



Boulder Convention and Visitors Bureau Event Grant Program

The mission of the Boulder Convention and Visitors Bureau (CVB) is to advocate and provide leadership to develop and promote the natural environment, art/culture, historic, and visitor potential for the express purpose of aiding the Boulder economy.

To achieve that mission the BVCB has developed The Boulder Sustainable Tourism Plan, which lists as its three major goals:¹

- 1.) **Economic:** Sustain and strengthen the hospitality, retail, and restaurant industries; create revenue and maintain or increase jobs.
- 2.) **Experiential/Quality of Life:** Position Boulder as a destination during peak and off-peak seasons, while maintaining the quality of life for visitors and residents.
- 3.) **Infrastructure:** Maintain and improve the facilities utilized by tourists and residents. The suggested implementation of such projects and prioritization would be through the cooperation of the city manager's department and/or designee.

The BVCB Event Grant Program or EGP has been designed and implemented to help achieve these goals by investing in the development of new events, as well as the expansion of existing events that identify with the Boulder brand for both residents and visitors with the specific goal of increasing tourism and revenue in mind.²

The Event Grant Committee will consider repeat applications from previously funded organizations up to three years. The EGP Committee sees continued funding as contrary to the scope of this grant and its goals to fund new events or assist with the expansion of existing events. Please note this is specific to individual events and not entire organizations. Exceptions will be entertained in the instance that a previously funded event is seeking to dramatically expand marketing efforts or has a new innovative strategy to improve the event profile. **Funds will not be provided for Capital projects or general organizational operating expenses.**

¹ Boulder Sustainability Tourism Plan, (HVS Consulting & Valuation Services, September 1, 2011), 18-19, 24

² *Op. cit.*, 19, 21

Event Grant Program Funding Criteria:

All EGP funding requests will be reviewed, analyzed, and scored against four major criteria:

1.) Event Marketing (scored for a total of 20 points): The event strengthens Boulder’s marketing position as a destination for educational, athletic, environmental, and arts and cultural events and experiences. Points considered, but not limited to:

- The event offers a full marketing plan to attract attendees – participants and spectators – whose demographics indicate that they have both time and money to spend.
- The event fits the Boulder brand.
- The event has multiple markets.
- The event offers market data to support its projections.

2.) Event Economics (scored for a total of 20 points): The event has the high potential of minimizing the city’s financial risk by offering a positive return on the BCVB’s investment. Points considered, but not limited to:

- The event projects a return on investment appropriate to the investment requested in direct tax revenues in Year One followed by higher returns in later years.
- The event is able to attract other significant private investors to cover many of the event’s expenses.
- The event is long enough to drive overnight stays – two to three days in length – and attract attendees who will require varying levels of accommodations.

3.) Event Community Engagement (scored for a total of 20 points): The event has the clear capacity to engage a large, diverse section of the Boulder community; make a significant, long-lasting, positive impact; and, increase awareness of and participation in events in the Boulder community.

4.) Event Sustainability (scored for a total of 20 points): The event is produced annually with strong growth opportunity that offers the long-term potential of being produced for several years at least; and, the event may position Boulder to attract similar events. Points considered, but limited to:

- The event is well thought out and produced by a professional with a proven record of success.
- The event is non-weather dependent – could occur inside or outside in a variety of weather conditions.
- The event uses multiple venues.

The EGP application must also:

- a) Offer a realistic plan to evaluate of the success of the event (scored for a total of 10 points).**
- b) Demonstrate a reasonable budget and narrative explanation (scored for a total of 10 points).**

Event Grant Program General Requirements:

