



## 2017 LART Special Event Funding Guidelines

### Introduction

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 Jacquelyn Puett, City Council Assistant, at 719-385-5453 or [jpuett@springsgov.com](mailto:jpuett@springsgov.com).

### 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 projects 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 – Capital Improvements:** 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 date and approved 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 who receive an estimate for services previously provided as “in-kind” will be responsible for paying any costs above the estimate, or refunding any amount not used for said services.
- 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 CVB website, [www.visitcos.com](http://www.visitcos.com). The consumer must be able to reach [www.visitcos.com](http://www.visitcos.com) in one click.
- **Applicants who do not comply with all deadlines and procedures may be ineligible to receive LART funding in future years.**

### Review Criteria

Applications are evaluated in the following areas:

- 1) Excellence and merit of program or event
- 2) Ability to enhance community engagement, cultural benefit, and attract out-of-area visitors
- 3) Merit of marketing plan
- 4) Fiscal stability and administrative ability
- 5) Economic impact potential, i.e. increasing visitation, restaurant sales, hotel occupancy

### Application Process

- 1) Attend workshop on LART funding purpose and application process (*strongly recommended*)
- 2) Submit completed application by deadline
- 3) Funding amount determined and awarded
- 4) Signed agreement 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. (Samples attached.)

Timeline:

2017 DATES	ACTION
Tuesday, April 7, 5:00-6:00 p.m. or Friday, April 15, 12:00-1:00p.m.	Workshop introduction to LART ( <i>strongly recommended</i> )  Held at City Hall, 107 N. Nevada Ave., Pikes Peak Room (2 <sup>nd</sup> floor)
Thursday, May 5, 2016	Application deadline (5:00 p.m.)
Summer 2017	Applicant presentations. Notification of specific date and time will be assigned to each applicant.
Monday, August 22	LART committee recommendations presented to City Council
Within 90 days of event	Audits & Final Reports due



**BUDGET REPORT SAMPLE**

*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**

7/05/2017	<b>Amount</b>
	\$ 10,800.00

**LART Funds Disbursed**

Check Date/Payee

6/15/2017	Print advertising – (list publication here)	\$ 1,000.00
6/15/2017	Rental of Kid Zone bounce house - castle	\$ 1,500.00
9/15/2017	Rental of Kid Zone bounce house - lion	\$ 1,500.00
10/15/2017	Rental of Kid Zone carousel	\$ 1,500.00
5/1/2017	Rental of stanchions and rope for Kid Zone perimeter	\$ 350.00
7/15/2017	Event security (CSPD)	\$ 4,500.00
9/30/2017	Event signage	\$ 450.00

<b>LART funding total used</b>	<b>Total</b>	<b>10,800.00</b>
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**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)
<b>Expense &amp; In-Kind Subtotals</b>	<b>54,588.00</b>	<b>(6,960.00)</b>
<b>Income</b>		
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	
<b>Income Subtotals</b>	<b>50,400.00</b>	
<b>TOTALS</b>		
Income	50,400.00	
Expenses	(47,628.00)	
<b>Event Total</b>	<b>2,772.00</b>	