



2016 LART FUNDING APPLICATION

APPLICATION # _____

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, provide economic and cultural benefit, enhance the quality of life in the City, engage the community and encourage tourist activity.

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.

Questions regarding the application process or the program in general may be directed to Samantha Gunther, City Council Assistant, at 719-385-5453 or sgunther@springsgov.com.

Applicant Information

Organization:	Program/Event Name:
	Category: <input type="checkbox"/> Tourism <input type="checkbox"/> Community <input type="checkbox"/> Capital/Other
Contact Person:	Mailing Address:
Title:	Email:
Telephone Number:	Web address:
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For Profit	Federal Tax ID:
Preferred presentation date: <input type="checkbox"/> July 9 <input type="checkbox"/> August 13	LART amount requested: \$ _____ (cash)

Attendance Information

Prior year attendance (please select one of the following)

Estimated attendance (no ticket, gate entry, or participant fee that tracks attendance): _____

Actual attendance (based on tickets, entry fee, or other tracking): _____

prior attendance unknown/this is a first time event

If available, please also indicate number of:

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

Current year estimated attendance

Paid entrants/participation fee: _____ Free admission/participation estimate: _____

Hotel Information

Prior year actual hotel room nights (please select one of the following)

Actual room nights (based on reservation code, hotel reporting, or other tracking): _____

__ Unknown/first time event

Current year estimated hotel room nights

Estimate based on participants and/or spectators for event: _____

__ no room nights expected/local event/one-day event

Funding information

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. Continue on additional page as needed:

Source	Cash (amount)	In-Kind (value)

First time applicants should provide the following as attachments

- 1) Verification of your non-profit status; preferably a copy of IRS documentation (if applicable).
- 2) A detailed budget for the entire organization.
- 3) A brief history of your organization including date founded and purpose or mission statement (1 page maximum).

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.

All applicants must provide:

Failure to provide the following, or failure to provide explanation as to why the requested information is not available, may disqualify applicant from receiving LART funding.

- 1) A brief proposal summary explaining the primary benefits of your program/ event as it relates to LART funding. For events, please provide event schedule, dates, duration, frequency and venues, if available (1 page maximum).
- 2) A plan for attracting out of town visitors. (1 page maximum).
- 3) A proposed budget for the program/event, including other funding sources (1 page maximum).
- 4) An overall, annual budget for the organization (if unavailable, please explain).
- 5) A proposed marketing plan, to include planned advertising, media exposure, and other promotion for the program/event.
- 6) Method for calculating the number of attendees (surveys, ticket sales, gate entry, participation fees, etc.)
- 7) Method for estimating hotel room nights and car rentals. (If not applicable, please specify.)
- 8) List of Board of Directors.

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
(1)		
(2)		
(3)		
(4)		

(5)		
(6)		
	Subtotal	

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

Entity	Co-op/partnership opportunity

Submission information

Please read the *2016 LART Funding Guidelines*, complete the entire application and include the required attachments.

Submit **one electronic copy** to Samantha Gunther, City Council Assistant: sgunther@springsgov.com

Applications must be received by Monday, June 29, 2015 at 5 p.m.

If you have questions or need assistance, please contact Samantha Gunther, 719-385-5453 or sgunther@springsgov.com.

Certification

I have read the *2016 LART Funding Guidelines* 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