1. **Contractual Age** – All applicants must be of legal contractual age as defined by the state of Colorado (18).
2. **Good Standing** – All applicants must be in good standing with the Boulder Convention and Visitors Bureau having met agreed-upon deadlines for any previous BCVB-partnered events, and/or made good faith efforts to comply with BCVB requests regarding previous events.
3. **Civil Rights Act Compliance** – All applicants must comply with Title VII of the U.S. Civil Rights Act of 1964, Section 504 of the Federal Rehabilitation Act of 1973, and the City of Boulder Charter to the end that no person in the United States shall, on the basis of race, creed, color, sex, sexual orientation, gender variance, genetic characteristics, marital status, religion, national origin, ancestry, age, or mental or physical disability, be excluded.
4. **Timeframe** – All events must not conflict with existing events, but fill a gap in the Boulder event schedule. Events occurring during the off-peak season of November through April will be given greater consideration. Peak seasonal events (May through October) will be given less consideration. (The periods of October-November and April-May may be considered similarly as off-peak season events are.)
5. **Venue Confirmation** – Unless the applicant owns/operates the event venue, all applications must include a letter of commitment from the venue(s) involved indicating event dates and rental value. Letters should be formatted in normal business standard, on letterhead when possible, and signed by the agent of the venue. A contract with the venue including the event dates and rental fees is an acceptable alternative. If the event will occur on city or county land, please include appropriate permits or a letter of recognition from the appropriate city/county department that they are aware of the event dates and scope. E-mail correspondence is not accepted.
6. **Co-producer/Collaboration** – If others are co-producing the event with the applicant to make the event possible, a letter of commitment from each collaborator must be submitted as an attachment. Letters should be formatted in normal business standard, on letterhead when possible, and signed by the agent of the collaborator. E-mail correspondence is not accepted.
7. **Exclusions** – Funds will not be provided for: **Capital projects, general organizational operating expenses, or anything contrary to Federal or state law or local ordinance.**

Event Grant Program Application Guidelines:

1. General Instructions:

- a. New EGP applications are accepted and reviewed quarterly and must be received by the BCVB no later than 5:00PM on:

i. Tuesday, January 10, 2017

ii. Tuesday, April 11, 2017

iii. Tuesday, July 11, 2017

iv. Tuesday, October 10, 2017

v. Tuesday, January 9, 2018

Determination of the award will be made within 90 days of the application deadline.

- b. Late applications will not be considered, nor will applications that are received incomplete or incorrect.
 - c. Applicants must electronically submit a completed application with business plan as PDF documents. Other supplementary material shall be submitted in an appropriate file format.
 - d. Applications should be submitted to the attention of: Emiliano Lake-Herrera, Boulder Convention and Visitors Bureau. E-mail address: emiliano.lake-herrera@bouldercvb.com.
 - e. The Event Grants Committee, a sub-committee of the CVB's Board of Directors, reviews and approves each grant, and sets policy for the program. It is not a function of the staff of the Boulder CVB.
2. **Notification and Disbursal of Funds** – BCVB staff notifies all applicants of approved and declined proposals, and begins the process for invoicing and collecting any necessary supporting documents and information. Recipients are notified by BCVB staff when funds are ready to be disbursed. Funds are only disbursed from an invoice from grant recipient.
3. **Investment Amount** – The BCVB reserves the right to adjust the amount of the investment offered to an applicant. Although there is no cap to the amount considered for funding, awards will generally average at \$5,000. Awards are provided as a cash investment – 80 percent is distributed after EGP Committee or CVB Full Board approval. The remaining up to 20 percent is disbursed after the event's completion and submission of the event's evaluation report. Note that the final cash investment may be adjusted by the BCVB based on the level of success reached within the partnership and how remaining outstanding funds will be utilized based on final report budget. EGP Committee may also suggest allocating a portion of requested grant if more information is needed to award full amount. Event organizers may then have an opportunity to address the Committee's questions for approval of remaining funds.
4. **Investment Limitations** – An individual or organization may be approved for one investment per year. An individual may not receive an investment on behalf of an organization if that organization has already received an investment during the same calendar year.
5. **IRS Taxation** – EGP investments are non-transferrable. EGP investments are taxable and are reported to the Federal government. Upon receipt of the investment, a current IRS Form W-9 must be submitted to the BCVB for each recipient, whether the recipient is an individual or an organization. The W-9 must be in the same name as the recipient on the EGP application. Failure to supply the correct W-9 identification number will invalidate the EGP investment.

