



2021 LART Funding Application

Introduction and Purpose

The City of Colorado Springs' **Lodgers and Automobile Rental Tax (LART)** fund is administered by City Council, with the guidance of the LART Citizen's Advisory Committee. The purpose of LART funding is to provide funds for marketing and other qualified expenses to support special events that attract visitors to the City and to the Pikes Peak Region, encourage tourist activity, provide economic and cultural benefit, enhance the quality of life in the City and, engage the community and.

Support from the LART fund is contingent on the approval of the City's annual budget and completion of all required contracts, agreements, and follow-up reporting on the part of applicants.

The City of Colorado Springs has seen a drastic reduction in tourism due to the COVID-19 pandemic. This economic disruption has negatively impacted revenue resulting in fewer funds to be awarded in 2021.

Questions regarding the application process or the program in general may be directed to Michael Montgomery, Deputy Council Administrator at 719-385-5540 michael.montgomery@coloradosprings.gov.

Mission of the LART Citizen's Advisory Committee (CAC)

The mission of the LART CAC is to recommend funding for special activities and events that attract overnight visitors, enhance the visitor experience, and engage the local community.

Qualifications

There is no guarantee that all applicants will be awarded LART funding. Even though a project may qualify, limited funds may not allow all applicants to receive assistance. Qualifications are as follows:

Qualifying Entities: Attractions, associations, organizations, or governmental or quasi-governmental agencies. Proof of non-profit status is required for any non-profit organization.

Qualifying Programs and Events: A festival, athletic, or cultural event. An event planned, produced, and promoted in a well-defined period. Event may be one-time or recurring (annual). Generally, events fall into one of two general categories:

- **Tourism Event:** events or activities that primarily attract tourists from outside the Pikes Peak region, but also attract community involvement, and local interest.
- **Community Event:** events or activities that primarily engage local community members. These may be long-time annual events of cultural or historic significance, new events unique to Colorado Springs, or other events that enhance overall community spirit, engagement, and diversity.

Other qualifying requests: In special circumstances, requests for capital improvements may also qualify for LART funding, if such improvements enhance the tourism experience and/or directly impact the ability to attract new tourists to the Pikes Peak region.

Eligibility Requirements

- Applicants should be able to demonstrate the ability to execute the program/event without depending on continued financial assistance from LART funds. Applicants should demonstrate the ability to solicit sponsorship and/or other funding to sustain the event on an ongoing basis.
- An application and all related documents must be submitted by the deadline in order to receive a recommendation by the LART Citizen's Advisory Committee, prior to receiving City Council approval.



- A final report is required from each program/event receiving LART funding for each year during the funding, and must be submitted within 90 days of completion of event. The final report should include:
 - A one page (maximum) typed summary of the results of the project.
 - Attendance figures should specify whether attendance is *estimated* or *actual* (based on entry fees, gate entry tabulation, etc). Please also indicate number of vendors and support staff.
 - A one-page budget for the program/event, including how LART funds were used.
 - Samples of advertising or promotion including tear sheets, photographs, brochures, video, etc.
 - A list of media coverage and/or sponsorship to include dates/times of news reports, in-kind advertising, inclusion on event calendars, social media, etc.

Funding Purposes

All LART funding must be used for qualified expenses directly related to the execution of the program/event. Because LART funding is generated specifically from lodging and auto rental tax, the primary purpose is to increase tourism and lodging and auto rentals through unique and engaging programs/events. Therefore, LART funding is generally not approved for rent of offices, repairs, renovation and/or remodeling of facilities, or capital improvements, except in special circumstances.

The list below is a guide, but is not comprehensive.

Allowable Expenses

- Development of new events, major exhibits and activities.
- Promotion, advertising, printing, publication and any other promotional activities such as brochures, rack cards, event flyers, website, and online/social media promotion.
- Day-of-event expenses including barricades, security, CSFD, CSPD, park fees, signage, port-o-lets, etc.
- Capital improvements, when directly impacting tourism or tourist attractions.
- City services such as street sweeping, permits, and/or EMS service provided by the City of Colorado Springs.

