



How many people attended the event? \_\_\_\_\_ How many nights were booked? \_\_\_\_\_

## BUDGET/FINANCIAL INFORMATION

Proposed budget for event/program: \$ \_\_\_\_\_ Actual budget: \$ \_\_\_\_\_

Funds awarded by MTCB: \$ \_\_\_\_\_ Did you use the full amount? ☐ YES ☐ NO

If no, please explain:

Gross & net revenue (ROI) generated by the event/program that benefited the organization:

Gross: \$ \_\_\_\_\_ Net: \$ \_\_\_\_\_

Gross revenue generated by the event/program that benefited the Town:

How much sales tax, lodging tax or admissions tax did your program/event generate? Use the chart below to assist in an estimate (for more information visit <https://mtcb.colorado.gov/finance/sales-tax>).

MTCB Revenue Source	Revenue	Tax Rate	Tax Collected (Revenue X Tax)
Room Rental		7.9% Lodging Tax	
Ticket Sales		4% Admissions Tax	
Restaurant Sales		5% Sales Tax	
Retail Sales		5% Sales Tax	
TOTAL TOWN ROI			

*Note: The applicant should be prepared to discuss any deviation between their proposed budget and the actual budget. Upon request, you may be asked to provide Invoices and receipts for Admissions Tax funds spent. Council reserves the right to audit the applicant's finances regarding the granted Admissions Tax funds.*

How were your funds spent (please be as detailed as possible)?

Did you use marketing funds for this event/program?

☐ YES

☐ NO

If yes, what type of marketing did you utilize?

If yes, what geographic and demographic areas were the most successful? Please provide data.

If yes, how did you track and evaluate your marketing efforts for effectiveness? What were the results? (Please provide analytical data if digital advertising was used—impressions, clicks, conversion, data on time spent on each page of the event website, etc.)

**WAS YOUR EVENT/PROGRAM SUCCESSFUL? WHAT WOULD YOU DO IN THE FUTURE TO INCREASE SUCCESS?**

**OTHER CONSIDERATIONS**

Is there additional data you'd like to provide in terms of reporting and how your marketing efforts contributed to the success of your event/program?

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_