6. **Contract** - The recipient will be contacted by staff to make arrangement to sign an EGP contract with the BVCB when the investment funds are ready to be disbursed. In the contract, the recipient will indicate the completion date of the event and confirm the date by which the final report will be submitted to the BVCB.
7. **Final Evaluative Report** – The Final Evaluative Report is due within 60 days after the event has been completed. Final reports should be submitted to the attention of: Emiliano Lake-Herrera, Boulder Convention and Visitors Bureau. E-mail: emiliano.lake-herrera@bouldercvb.com.

There is no grace period for the final report. The due date of the final report is the recipient's responsibility to remember. The BVCB does not issue reminders.

It is the recipient's responsibility to notify the BVCB in advance of the original final report deadline if circumstances change in any way that will delay the recipient's ability to complete the event and/or the final report as contracted. In such cases a letter should be submitted to the BVCB providing an update on the event, reason for the change in circumstance, and a request to change the event's completion date and final report due date. Letters should be formatted in normal business standard, on letterhead when possible, and signed by the recipient. E-mail correspondence is not accepted.

Unless an extension request is filed with and approved by the BVCB in advance of the final report due date, a late report will result in the loss of any remaining BVCB funds invested in the event. Additionally, until the final report is submitted and approved, the recipient and any event collaborators – individuals and organizations – will no longer be eligible for future BVCB funding.

The Event Grant Committee has the discretion to limit funding amount based on, but not limited to: lack of presenting a final budget, failure to submit a final report, event did not meet outlined event expectations, and/or funding is not needed to cover current event expenditures.

8. **Investment Acknowledgement** – The BVCB considers itself a partner in the event. Therefore, all event promotional materials must contain the words, "The event was made possible in part by an investment by the Boulder Convention and Visitors Bureau," and/or display the BVCB logo. Additional requirements for investment may be stipulated in the contract.

Event Grant Program Application Process:

- 1) Event producer completes and submits application (*Attachment A, pgs. 8-9*) business plan and budget electronically by deadline.
- 2) BCVB Staff receives, prepares, and forwards application materials and final reports to members of the Event Grant Committee for review, analysis, and scoring. Each submission will include the application, business plan, budget and supplementary materials along with EGP Panelist Evaluation Form (*Attachment B, pg. 10*) to be used for scoring.
- 3) Prior to the scheduled meeting, each Event Grant Committee Member independently reviews and analyzes each submission and offers a preliminary score against the EGP criteria; and, forwards their completed EGP Panelist Evaluation Form scores to BCVB Staff.
- 4) BCVB Staff compiles all Event Grant Committee Member scores onto the Panel Review Matrix (*Attachment C, pg. 11*), which provides an average preliminary score for each EGP applicant.
- 5) BCVB Event Grant Committee convenes, with BCVB Staff as facilitators:
 - a) Event Grant Committee discuss each one's review and analysis of each application under EGP consideration.
 - b) Each EGP Committee Member is given the opportunity to change their preliminary score after each discussion.
 - c) BCVB Staff posts new scores to Panel Review Matrix.
 - d) EGP Committee recommends funding amount based on criteria scores and further discussion.
 - e) On behalf of the EGP Committee, BCVB Staff prepares the EGP Committee Summary (*Attachment D, pg. 12*). The EGP Committee Summary shall include:
 - i) The Applicant/Event Producer and Event seeking EGP funding.
 - ii) The funding amount requested and the funding amount recommended by the Committee.
 - iii) Application/Event strengths and weaknesses identified by the Funding Panel.
 - iv) Outline of evaluative method to measure success of event upon its completion.
- 6) If the funding request amount is under \$10,000, the EGP Committee can approve a funding amount without a recommendation to the full BCVB Board and full Board approval. However, an update would be given to the Executive Committee and then the full BCVB Board would be given an update in their board packet.
- 7) If the funding request amount is over \$10,000 there is a multi-tier approval process. Once approved by the EGP Committee the EGP Committee Summary is submitted to the Executive Committee for review. The Executive Committee will decide if a presentation to the Full Board is warranted. The application will then move on to the full BCVB Board for final consideration and approval at its next meeting on the last Thursday of the month. BCVB Staff will communicate any supplemental materials that may be needed for this larger review, including but not limited to: short video, audio, conference call, or a brief presentation.
- 8) Full BCVB Board reviews EGP Committee Summary recommendations for approval, an EGP Committee Spokesperson serves as the Committee's voice during BCVB Board meeting discussion.

