




Event Location: \_\_\_\_\_ Number of Attendees/Tickets Sold: \_\_\_\_\_



## 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:*

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

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

Gross tax 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 (be as detailed as possible; use the [AdTax Grant Budget Template](#))?

**DID YOU USE MARKETING FUNDS FOR THIS EVENT/PROGRAM?**

☐ YES ☐ NO

If yes, what type of marketing did you utilize (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 outcome of each marketing campaign and how it measured against your goals/benchmarks from your application.

If yes, what geographic and demographic areas were the most successful?

If yes, how did you track and evaluate your marketing efforts for effectiveness? What were the results? What campaigns were the most or least successful? (Please provide analytical data if digital advertising was used—impressions, clicks, and conversions data, along with conversion costs and costs per click.)

**WAS YOUR EVENT/PROGRAM SUCCESSFUL? WHAT WILL YOU DO IN THE FUTURE TO INCREASE SUCCESS? (Required)**

**OTHER CONSIDERATIONS**

Is there additional data you'd like to provide in terms of the event or programming you'd like for Town Council to know? (Why were goals not achieved/how were they, what's working great for your organization that you'll continue to do, how does it fit into the scoring rubrics, etc.)

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