Disallowable Expenses

- Projects restricted to private or exclusive participation.
- Cash awards of any description, including scholarships, endowments or donations to charitable organizations.
- Expenses not directly related to the approved program for which the application was submitted.
- Interest or the reduction of deficits or loans.

Core Stipulations

- Failure to use funds as specified in the LART funding application may result in penalties up to and including a full refund of funds.
- Failure to submit the agreed upon procedures and final report within 90 days of the completion of the program/event is unacceptable and may result in penalties up to and including a full refund of funds.
- Applicants cannot transfer funds from one specific program/event to another without a written request and approval.
- Organizations receiving LART funding must have a reciprocal link on their web site to the Visit Colorado Springs website, www.visitcos.com, the City of Colorado Springs website, <https://coloradosprings.gov/ocusa>, the Colorado Springs Airport, www.flycos.com, and list events on PeakRadar.com. The consumer must be able to reach these links within one click. LART logo to be included on any promotional material, including but not limited to print collateral, websites, or banners on site as available
- **Applicants who do not comply with all deadlines and procedures may be ineligible to receive LART funding in future years.**
- **Applicants must follow all local health department COVID-19 guidelines at time of event**

Review Criteria

Applications are evaluated in the following areas:

- 1) Ability to attract out-of-area visitors.
- 2) Potential for economic impact, i.e. hotel occupancy, increasing visitation and restaurant sales.
- 3) Excellence and merit of program or event.
- 4) Ability to enhance community engagement and cultural benefit.
- 5) Merit of marketing plan.
- 6) Fiscal stability and administrative ability.
- 7) Ability to adapt to COVID-19 restrictions in place at time of event

Application Process

- 1) Attend workshop on LART funding purpose and application process (*strongly recommended*).
- 2) Submit completed application by deadline. Presentations may be required for new applicants, first time events, or at the discretion of the committee.
- 3) Funding amount determined and awarded. (Dependent on final budget approval by City Council.)
- 4) Signed contract between the applicant and the City of Colorado Springs.
- 5) A final report and agreed upon procedures are due to the LART Citizen’s Advisory Committee within 90 days of the completion of the program/event (sample attached).

DATES/TIMELINE	ACTION
Thursday, February 11 th – 2:00 p.m.	Application Workshop (Virtual)
Wednesday, February 17 th – 5:30 p.m.	Application Workshop (Virtual)
Friday, February 26 - 5:00 p.m.	Application deadline for 2021 events.
Thursday, March 4 th – 1:30 p.m.	First review of applications from LART Citizens’ Advisory Committee
Thursday, March 11 th - 3:00 p.m.	Applications presented to LART Citizen’s Advisory Committee. Notification of specific date and time will be assigned to each applicant. Committee to make final recommendations on 2021 awards.
March/April 2021	2021 City Council Budget Amendment is presented/reviewed/approved by City Council.
<p>***To sign up for the Application Workshop please email Michael.Montgomery@ColoradoSprings.gov</p> <p>***LART funding awards are not final until approved by City Council.</p> <p>***The above dates are subject to change. Please check with City Council staff at 719-385-5540 to verify dates/times.</p>	

In addition to your one-page summary, a budget report is required within 90 days of the completion of your event. Please be as specific as possible regarding the use of funds. Include how LART funds were applied, as well as other expenses and sources of income for program/event. For example:

LART Funding

LART funds Received		Amount
7/05/2021		\$ 10,800.00
LART Funds Disbursed		
Check Date/Payee		
6/15/2021	Print advertising – (list publication here)	\$ 1,000.00
6/15/2021	Rental of Kid Zone bounce house - castle	\$ 1,500.00
9/15/2021	Rental of Kid Zone bounce house - lion	\$ 1,500.00
10/15/2021	Rental of Kid Zone carousel	\$ 1,500.00
5/1/2021	Rental of stanchions and rope for Kid Zone perimeter	\$ 350.00
7/15/2021	Event security (CSPD)	\$ 4,500.00
9/30/2021	Event signage	\$ 450.00
LART funding total used	Total	10,800.00