- 9) BCVB Staff contacts Event Producer with results (*Attachment E, pg. 13*); initiates funding process as appropriate.
- 10) Event Producer makes arrangements with BCVB Staff to receive EGP disbursement.
- 11) Event Producer provides necessary documentation and signs EGP Contract (*Attachment F, pgs. 14-15*); BCVB Staff releases EGP funds.
- 12) Within 60 days of completion of event, Event Producer submits Final Evaluative Report (*Attachment G, pgs. 16-17*) to BCVB Staff.
- 13) BCVB Staff reviews, prepares, and forwards Final Evaluative Report(s) to the EGP Committee for approval. The Event Grant Committee will meet and review Final Report materials during the next scheduled quarterly meeting.
- 14) BCVB Staff contacts Event Producer of results, and arranges for final EGP disbursement.

Event Grant Program Document Exhibits

Attachment A



Boulder Convention and Visitors Bureau Event Grant Program Application

Applicant/Event Producer:

Name of Event:

Date(s) of Event:

Time(s):

Location(s):

Contact Person:

Address:

Phone:

E-mail:

Amount of Funding Requested:

Please Answer the Following Questions:

Note that all assumptions you are making in your application must be explained with clarity and reason, and properly sourced through prior history and experience and industry sources.

Please describe your event in 300 words or less:

Logistics: Do you have necessary letters of support from the private venues, city permits, or county permits? Please attach. If permissions have not yet been secured please explain:

A.) Tell us a little about your organization: Have you successfully completed events in the past? (Please include examples of your effective business practices in the areas of finance, administration, marketing, and production.) Please describe your paid/volunteer staff for the event.

B.) Event Marketing: Please discuss how your event strengthens Boulder's marketing position as a destination for educational, athletic, environmental, and arts & cultural event events and experiences.

How will you utilize the grant funding to bring your event to the next level?

Please describe your marketing, advertising and publicity plan for your event.

C.) Event Economics: Describe the attendance, audience, or number served. Does your event take place during the months of Oct-May? (Events that promote overnight stays during the off-season Oct-May and those that could benefit multiple lodging properties will be given special consideration.)

What is the expected economic impact of this event? What are the projected direct and indirect dollar expenditures by visitors? What are the estimated number of visitors and overnight stays generated?

D.) Event Community Impact: Please describe how your event has the clear capacity to engage a large, diverse section of the Boulder community; make a significant, long-lasting, positive impact; and, increase awareness of and participation in events in the Boulder community.

E.) Event Sustainability: Please discuss the long-term strategy for financial sustainability for your event. If your event is a one-time event, please discuss how the event may position Boulder to attract similar events. If you have previously received an Event Grant in the past from the CVB, how will this funding specifically be used to build attendance or reach new audiences?

F.) Evaluation: What does success look like for your event? Please provide the method(s) you will use to evaluate and track the proposed event upon completion, and why you believe they'll be effective in measuring the impact of your event. How are you collecting data for event attendees and determining calculation of anticipated overnight stays, as well as regional and local attendees?

