

Rio Grande County Tourism Board Granting Policy for Project Funding



The purpose of the Rio Grande County Tourism Board is to advertise and market tourism for the benefit of the unincorporated areas and municipalities where the County lodging tax is collected. In furtherance of this goal, the Rio Grande County Tourism Board will consider funding for Minor Projects: Advertisements, Maintenance, Events and funding for Grants/Major Projects. The Board reserves the right to grant or refuse funding based on economic conditions both current and/or anticipated. Additionally, if any major funding is requested, current Board members with any relationship to the entity requesting funding must fully disclose that relationship. If in the estimation of the Board this relationship will cause a conflict of interest, the member must abstain from voting on the request. Requirements for funding requests also include the use of Tourism Board Web-site, Logo, QR Code, and Tag Lines in advertisement content.

MINOR PROJECTS: ADVERTISING, MAINTENANCE & EVENTS

Minor Projects require the organization to complete and submit the standard Funding Request Application form. The proposal will be considered by the Tourism Board as soon as practical, usually at the next regularly scheduled meeting. Meetings are held at 9 am on the 3rd Tuesday of each month in the Commissioners' meeting room of the Rio Grande County Courthouse. Funding will be disbursed as a single payment and only to the agency/individual noted on the application. This agency/individual is responsible for proper utilization of the funds and for submitting a final report to the Tourism Board upon completion of the project. This report must include copies of receipts, ad copies, and/or other details of how the funding was spent. Advertising and Event Funding should also include statistical data that can be used to help determine the value of future funding. All unused funds must be returned to the Tourism Board.

1. Advertisements should be placed outside of Rio Grande County and are used as a tool to attract tourism to the area; these can include but are not limited to: Magazines, Newspaper, Radio, Television, Web, and E-mail based media.
2. Maintenance will cover only necessary costs of keeping a visitors center open like utilities (electric, gas, water), and basic building repairs. Items that will not be allowed include Staffing and Capital Improvements.
3. Events should be those designed to draw in outside guests, and encourage overnight stays, not those that are established just to keep the locals busy. Advertisements for events should be placed outside the county.

GRANTS/MAJOR PROJECTS:

Grants/Major Projects require a written proposal, a project budget and a final report detailing how the project met its stated goals. Requests for major project funding should be submitted to the Tourism Board for consideration in September/October, when the Board is preparing its budget for the following year. In special circumstances the Tourism Board may consider out of cycle funding requests, but it is anticipated that such requests will be rare, entail exigent circumstances and will require significant justification.

PROJECT PROPOSAL: The project proposal will consist of a detailed description of the purpose of the project, the project's goals and impact on tourism within the County, measurements to assess the project's effectiveness and a timeline showing how/when the different project components will be completed and how they will fit together. The project's goals must be measurable and the proposal must contain specific, measurable milestones. The project timeline is critical to the effective organization of the project and is an efficient tool for the Tourism Board to use to assess the proper management of the project. It will also be used in determining the scheduling of periodic disbursement of funds. The proposal must include the name(s) of the individual(s) who will have fiscal responsibility for the funds provided by the Tourism Board.

PROJECT BUDGET: The project budget should include, but not be limited to, the various matching fund, income and expense categories associated with the project.



PROJECT FUNDING: Major projects will be funded as a matching grant, requiring a 20% cash match from organization(s) other than the Rio Grande Tourism Board ('in kind' matching will not be considered as meeting this requirement). Funding will be disbursed according to the following schedule: 25% initial payment, 30% when the project is 50% complete, 35% when the project is 75% complete, 10% final payment on completion of the project. It is the responsibility of the Project Manager to request funding disbursements and to provide appropriate invoices.

PROGRESS REPORTING: The project manager, or other responsible project representative, must provide the Tourism Board with periodic progress reports at a schedule agreed upon by both parties.

FINAL REPORT: The Final Report will be a project critique showing the strengths and weaknesses of the project and, most importantly, the measurements of the project's effectiveness. Disbursement of the final payment will not be made until the Tourism Board receives the Final Report. The final report must include receipts for work in which Tourism Board funds were utilized. All unused funds must be returned to the Tourism Board.

