants/ Public funding \$ _____

Carry over, previous year \$ _____

Other \$ _____
(Please define)

TOTAL INCOME \$ _____

Expense

Administration \$ _____
(Payroll, permits, fees, postage, etc)

Marketing/PR \$ _____

Awards/Prizes \$ _____

Operations \$ _____

Food and Beverage \$ _____

Other \$ _____
(Please define)

TOTAL EXPENSE \$ _____



Marketing Plan / Strategies

(Attach plan under separate cover, if necessary)

What would you estimate the total number of attendees to your event? _____

And what would you estimate the percentage of locals and visitors to be?

Local _____% Visitor _____%

What are the demographic markets that you are targeting?

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What are the geographic markets that you are targeting?

What are your strategies for attracting these markets?

If you were awarded the full amount of your request from the TTC, show how you would be allocating those dollars (please be specific).

Thank you for your application!

The TTC will contact you concerning any questions they might have pertaining to your request.



TOWN TOURISM COMMITTEE

SPECIAL EVENT Survey Instructions and Guidelines

- **Description of the Study.** This survey process requires interviewing randomly selected people attending your event. Attached is a questionnaire that you will use to record answers to the questions. Patterns documented through the interviews include location of residence, satisfaction with the experience, suggestions for improvements, etc. Results from this survey will be used to document the degree to which the event draws from outside the community, as well as important economic information such as expenditure patterns.
- **Methodology:** It is important that you obtain a “representative sample” of individuals at your event. The best way to achieve this is by administering the survey in person to those attending your event. A representative sample is a group that includes all types of people at the event: men and women, locals and tourists, friendly people and unfriendly people, people sitting down and people walking by, people with kids and single people, etc. This strategy results in a group of survey respondents that is truly representative of the total population.

One thing to keep in mind is to not try to fabricate what you think is a representative sample. Do not, for example, say to yourself, “I just interviewed a young mother, now I need to look for an older man.” Instead, just follow the procedure outlined below for a representative sample.

- **Random Sampling and Interviewing Procedures.** The way to obtain a representative sample is through random sampling. Random sampling means that you select the person to be interviewed randomly. In this case, “random” does not mean haphazard; rather, it means without bias. For example, from where you are standing, select a random person (either walking by or sitting down). Then select the fifth person to the right of that initial person; this is your potential participant. Once you have identified a willing participant, administer the survey by reading the questions and recording the answers. After you have completed the survey, administer the survey to the next “5th” person to walk by. Continue doing this until you have completed your quota for the day.
- **Interviewing Schedule.** It is important that surveying be conducted throughout the event, so that the respondent has had the opportunity to experience and rate the event itself. More surveys should be conducted during the busier periods of the event, and should be spread out over the course of the event.
- **Survey Quota:**

Single day events: Minimum of 30 surveys

Multi-day events: Minimum of 20 surveys per day and minimum of 50 surveys total for the event



Special Event Survey (Name of event _____)

1. What is the zip code of your primary residence? _____ (IF LOCAL, TERMINATE SURVEY)

VISITORS ONLY

2. Are you staying in a hotel, long term rental or other rental property while in Pagosa?

Yes No

If yes how many nights will you be staying? _____
(ENTER 0 IF NOT STAYING OVERNIGHT IN PAGOSA)

Are you staying in a time share property?

Yes No

3. How many previous overnight visits have you made to Pagosa Springs?
_____ (ENTER 0 IF FIRST OVERNIGHT TRIP)

4. Did you come to Pagosa specifically for this event?

Yes No

How did you hear about this event? (CHECK ALL THAT APPLY)

- | | | | |
|-----------------------------|------------------------|-----------------------------|-----------------|
| 1) <input type="checkbox"/> | Internet/website/email | 6) <input type="checkbox"/> | Direct mail |
| 2) <input type="checkbox"/> | Magazine | 7) <input type="checkbox"/> | Poster/Brochure |
| 3) <input type="checkbox"/> | Newspaper | 8) <input type="checkbox"/> | Word of mouth |
| 4) <input type="checkbox"/> | Radio | 9) <input type="checkbox"/> | Other |
| 5) <input type="checkbox"/> | Television | | |

5. Do you have any suggestions for improving the event experience?

A few brief questions about you—remember, all responses are kept confidential and the results will be used for research only.

6. What best describes your marital status?

- Single, no children
 Couple, no children
 Household with children living at home
 Household w/ grown children no longer living at home

7. Did you bring any children with you to this event?

Yes No

8. Please mark your age range:

- 19 to 29 30 to 39
 40 to 49 50 to 59
 60 to 69 70 or over

9. Which of these categories best describes the annual income of your household (before taxes)?

- \$0-14,999 \$75-99,999
 \$15-24,999 \$100-149,999
 \$25-49,999 \$150-249,999
 \$50-74,999 \$250,000 or more

10. Would you like future information on events in Pagosa Springs?

Yes No

If yes please provide your email address _____



TTC SPECIAL EVENT FINAL REPORT

(To be completed and returned to the TTC coordinator within 60 days of events completion)

EVENT NAME _____ . EVENT DATE _____ .

1. Narrative of event review (please address the following items)
*(Factors that contributed to the success (of lack) of the event.
Will the event be held next year?
If so, what changes and improvements will you make)*
2. Completed financial statement.
3. Provide all event participant surveys
4. Provide re-cap of participant attendance, length of stay, nights lodging etc. *(we would appreciate as much detail as possible)*
5. Include/attach any media, flyers or advertisements used for the event.