G.) Business Plan: In addition to the answers to the above questions, the applicant/event producer is required to provide a full business plan for the event. In it, the applicant/event producer must provide:

- The scope of work, which will describe the event in detail and how it'll be produced and delivered. The degree of support and involvement by other co-producers and stakeholders is one measure of an event's potential success and will be given greater consideration.
- The promotion and marketing plan, which will describe how the event producers propose to advertise, publicize, and distribute information for this project.
- The projected budget, which will include both revenue and expense categories. All income (including in-kind) will be broken out individually by amount and source, and identified as secured or pending. Expenses will be itemized. What are the shared resources? This is demonstrated through other sources of cash, donations and in-kind contributions of materials, staff, and volunteer time provided to the event.
- The three-year pro forma income and expense statement looking specifically at the event and its 3-year projected impact. You can include the year prior, the year of, and the year after if that works better to get a clear picture of the overall impact, etc. This should include information such as sponsorship, grants, lecturer/performer fees, transportation, venue rental & infrastructure (utilities, etc.), marketing, insurance, staff, admin, supplies, merchandise sales, ticket sales, and any other critical elements.

You may attach one document below, please send any additional supplemental documents to BCVB Staff: Emiliano.Lake-Herrera@bouldercvb.com

The applicant/event producer acknowledges that it has thoroughly read and understands the terms and requirements of the Event Grant Program as set forth in the materials accompanying this application. Further, the applicant/event producer agrees to be bound by such terms and requirements and agrees to fulfill its obligations in accordance with same if this application is awarded funding.

Applicant/Event Producer:

Organization

Date

By: _____
Signature

Printed Name and Title


Event Grant Program Panelist Evaluation Form:
Event:

<p>1.) Event Marketing (<i>scored for a total of 20 points</i>): The event strengthens Boulder’s marketing position as a destination for educational, athletic, environmental, and arts and cultural events and experiences. Points considered, but not limited to:</p> <ul style="list-style-type: none"> • The event offers a full marketing plan to attract attendees – participants and spectators – whose demographics indicate that they have both time and money to spend. • The event fits the Boulder brand. • The event has multiple markets. • The event offers market data to support its projections 	<u>Score</u>
<p>2.) Event Economics (<i>scored for a total of 20 points</i>): The event has the high potential of minimizing the city’s financial risk by offering a positive return on the BVCB’s investment. Points considered, but not limited to:</p> <ul style="list-style-type: none"> • The event projects a return on investment appropriate to the investment requested in direct tax revenues in Year One followed by higher returns in later years. • The event is able to attract other significant private investors to cover many of the event’s expenses. • The event is long enough to drive overnight stays – two to three days in length – and attract attendees who will require varying levels of accommodations. 	<u>Score</u>
<p>3.) Event Community Impact (<i>scored for a total of 20 points</i>): The event has the clear capacity to engage a large, diverse section of the Boulder community; make a significant, long-lasting, positive impact; and, increase awareness of and participation in events in the Boulder community.</p>	<u>Score</u>
<p>4.) Event Sustainability (<i>scored for a total of 20 points</i>): The event is produced annually with strong growth opportunity that offers the long-term potential of being produced for several years at least; and, the event may position Boulder to attract similar events. Points considered, but limited to:</p> <ul style="list-style-type: none"> • The event is well thought out and produced by a professional with a proven record of success. • The event is non-weather dependent – could occur inside or outside in a variety of weather conditions. • The event uses multiple venues. 	<u>Score</u>
<p>5.) Event Evaluation (<i>scored for a total of 10 points</i>): The event producer offers a realistic plan to evaluate the success of the event.</p>	<u>Score</u>
<p>6.) Event Budget (<i>scored for a total of 10 points</i>): The event producer demonstrates a reasonable budget and narrative explanation.</p>	<u>Score</u>

Each panelist will score each criterion within a range of 1 through 5:

- 1 – Panelist feels that the event meets 20% of the criterion
- 2 – Panelist feels that the event meets 40% of the criterion
- 3 – Panelist feels that the event meets 60% of the criterion
- 4 – Panelist feels that the event meets 80% of the criterion
- 5 – Panelist feels that the event meets 100% of the criterion