FUNDING REQUEST PROTOCOL:

In order to be considered by the Board, all funding requests must be accompanied by the appropriate paperwork as outlined in the Board's Granting Policy. Applicants may present an idea to the Board Prior to submitting a formal funding request to explore if it is something that would interest the Board. **However, no action will be taken until a formal request has been submitted.**

All proposals must contain sufficient specific details to enable the Board to fully understand the proposal and to make an informed decision.

No changes may be made to an approved funding request without prior approval of the Board.

As required by the Granting Policy, recipients of Board Funding must submit all required follow up reports. Failure to do so will have a negative impact when considering future requests from the organization.

When considering co-op ads initiated by other parties, the Board may grant preliminary approval; however, final approval and participation will not be granted until the Board has reviewed and approved the final copy of the ad. The initiating party will be required to pay all costs of the ad and on receipt of an invoice which includes a published copy of the ad and copy of the original funding request, the Board will reimburse for its agreed upon share.

The Board may, at its discretion, review and act on a minor project funding request at the same meeting. **However, in the case of a major project or grant proposal the Board will only review the request at a regular Board meeting and then take action on the proposal at the next regular Board meeting.** This will allow Board members sufficient time to fully review, understand and vet the proposal. **It is incumbent on the applicant to submit all proposals and funding requests in a timely manner. The Board will not hold special meetings, nor go to extraordinary lengths to accommodate an applicant's compressed schedule.**

EVENTS/ADVERTISEMENT

**Rio Grande COUNTY TOURISM BOARD
FUNDING REQUEST APPLICATION
925 6th Street
Del Norte, CO 81132**



DATE OF REQUEST: _____

AMOUNT REQUESTED: \$ _____ PERCENTAGE OF TOTAL BUDGET REQUESTED: _____ %

OTHER MATCHING FUNDS: \$ _____ PROVIDER: _____

SPONSOR/CONTACT PERSON: _____

PHONE: _____ E-Mail: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

MEDIA PROMOTION TYPES

() PERIODICALS () NEWSPAPERS () RADIO () T.V. () TRADE SHOWS
() POSTERS () VIDEO () BROCHURE () OTHER _____

PUBLICATION NAME: _____ AD SIZE: _____

TARGET MARKET: _____ CIRCULATION: _____

OBJECTIVE OR PURPOSE: _____

(Please attach extra information as needed) _____

IS THIS A NEW EVENT/AD? _____ : IF NOT HOW MANY YEARS HAS IT BEEN ACTIVE: _____

PREVIOUS YEARS FUNDING: YEAR _____ \$ _____, YEAR _____ \$ _____, YEAR _____ \$ _____

HOW WILL THE SUCCESS OF THIS EVENT/AD BE DETERMINED? _____

IF ACTIVE BEFORE WHAT WAS THE RESPONSE: _____

PLEASE USE TABLE BELOW OR OTHER DOCUMENTATION TO PROVIDE STATISTICAL DATA LIKE STATES OR CITIES RESPONDING, HOW MANY FROM EACH LOCATION AN HOW THIS COMPARES TO PREVIOUS YEARS STATISTICAL DATA.

COPIES OF INVOICES, PAYMENT VOUCHERS, TEAR SHEETS, AD COPIES, ETC. ARE REQUIRED TO BE RETURNED WITH THE COMPLETED "POST EVENT REPORT" WITHIN 60 DAYS AFTER THE EVENT.

SIGNED _____ TITLE _____ DATE ____/____/____

BOARD MEETINGS ARE HELD IN THE COMMISSIONERS ROOM OF THE RIO GRANDE COUNTY COURT HOUSE IN DEL NORTE ON THE 3RD TUESDAY OF EACH MONTH.

APPLICATIONS MUST BE RECEIVED BY THE 1ST TUESDAY OF THE MONTH.

APPLICANTS ARE WELCOME TO ATTEND OUR MEETINGS & PRESENT A SHORT 5 MINUTE OVERVIEW.

