



## 2026 Admissions Tax Grant Application Form

Full Name: \_\_\_\_\_ Date: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Name of Event/Program: \_\_\_\_\_

Event Location: \_\_\_\_\_ Event Date: \_\_\_\_\_ Attendee Goal: \_\_\_\_\_

### 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 501(c)(6) organization) ☐ Government Agency ☐ For-Profit

### CATEGORY (check one)

*Please reference the Admissions Tax Grant Program Guidelines to select the correct category for your application.*

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

**Traditional Marketing:** ☐ Gunnison Valley Non-Profit or Government Organization

☐ For-Profit MTCB Business

### SUMMARY OF EVENT/PROGRAM PROPOSED (Required)

**HOW DOES THIS PROGRAM/EVENT FIT INTO THE GOALS & OBJECTIVES OF THE ADMISSIONS TAX GRANT PROGRAM, AND THE CATEGORY YOU ARE APPLYING FOR? (Required)**

**BUDGET/FINANCIAL INFORMATION**

Total cost of event/marketing: \$\_\_\_\_\_ Requested grant funds: \$\_\_\_\_\_

Amount of funds your organization is investing for the event/marketing: \$\_\_\_\_\_  
*Please reference the guidelines for your organization's investment requirements.*

Estimated monetary return the program/event will provide your organization: \$\_\_\_\_\_  
*Net return. If there is little to no monetary return to your organization, please explain under "other considerations" on page 4.*

Estimated total tax the program/event will provide to the Town: \$\_\_\_\_\_  
 How much revenue do you estimate this program/event generate in taxes for the town? Use the chart below to assist in an estimate by using the total tax collected column (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	
<b>TOTAL TOWN RETURN</b>			

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 (check all that apply)?

**Digital Advertising:** ☐ Instagram ☐ Facebook ☐ YouTube ☐ TikTok

☐ Google Display Ads ☐ Google Search Ads

**Print Advertising:** ☐ Flyers ☐ Newspaper Ads ☐ Magazine Ads ☐ Mailers

**Other:** ☐ Email Campaign ☐ Radio Ads ☐ Other: \_\_\_\_\_

Please explain in detail the purpose of each channel you plan to utilize, and the goals/benchmarks associated with each.

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, you request \$10,000 for an event; how will those funds be spent? \$5,000 band, \$3,5000 on food, etc. Be as detailed as possible; use the [AdTax Grant Budget Template](#).

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

### **MONETARY VALUE (only required for a non-profit or government organization)**

☐ I understand it is required as a non-profit or government organization that we benefit from the event/marketing in ways of fundraising, donations, merchant, vendor, registration, or ticket sales that will positively benefit the organization and will help gain awareness for the organization and/or help grow programming.

Please explain how you plan to meet this requirement:

### **OTHER CONSIDERATIONS**

What other information about your event/programming should Town Council know? Why is it important to the organization? How does it fit into the scoring rubrics? (Required)

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