(Rev. 10/14/2016)



**Boulder Convention and Visitors Bureau
Event Partnership Program
Funding Panel Matrix: Sample**

	Criteria 1		Criteria 2		Criteria 3		Criteria 4		Criteria 5		Criteria 6		Total
BCVB Average	20		20		20		20		10		10		Avg
Applicant:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Score
1 <i>ApplicantOne</i>	3.00	12.00	3.00	12.00	3.00	12.00	3.00	12.00	3.00	6.00	3.00	6.00	60.00
2 <i>ApplicantTwo</i>	3.00	12.00	3.00	12.00	3.00	12.00	3.00	12.00	3.00	6.00	3.00	6.00	60.00
3 <i>ApplicantThree</i>	3.00	12.00	3.00	12.00	3.00	12.00	3.00	12.00	3.00	6.00	3.00	6.00	60.00
	Criteria 1		Criteria 2		Criteria 3		Criteria 4		Criteria 5		Criteria 6		Total
ApplicantOne	20		20		20		20		10		10		Total
Applicant:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Score
1 <i>Panelist1</i>	5.00	20.00	5.00	20.00	5.00	20.00	5.00	20.00	5.00	10.00	5.00	10.00	100.00
2 <i>Panelist2</i>	4.00	16.00	4.00	16.00	4.00	16.00	4.00	16.00	4.00	8.00	4.00	8.00	80.00
3 <i>Panelist3</i>	3.00	12.00	3.00	12.00	3.00	12.00	3.00	12.00	3.00	6.00	3.00	6.00	60.00
4 <i>Panelist4</i>	2.00	8.00	2.00	8.00	2.00	8.00	2.00	8.00	2.00	4.00	2.00	4.00	40.00
5 <i>Panelist5</i>	1.00	4.00	1.00	4.00	1.00	4.00	1.00	4.00	1.00	2.00	1.00	2.00	20.00
													60.00
	Criteria 1		Criteria 2		Criteria 3		Criteria 4		Criteria 5		Criteria 6		Total
ApplicantTwo	20		20		20		20		10		10		Total
Applicant:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Score
1 <i>Panelist1</i>	5.00	20.00	5.00	20.00	5.00	20.00	5.00	20.00	5.00	10.00	5.00	10.00	100.00
2 <i>Panelist2</i>	4.00	16.00	4.00	16.00	4.00	16.00	4.00	16.00	4.00	8.00	4.00	8.00	80.00
3 <i>Panelist3</i>	3.00	12.00	3.00	12.00	3.00	12.00	3.00	12.00	3.00	6.00	3.00	6.00	60.00
4 <i>Panelist4</i>	2.00	8.00	2.00	8.00	2.00	8.00	2.00	8.00	2.00	4.00	2.00	4.00	40.00
5 <i>Panelist5</i>	1.00	4.00	1.00	4.00	1.00	4.00	1.00	4.00	1.00	2.00	1.00	2.00	20.00
													60.00
	Criteria 1		Criteria 2		Criteria 3		Criteria 4		Criteria 5		Criteria 6		Total
ApplicantThree	20		20		20		20		10		10		Total
Applicant:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Raw:	Weight:	Score
1 <i>Panelist1</i>	5.00	20.00	5.00	20.00	5.00	20.00	5.00	20.00	5.00	10.00	5.00	10.00	100.00
2 <i>Panelist2</i>	4.00	16.00	4.00	16.00	4.00	16.00	4.00	16.00	4.00	8.00	4.00	8.00	80.00
3 <i>Panelist3</i>	3.00	12.00	3.00	12.00	3.00	12.00	3.00	12.00	3.00	6.00	3.00	6.00	60.00
4 <i>Panelist4</i>	2.00	8.00	2.00	8.00	2.00	8.00	2.00	8.00	2.00	4.00	2.00	4.00	40.00
5 <i>Panelist5</i>	1.00	4.00	1.00	4.00	1.00	4.00	1.00	4.00	1.00	2.00	1.00	2.00	20.00
													60.00

