

# 2023 Signature Events Micro-Grant Application

## INTRODUCTION AND PURPOSE

The City of Woodland Park is excited to announce the 2023 Signature Events Micro-Grant Program. As part of the 2023 budget process, City Council set aside \$15,000 from the Lodging Tax fund to provide micro-grants to support qualifying special events in the City of Woodland Park. Support for signature events was also identified in the 2030 Envision Woodland Park Comprehensive Plan.

Event organizers are invited to apply for funding through this program to be used for special event support in 2023.

NOTE: This is a pilot program. The City strives to provide fair and equitable support for events in our community. As part of this micro-grant program, we are evaluating existing in-kind and monetary support for all special events. This program is subject to change on an annual basis as needed. Award in 2023 does not guarantee award in future funding rounds.

## AWARD TIMELINE

**The application deadline is May 15, 2023 at 5:00 pm and must be completed in FULL to be considered. Applications must be submitted either:**

- Online at [city-woodlandpark.org](http://city-woodlandpark.org)
- Dropped off at City Hall
- or emailed to [gjohnson@city-woodlandpark.org](mailto:gjohnson@city-woodlandpark.org)

The Parks and Recreation Advisory Board will review and approve applications by June 14, 2023. Applicants will be notified of intent of award and receive instructions for next steps by June 23, 2023.

- Funds will be dispersed by June 30, 2023.
- Awarded funds must be used by December 31, 2023.

## FUNDING PURPOSES

Because this program is funded specifically from lodging tax, the primary purpose is to increase tourism and lodging through signature events. *Signature events* are events that primarily attract tourists from outside of Woodland Park, but also attract community involvement and local interest. They have the potential for economic impact, ie. increased hotel occupancy, visitation, and restaurant sales. Signature events balance community impact and interest and City lodging/sales tax benefits.

All Signature Event Funding must be used for qualified expenses directly related to the execution of the event.

#### Allowable Expenses:

- Development of new events or features/activities at existing events.
- Promotion, advertising, printing, publication and any other promotional activities such as brochures, rack cards, event flyers, online/social media promotion.
- Day-of-event expenses including barricades, security, WPPD, TCSO, NETCO FD, park fees, signage, port-o-lets, etc.

#### Disallowable expenses:

- Events restricted to private or exclusive participation.
- Cash awards of any description, including prizes, 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.

### **ELIGIBILITY CRITERIA**

- To be considered for funding, applicants must complete this application in its entirety by the deadline advertised.
- One supplemental page supporting the application may be added if desired (12 pt font).
- Funding will be determined solely on the merit of this application; presentations will not be required.
- Funding is available only for events hosted in Woodland Park.
- One (1) application may be submitted per event.
- Application is available online at [city-woodlandpark.org](http://city-woodlandpark.org) or in-person at City Hall. Completed applications must be submitted to [gjohnson@city-woodlandpark.org](mailto:gjohnson@city-woodlandpark.org) or delivered to City Hall c/o Grace Johnson.
- Awarded funds must be used for events held in 2023, and no later than December 31, 2023.
- The maximum amount of funding that can be requested is \$5,000 per event.
- Applicants must provide a W-9.
- Applicants must include City logo on promotional materials where applicable.
- No funds distributed under this program shall be used for promotion of religion or in support of any political candidate or ballot issue or prospective political candidate or ballot issue.
- The City has the sole discretion to award all or none of these funds.

### **REPORTING CRITERIA**

- A final report is required from each event receiving Signature Event funding for each year during the funding and must be submitted by December 31 of the funding year to [gjohnson@city-woodlandpark.org](mailto:gjohnson@city-woodlandpark.org). The final report should include:

- Summary of the event and how the funds were used.
- Attendance with specification whether attendance is *estimated or actual* based on entry fees, gate entry tabulation, etc. Please also indicate number of vendors (if applicable) and support staff.
- Failure to submit a final report may result in ineligibility for future funding.

**Applicant Information (Please fill out the fields applicable to your event)**

Name of Event: \_\_\_\_\_

Name of Partner Organization (if applicable): \_\_\_\_\_

Date(s) and Time(s) of Event: \_\_\_\_\_

Event Location:

Lead Applicant Contact Person(First & Last Name):

Phone number: \_\_\_\_\_ E-mail Address \_\_\_\_\_

Mailing Address: \_\_\_\_\_ City \_\_\_\_\_

State: \_\_\_\_\_ Zip \_\_\_\_\_ Tax ID Number: \_\_\_\_\_

List of Event Board of Directors: \_\_\_\_\_

\_\_\_\_\_

How many years has your organization/event been in Woodland Park: \_\_\_\_\_

Requested Funding Amount (Maximum \$5,000 per event) \$: \_\_\_\_\_

**1. Please briefly describe your event.**

**2. What are the short and long-term benefits of this event for your organization and for the Woodland Park community?**

**3. What is the event budget? Please attach your event budget here.**

**4. How will the funds provided by the City of Woodland Park be used?**

**5. What is the estimated attendance at your event? How is estimated attendance determined? Please briefly describe the target audience the event seeks to attract.**

**6. Has your event/organization ever received in-kind support from the City of Woodland Park for this event in the past? (ie. Facility/park use, cache items such as barriers or cones, City staff including police, etc.) If so, please list type and quantity of in-kind support, as well as which years this in-kind support was received.**

**7. What is the cost to attend your event, per person?**

**8. Do you have an emergency management plan, safety protocols, and traffic plan?  
Please explain and attach plan(s) if applicable.**

**9. Please detail or attach any supplemental information below. Attachments for  
supplemental information supporting the application must be ONE PAGE  
maximum (12 pt font).**