() APPROVED () DISAPPROVED AMOUNT \$ _____ DATE _____

"THIS FUNDING IS PROVIDED BY THE RIO GRANDE COUNTY TOURISM BOARD THROUGH COUNTY LODGING TAXES COLLECTED. ALL ADVERTISING MUST INCLUDE THE TOURISM BOARD LOGO AND WEBSITE. IN ADDITION TO, QR CODE AND TAG LINES WHEN APPLICABLE. THE TOURISM BOARD MUST BE INCLUDED ON ALL LISTINGS OF SPONSORS FOR THIS EVENT.

EVENTS/ADVERTISEMENT

Rio Grande COUNTY TOURISM BOARD
FOLLOW UP REPORT
 925 6th Street
 Del Norte, CO 81132



DATE OF REQUEST: _____

EVENT/ADVERTISEMENT: _____ **DATE:** _____

INCOME		CURRENT YEAR BUDGET	CURRENT YEAR ACTUAL
	REGISTRATION		
	T-SHIRTS		
	PARKING		
	SPONSORS		
	OTHER		
	OTHER		
TOTAL INCOME		\$	\$

EXPENSES		CURRENT YEAR BUDGET	CURRENT YEAR ACTUAL
PERMITS	ORGANIZATIONAL		
	CITY/COUNTY/STATE		
	FOREST/BLM		
	OTHER		
FEES	JUDGES		
	EMT		
	ORGANIZATIONAL		
	MEMBERSHIPS		
	OTHER		
MEDIA	RADIO		
	NEWSPAPER		
	TV		
	MAGAZINE		
	OTHER		
PRINTING	BROCHURES		
	POSTERS		
	PERIODICALS		
	ENTRY FORMS		
	OTHER		
RENTALS	PORTA POTTIES		
	SOUND SYSTEM		
	OTHER		
SUPPLIES	MAILINGS		
	OFFICE		
	OTHER		
PRIZES	TROPHIES		
	OTHER		
TOTAL EXPENSE		\$	\$

READER RESPONSE	PHONE	WEB	E-MAIL	OTHER
TICKETS SOLD				
ATTENDANCE				
TOTAL INCOME		\$	\$	

TO BE CONSIDERED FOR FUTURE FUNDING THE "POST EVENT REPORT" MUST BE RETURNED TO THE BARD WITHIN 60 DAYS OF THE COMPLETION OF YOUR EVENT, ALONG WITH COPIES OF INVOICES, PAYMENT VOUCHERS, TEAR SHEETS, AD COPIES, ETC.

MAINTENANCE

**Rio Grande COUNTY TOURISM BOARD
FUNDING REQUEST APPLICATION
925 6th Street
Del Norte, CO 81132**



DATE OF REQUEST: _____

AMOUNT REQUESTED: \$ _____ PERCENTAGE OF TOTAL BUDGET REQUESTED: _____ %

OTHER MATCHING FUNDS: \$ _____ PROVIDER: _____

SPONSOR/CONTACT PERSON: _____

PHONE: _____ E-Mail: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

MAINTENANCE TYPES

() ELECTRICAL () GAS () WATER () PAINT () OTHER _____

DESCRIBE THE NEED FOR MAINTENANCE ASSISTANCE: _____

OBJECTIVE OR PURPOSE OF OTHER MAINTENANCE PROJECT: _____

(Please attach extra information as needed) _____

PREVIOUS YEARS FUNDING: YEAR _____ \$ _____, YEAR _____ \$ _____, YEAR _____ \$ _____

**COPIES OF BIDS, INVOICES AND/OR PAYMENT VOUCHERS ARE REQUIRED
TO BE RETURNED TO TOURISM BOARD WITHIN 60 DAYS.**

SIGNED _____ TITLE _____ DATE ____/____/____

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**"THIS FUNDING IS PROVIDED BY THE Rio Grande COUNTY TOURISM BOARD
THROUGH COUNTY LODGING TAXES COLLECTED.**