Overall Event Expenses and Income: (* indicates expense to which LART funding was applied)

Expenses		Donated/In-Kind
Advertising (Gazette, Independent)*	4,000.00	(3,000.00)
Bounce House rentals (2)*	3,000.00	
Carousel rental*	1,500.00	
Entertainment – band	2,500.00	
Sound equipment, stage, lighting	8,500.00	
Port-o-let rental	4,000.00	(2,000.00)
Permits and fees	750.00	
CSPD traffic/security*	4,678.00	
Insurance	1,500.00	
Stanchions and internal fencing*	2,500.00	(500.00)
Signage for event*	600.00	(100.00)
Website hosting	60.00	(60.00)
Event Staff (salary)	15,000.00	
Volunteer water/snacks	1,200.00	(800.00)
T-shirts	4,800.00	(500.00)
Expense & In-Kind Subtotals	54,588.00	(6,960.00)
Income		
Vendor Booth Fees	8,000.00	
Band Sponsorships (4 @ 2500)	10,000.00	
Gold Sponsors (12 @ 1000)	12,000.00	
Silver Sponsors (8 @ 250)	2,000.00	
LART funding	10,800.00	
T-shirt sales	7,600.00	
Income Subtotals	50,400.00	
TOTALS		
Income	50,400.00	
Expenses	(47,628.00)	
Event Total	2,772.00	



For internal use
Application # _____
<input type="checkbox"/> Tourism <input type="checkbox"/> Community
<input type="checkbox"/> Capital <input type="checkbox"/> Resolution <input type="checkbox"/> Other

2021 LART FUNDING APPLICATION

ALL applicants (including repeat) must provide the following as attachments:

- 1) Verification of your non-profit status, preferably a copy of IRS documentation (if applicable)
- 2) Completed W9, Statement of Authority, and PERA form (available on our website and in the application packet)
- 3) Organization overview, including date founded and purpose or mission statement (1 page maximum)
- 4) A detailed annual budget for the entire organization
- 5) List of Board of Directors
- 6) A summary explaining the primary benefits of your program/event as it relates to LART funding, including
 - event schedule, dates, duration, frequency and venues
 - method for calculating number of attendees (surveys, ticket sales, gate entry, participation fees, etc.)
 - method for estimating hotel room nights and car rentals (If not applicable, please specify)
- 7) A proposed budget for the program/event, including other funding sources and noting cash or in-kind contributions
- 8) Marketing plan, to include planned advertising, media exposure, and other promotion for the program/event
- 9) Describe applicant’s experience in operating events in accordance with local health department COVID-19 guidelines and/or contingency plans for future events.

Program/event name: _____

Program/event date(s): _____ **LART Amount Requested:** _____

APPLICANT INFORMATION

Organization Name (<u>as legally registered</u>):	Contact Person:
	Title:
Mailing Address:	
Contact email:	Contact phone number:
Organization website:	Event website:
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit	Federal Tax ID:

Applicants for Capital Improvement or Special Circumstance consideration:

Please complete this application to the best of your ability. If sections on attendance and hotel calculations do not apply, please leave blank. In addition, please provide a summary (one page maximum) of your special request, including how



your request will: attract visitors to the City and to the Pikes Peak Region, provide economic and cultural benefit, enhance the quality of life in the City, and/or engage the community and encourage tourist activity.

