

# 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 PCLTTP 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
<b>Total Advertising Cost</b>				<b>\$</b>

## PCLTTP Special Events Marketing Budget

Description		Cost
<b>Total Marketing Cost</b>		<b>\$</b>

# 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.*

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

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

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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.*)

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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](mailto:bryan@vistaworks.com) or 719-395-5700)