**Event Grant Program
Committee Summary**

For consideration at (date) BCVB Board Meeting

EGP Committee Recommendations

A. For Initial Review and Funding:

- 1. (Event Producer)**
- 2. (Event Name)**
- 3. Funding**
 - (a) Amount Requested: \$
 - (b) Amount Recommended: \$
 - (c) (Funding panel matrix summary remarks w/ evaluation plan)**
 - (d) Amount Recommended: \$
4. Application/Event strengths and weaknesses identified by the Event Grant Committee.
5. Outline of Final Report evaluative method to measure success of event upon its completion.



[date]

Dear **[event producer]**,

The Boulder Convention and Visitors Bureau (“BCVB”) Board has reviewed your request for support and has approved to invest **[award]** in the **[event name]**. In addition to our cash investment, the BCVB will provide in-kind marketing support. Please refer to the contract for more detail.

The BCVB Event Grant Program (“EGP”) is designed to invest in the new development and expansion of events that identify with the Boulder brand for both residents and visitors with the specific goal of increasing tourism and revenue in mind. Through the EGP the **[event name]** was reviewed against the following criteria:

- 1.) **Event Marketing:** The event strengthens Boulder’s marketing position as a destination for educational, athletic, environmental, and arts and cultural events and experiences.
- 2.) **Event Economics:** The event has the high potential of minimizing the city’s financial risk by offering a positive return on the BCVB’s investment.
- 3.) **Community Impact:** The event has the clear capacity to make a significant, long-lasting, positive impact; and, increase awareness of and participation in arts and cultural events in the Boulder community.
- 4.) **Event Sustainability:** The event is produced annually with strong growth opportunity that offers the long-term potential of being produced for several years at least; and, the event may position Boulder to attract similar events.

The Board also reviewed your application to see if you offered a realistic plan to evaluate the success of the event; and, that you offered a reasonable budget and narrative explanation.

You will receive **[80% of award]** prior to the event. The remaining **[20% of award]** will be disbursed after the event’s completion and submission of the event’s evaluation report. Note that the final cash investment may be adjusted by the BCVB Board based on the level of success reached within our partnership. The final evaluation report is due within 60 days of the event’s completion.

Please provide a completed W-9; and, sign the attached letter of agreement, which outlines the expectations of our partnership, and submit an invoice for the initial 80% disbursement. Upon receipt of these items, the initial disbursement of funds will be allocated.

The BCVB looks forward to the opportunity of working with you and grow the **[event name]** into a larger destination event in the future.

Sincerely,

Emiliano Lake-Herrera
Visitor & Conference Services Manager



**Boulder Convention and Visitors Bureau
Event Grant Program (“EGP”) Contract**

To: ***[event producer]***
[event name]

Fr: Emiliano Lake-Herrera
Boulder Convention and Visitors Bureau (“BCVB”)

RE: Event Grant Program Award of \$***[award amount]***

The BCVB Board has approved an investment of \$***[award amount]*** toward ***[event name]***, which you are producing.

Disbursement: EGP awards are provided as a cash investment – 80 percent is distributed upon approval by the BCVB Board. The remaining up to 20 percent is disbursed after the event’s completion and submission of the event’s Final Evaluation Report. *Note that the final cash investment may be adjusted by the BCVB based on the level of success reached within the partnership.*

In addition to our cash investment, the BCVB will provide secondary marketing support for the event.

- The CVB will create a landing page, specifically for your event, on BoulderColoradoUSA.com at least 60 days prior to the event start date. Landing pages are optimized for search engines (such as Google and Bing) to help your event rise to the top of the results during web searches. Because the website enjoys relatively high domain authority and attracts 525,000 visitors annually, your event will reap the benefits of the CVB’s optimized website. Here is an example.
- The event will be listed under ‘Featured Events’ on the CVB’s homepage. Your event will be one of just a handful of events listed here each month, which ensures added exposure.
- The CVB will publish two posts on the CVB’s social media channels (Facebook, Twitter, Instagram), with original content written by the CVB.