PROJECT/EVENT INFORMATION:

Attendance

Estimated attendance

Paid entrants: _____ Free admission: _____ Spectators: _____

Prior year attendance, mark one

Actual (ticketed): _____ Estimated (no ticket): _____ Unknown (first time): _____

Number of:

Vendors: _____ Support staff/volunteers: _____ Media in attendance: _____

Hotel room nights, mark one

Current year estimated hotel room nights (based on participants and/or spectators): _____

Prior year actual (based on reservation code, hotel reporting, or other tracking): _____

___ No room nights expected/local event/one-day event

Funding

1) Have you previously received LART funding? Yes ___ No ___

If yes, please list year(s), amount(s), and how funding was used. (Attach additional sheet if necessary.)

Year	Amount	Use

2) Will you (do you) receive funds from other sources? Yes ___ No ___

If YES, please provide the funding source and amount. (Attach additional sheet if necessary.)

Source	Cash (amount)	In-Kind (value)



3) If you do not receive LART funding for this request, please describe the impact on your program/event:

___ will continue as planned ___ will not hold event ___ will scale back event/eliminate some components

___ will seek funding elsewhere ___ will postpone until future date ___ will see new venue/city

Other, please describe: _____

Program/Event information

Please list the aspects of your program/event for which you are requesting funds. Rank them in the order of their importance, with one being the highest. *Examples: promotion/advertising, event day logistics (barricades, security, park fees, CSPD, CSFD), supplies, etc.*

Priority	Description	Funds requested

Please list ways in which you will partner with the City of Colorado Springs, Visit COS, Colorado Springs Airport, hotels or other entities for co-op opportunities, cross promotion, etc. *Example: Links on website, cross-promotion on Facebook, special discount codes, booth at event, etc.*

Entity	Co-op/partnership opportunity

Application submission:

Submit one electronic copy to: michael.montgomery@coloradosprings.gov or deliver a hardcopy to: Michael Montgomery – City Hall, 107 N. Nevada Avenue, Suite 300, Colorado Springs, CO 80903.

Applications must be received by Friday, February 26, 2021, at 5:00 p.m.

Certification:

___ I have read and completed the *2021 LART Funding Guidelines and Application* and have included the required attachments.

I, the undersigned, certify that the information contained in this application and in all attachments is true and correct to the best of my knowledge.

Organization contact and title (please print)

Signature Date

LART APPLICATION FACTORS FOR CONSIDERATION

COVID-19

- Ability to adjust and adapt to current local health department restrictions

Ability to enhance community engagement and/or cultural benefit

- Significant community engagement
- Historically relevant or traditional
- Supports a positive regional brand and community image
- Adds to the diversity of events, experiences in the region
- Garners community support and goodwill

Merit of marketing plan

- Has a marketing plan
- Ability to attract attendees (Local? Regional? National?)
- Marketing plan includes out-of-county components
- Use of both paid and sponsor-supported advertising and promotion
- Ability to measure, track, or quantify marketing efforts

Fiscal stability

- Demonstrates responsible budget with diversified revenue streams, not relying solely or significantly on LART
- Track record: event management and marketing experience of applicant
- Uses fund appropriately (event support/marketing vs. charitable donations, prizes, etc.)

Administrative ability

- Overall quality, timeliness, thoroughness of application
 - Track record: event management and marketing experience of applicant
 - Demonstrates ability to measure attendance, room nights, attendance, etc.
 - Follows contractual obligations to include City, LART, and other required logos on materials*
 - Follows contractual obligations to submit post-event report*
- *for annual or repeat applicants

Economic impact potential and/or track record

- Room nights generated, rental car needs, use of COS airport
- Total event participants anticipated – including attendees, vendors, and support staff
- Likelihood to generate sales tax (retail, restaurant)
- Adds to diversity and/or enhances business development and economic growth within the city

Overall excellence and merit

- Unique factor – unique to our area, region, city



LODGING & AUTO RENTAL TAX

- Supports shoulder/off season or underserved area
- Special one-time or non-typical event
- Track record: past performance (in our community or others)
- Length of time that capital improvement would benefit the quality of life for citizens of Colorado Springs and attract visitors from outside the region