2025 Admissions Tax Grant Report & Analysis Form

Full Name: _____ Date: _____

Business Name: _____

Address: _____ City:_____ State:_____ Zip:_____

Phone: _____ Email:_____

Event/Program Name: _____

Event Location: _____ Event Date:_____

How many people attended the event? _____ How many nights were booked? _____

ORGANIZATION INFORMATION (check one)

If you do not meet the following organizational requirements, you are not eligible to apply for the Admissions Tax Grant.

☐ Non-Profit (registered 501(c)(3) or 503(c) organization)   ☐ Government Agency   ☐ For-Profit

SUMMARY OF EVENT/PROGRAM & SUCCESSES

[ ]

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 why along with the amount of money to be returned:

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

Gross: $_____   Net: $_____   Projected 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)?

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[                                                                    ]
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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:_____