Final Evaluative Report: The Final Evaluative Report is due within 60 days after the event has been completed. Final reports should be submitted to the attention of: Emiliano Lake-Herrera, Boulder Convention and Visitors Bureau. E-mail address: Emiliano.lake-herrera@bouldercvb.com.

There is no grace period for the final report. The due date of the final report is the recipient’s responsibility to remember. The BCVB does not issue reminders.

It is the recipient’s responsibility to notify the BCVB in advance of the original final report deadline if circumstances change in any way that will delay the recipient’s ability to complete the event and/or the final report as contracted. In such cases a letter should be submitted to the BCVB providing an update on the event, reason for the change in circumstance, and a request to change the event’s completion date and final report due date. Letters should be formatted in normal business standard, on letterhead when possible, and signed by the recipient. E-mail correspondence is not accepted.

Unless an extension request is filed with and approved by the BVCB in advance of the final report due date, a late report will result in the loss of any remaining BVCB funds invested in the event. Additionally, until the final report is submitted and approved, the recipient and any event collaborators – individuals and organizations – will no longer be eligible for future BVCB funding.

Investment Acknowledgement – The BVCB considers itself a partner in the event. Therefore, all event promotional materials must contain the words, “The event was made possible in part by an investment by the Boulder Convention and Visitors Bureau,” and/or display the BVCB logo.

- The event producer has provided a current IRS Form W-9, whether they are an individual or an organization. The W-9 must be in the same name as the event producer on the EGP application. Failure to supply the correct W-9 identification number will invalidate the EGP investment.
- The event producer indicates that the completion date of the event is **[completion date]**.
- The event producer acknowledges that the Final Evaluative Report is to be received by the BVCB no later than **[60 days after completion date]**.

The event producer and recipient of this EGP investment acknowledges that they have thoroughly read and understand the terms and requirements of the Event Grant Program as set forth in this agreement. The event producer and recipient of this EGP investment agrees to be bound by such terms and requirements and agrees to fulfill its obligations in accordance with same as this event is awarded funding.

Recipient/Event Producer:

_____ Organization	Boulder Convention and Visitors Bureau
By:	By:
_____ Signature	_____ Signature
_____ Printed Name and Title	_____ Printed Name and Title
_____ Date	_____ Date



**Event Grant Program
Final Evaluative Report**

Applicant/Event Producer:

Name of Event:

Contact Person:

Address:

Phone:

E-mail:

Full Amount of Funding Invested:

The Boulder Conventions and Visitors Bureau calculates a Return on Investment to measure economic value that the Event Grant program generates with the funds that it receives from the City of Boulder.

1. Please provide a narrative in which you evaluate the results of your event using the method(s) as described in your original application material:

- Was the event produced and delivered as expected? Had it differed from your original proposal, and if so how?
- Was your marketing plan successful?
 - Did you reach your targeted audience?
 - Did the event reach its expected participation and attendance numbers?

2. What was the economic impact of this event:

- How many days did your event run?
- How many attendees did the event generate? If the event was more than one day, please break out attendance by day.
- How many attendees were from outside Boulder County?
- How many staff, performers, volunteers, or other 'working' event personnel attended?
- How many room nights did the event generate? (Include attendees and event staff)
- What were the direct and indirect dollar expenditures by attendees?

3. Are there any takeaways that could be used by the BCVB in partnering with your event or other events in the future?

4. Please provide your event's budget with a side-by-side comparison between actual and proposed income and expenses.

- Include both revenue and expense categories with all income (including in-kind) be broken out by amount and source, and expenses itemized.
- Report on variances greater than 20 percent.

I certify that the information contained in this Final Evaluative Report is true and correct to the best of my knowledge; I certify use of the BCVB credit line.

Event Producer:

Organization

Date

By:

Signature

Printed Name and Title