



EVENT FUNDING APPLICATION

Event Organizers:

This is an introduction letter to the Moffat County Local Marketing District (MCLMD) Special Event Funding Application. Please read it and refer to it when submitting your application for funding.

Download this document, open from the downloaded files on your computer, complete the form, print or save, and submit the completed application with supporting documentation by the date indicated by the Moffat County Local Marketing District.

HOW

Funding Applications will be evaluated and rated based on three primary factors:

1. Tourism potential
2. Long-range opportunity for growth
3. Potential volume of people the event will bring to Moffat County

Additional factors will contribute to the committee's allocation decisions, including **but not limited to** the event date, whether a timely final report was filed for past events, business plan, financial statements, utilization of Moffat County's natural resources, and considerations for other similar events in Moffat County.

WHEN

The application has two cycles. The deadlines are the last day in March and the last day in October of each year respectively. Applications for the Ride-N-Tie Rodeo, Whittle the Wood, Grand Old West Days, Moffat County Hot Air Balloon Festival, and the Bear River Young Life Car Show will be reviewed the meeting following the October deadline. All other events will be reviewed the meeting following the March deadline.

We look forward to receiving your application. Please return you completed application to:
Moffat County Local Marketing District: moffatlmdsecretary@gmail.com

NOTE

MCLMD Funds can be used for event support, including advertising and marketing. These funds cannot be used for prize money, prize giveaways, or capital expenditures. Failure to provide substantial documentation of expenditures (receipts, invoices, etc.) will result in the denial of funds and/or expense reimbursement.

ADDITIONAL REQUIREMENT AT YOUR EVENT:

- On-site announcer acknowledgment (if event has one).
- MCLMD Banner placement (MCLMD will provide the banner).

Any changes to the use of approved funding after the application has been submitted must be approved by the MCLMD Board prior to the event. It is the event director/chairperson's responsibility to receive approval from the MCLMD Board prior to making the expenditure. Failure to do so could result in denial of reimbursement or direct payment of expenditures.

You have until the end of the current calendar year (December 13st) to spend your grant funds.

FINAL REPORT

A final report regarding the event will be required. Final reports must be completed and submitted to the MCLMD Board within 90 days after the event. Download the Final Report form from the Moffat County LMD site. Download a copy of the form, fill it out completely including a signature and submit it to moffatlmdsecretary@gmail.com at least seven days prior to the MCLMD Board meeting to be considered for the agenda. It is the responsibility of the event chairperson to prepare and submit all information requested by the LMD. Failure to do so could result in denial of reimbursement for expenditures. Events that do not submit complete final reports will not be eligible for future funding.

Please ask the MCLMD Board for access to Datafy for additional information regarding your event.

*This page does not need returned with your application.



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Name of Organization or Event

Date

Checklist for Application

Section 1: Cover Letter (One Page)

- Include the purpose of the event funding request and a brief description of how the request fits with the MCLMD's mission and event funding priorities.

Section 2: Event Description – Attach a Description that Explains the Following:

- Concept of Your Event
- Program Details – Proposed Schedule of Events
- Community Benefit and Impact
- Target Market
- Description of a Successful Outcome for the Event

Section 3: Completed and Signed MCLMD Event Funding Request Form

Section 4: Detailed Budget

- Budget Sheet
 - Attach a budget sheet showing your entire event's detailed budget. You may use your own accounting software or provide the budget information using a detailed spreadsheet. This must include all income and expenses for the event, not just those related to the management or promotion of the event.
- Specific breakdown of requested MCLMD requested event support funds and how you plan to use these funds.

Section 5: Additional Requirements at Your Event

- On-site announcer acknowledgement (if event has one)
- MCLMD banner placement (MCLMD will provide the banner)
- The MCLMD Board asks that you include the MCLMD in your sponsorship and event recognition material when such material is applicable.

Applications received after the designated deadline and/or incomplete information will not be considered for funding until the following board meeting or until your application is complete. Any event that has not completed a Final Report from the previous year will not be considered for funding.

You have until the end of the current calendar year (December 31st) to spend all of your grant funds.

Be advised that the MCLMD Board will require a personal presentation regarding this application. The board meets the second Thursday of each month. Requests are due the first Thursday of each month. Other special meetings may be called to evaluate and manage special requests.



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Event Funding Request Form

Name of Event:

Date(s) of Event:

Is this a new event? Yes No If No, how many years has the event taken place?

Event Contact Person:

Cell Phone #:

E-mail Address:

Mailing Address Line 1:

Address Address Line 2:

City:

State:

Zip Code:

What is the estimated attendance percentage?

Local (%): Visitor (%):

LODGING: Number of room nights expected from event:

Donated Rooms: Paid Rooms:

PROJECTED INCOME & BUDGET INFORMATION:

Please attach a complete budget:

Sponsorship (Total Dollars) Anticipated: \$

<u>Description & Amount of Sponsorship funds to be Received</u>	
<u>Description</u>	<u>Amount (\$)</u>

Event Support Amount Requested from MCLMD: \$

By signing below, you signify that you have read the policies and requirements and agree to adhere to all requirements. If you do not adhere to all policies and requirements, you agree to forfeit any funding allocated by the Moffat County Local Marketing District.

Signature of Event Chairperson

Date