

ATTACHMENT #6



2022 Special Event Destination Management Funding Application

Application Deadline: Monday, January 20, 2022

What and Why?

Destination Management Funding is budgeted by the City of Steamboat Springs to help mitigate community impact from special events. The city has budgeted a total of \$20,000 for 2022 Special Event Destination Management Funding.

How?

The Steamboat Springs Chamber (SSC) manages the funding by creating a Special Event Destination Management Funding committee to review proposals and allocate funds. This committee is made up of members of the SSC marketing committee, the SSC Board of Directors, and City Council. Funding applications will be evaluated and rated based on the criteria attached to this application.

When?

There will be no formal presentations to the committee. The committee will be assembled to review all applications; applications will be evaluated on current community impact and the ability of the proposed destination management activity to directly address that impact.

Funding Criteria

- Open to any size event held from the beginning of June through the end of September.
- Open to any event held in October through May that exceeds venue parking (see city parking matrix)
- Proposed destination management activity must be a new addition to your event. Funds may not be used to pay for destination management tasks or activities which you have previously deployed for your event
- Funding will be capped at \$3,000 per event.
- Requested funds can represent no more than 75% of the cost of implementing the destination management activity

Please note that Special Event Destination Management dollars will be **paid post-event**, once the final report is submitted and invoicing from the event is received. Typical turnaround time to receive reimbursement is 20 business days after final report is approved.

When submitting your application please be sure to include:

- ✓ Special Event Destination Management Funding application
- ✓ Signed copy of the 2022 Special Event Destination Management Policies and Requirements

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SPECIAL EVENT DESTINATION MANAGEMENT POLICIES AND REQUIREMENTS

- Special Event Destination Management funds are dollars that can be used in any manner to mitigate community impact from the special event. Examples of destination management include:
 - Alternative transportation planning, communications, services (shuttles, additional bike racks, etc.)
 - New Parking and Drop Off Plans and Maps
 - New parking monitors and parking monitor training
 - Specific neighborhood communications- sandwich boards, sign boards, door hangars, direct emails
 - Additional portable toilets above what is required
 - Less impactful location or date
- Any event that receives Special Event Destination Management Funding must complete a Special Activity Permit through the City of Steamboat. **Failure to comply completely with all terms set forth in the permit will result in denial of Special Event Destination Management reimbursement for expenditures.**

Special Event Destination Management Funding may NOT be used for the following:

- Fees associated with city venues
 - Projects restricted to private or exclusive participation
 - 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
- A final report will be required. Final reports must be completed and submitted to the Chamber within **45 days** post-event. It is the responsibility of the event planner to prepare and submit all information requested by the Committee; failure to do so could result in denial of reimbursement for expenditures. Events that do not submit complete final reports will not be eligible for future Special Event Funding. Reports must be submitted prior to Dec 9, 2022. **We are not able to process reimbursements after this date.**

We look forward to receiving your application. Please email your completed application to: sarah@steamboat-chamber.com.

By signing below you signify that you have read the above statements and agree to adhere to all requirements. If you do not adhere to all requirements, you agree to forfeit any funding allocated by the City of Steamboat Springs.

Signature of event chairperson:

Date Signed:

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PLEASE READ AND SIGN BELOW

Applications received after the designated deadline and/or incomplete will not be considered. Any event that has not completed a Final Report from the previous year will not be considered for Special Event Destination Management Funding.

PLEASE NOTE: The City of Steamboat Springs has a special activity permit for events held in the City of Steamboat Springs. They also have a City sales tax process for all vendors and souvenir sales. All event organizers must comply with this process. It is your responsibility to complete and submit this application. Call the City offices at 879-2060 to request further information regarding this permit and a sales tax license.

If financial support is allocated to this event, I agree that the funding will be used solely for the designated and approved purposes as stated in this application. I agree to follow all policies and guidelines, and will supply complete financial statements, ad copies, affidavits and proof of expenditures to the SSC Special Event Committee as requested. I understand that the application review process may require additional information which I agree to provide. I further understand that reimbursement for approved expenditures is subject to review and approval by the SSC Special Event Committee.

SIGNATURE:

DATE:

JUDGING CRITERIA

(Categories are in order from most weighted factor)

COMMUNITY IMPACTS:

Will the event cause major disruptions to neighborhoods in Steamboat Springs? Has the producer presented a plan that will minimize disruptive impacts to the Steamboat Springs community?

SCHEDULE:

Does the event move from a busy event weekend?