



2024 Admissions Tax Grant Application Form

Full Name: _____ Date: _____

Business Name: _____

Address: _____ City: _____ State: _____

Phone: _____ Email: _____

Name of Event/Program: _____

Event Location: _____ Event Date: _____

CATEGORY

Please reference the Admissions Tax Grant Program Guidelines to select the correct category for your application (pick one).

Event: ☐ Signature Event ☐ Destination Event ☐ Community Growth & Fundraising Event

Traditional Marketing: ☐ Business ☐ Community

SUMMARY OF EVENT/PROGRAM PROPOSED

HOW DOES THIS PROGRAM/EVENT FIT INTO THE GOALS & OBJECTIVES OF THE AD TAX GRANT PROGRAM?

BUDGET/FINANCIAL INFORMATION

Annual organization/company budget: \$ _____

Requested amount of funding for program/event: \$ _____

Estimated funds your organization is investing for the event/program: \$ _____

Estimated return on investment the program/event will provide your organization: \$ _____

Estimated return on investment the program/event will provide to the Town:

How much revenue will this program/event generate in taxes for the town? 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			

Have you received or applied for other funding for this program or event?

☐ YES (if yes, from what organization and how much?)

☐ NO

ARE YOU REQUESTING MARKETING FUNDS FOR THIS EVENT/PROGRAM?

☐ YES

☐ NO

If yes, what type of marketing do you plan on utilizing?

If yes, what geographic and demographic areas will you be targeting?

If yes, how will you track and evaluate your marketing efforts for effectiveness?

Evaluation methods will be used in any follow-up reporting of the program to the Town Council if the grant is awarded.

HOW WILL THE FUNDS YOU'RE REQUESTING BE SPENT

i.e., You request \$10,000 in marketing funds, how will it be spent? \$5,000 on Facebook, \$2,500 on Google Ads. Similarly, if you request \$10,000 for an event, how will those funds be spent? \$5,000 band, \$3,5000 on food, etc. Please be as detailed as possible, charts/excel are useful.

☐ I have attached a detailed budget for my event/program

OTHER CONSIDERATIONS

Are there any other considerations town council should be aware of? Any additional information you'd like to provide with your application?

Signature: _____ Date: _____