**Application for Lodging Tax Grants**

**Please complete fully and return to:**

**Hinsdale County Lodging Tax Board**

PO Box 277, Lake City, CO 81235;

Or email to: administrator@hinsdalecountycolorado.us

Questions: 970-944-2225

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

Name of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address of Applicant: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Primary Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative’s Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Representative’s Primary Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Secondary Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Amount of Request for 2021 $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Did your organization receive a Lodging Tax Fund grant in 2019?

If so, for how much? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Event or General Marketing (circle one)**

Is the applicant a 501 (c) nonprofit tax-exempt organization or a government or public entity?

Is the applicant an established and proven marketing entity within the County formed for the purpose of advertising and marketing tourism throughout the Lake City/Hinsdale County area?

Yes\_\_\_\_\_\_ No \_\_\_\_\_\_\_

If answered No to the above question, describe the purpose of the entity requesting funds:

Please state the nature and purpose of the applicant’s planned marketing and advertising of tourism.

Will this marketing effort or event encourage tourism in Lake City/Hinsdale County during the off-season or shoulder-season? Explain:

Will this event promote the uniqueness of Lake City/Hinsdale County as a tourist destination in Colorado? Explain:

Please provide information about your marketing or event impact in prior years (number of people reached or in attendance, website hits, sales, visits, etc.). Projected impacts of new events or marketing efforts:

If applying for general marketing funds, does your marketing plan allow for other tourist-related businesses and entities to participate in any way in their marketing and advertising or events?

If applying for event funding is the event held within Lake City/Hinsdale County and its municipalities and is it open to or available to the general public?

Is your marketing accessible or does your event have an Americans with Disabilities Act (ADA) Accessibility Plan?

Does your marketing plan or event plan encourage diversity?

Does your marketing plan or event budget leverage lodging tax dollars by use of 10% or more matching funds?

Does your marketing plan or event budget make use of volunteer labor?

REQUIRED:

* Attach a budget that accurately reflects planned expenditures for marketing or advertising of tourism in 2021.
* If the applicant received funds for 2020, attach an accounting of expenditures of lodging tax funds that were used 2020.
* If the applicant received funds for 2020 but did not use all funds, provide a detailed explanation of amount of funds not used and reasons why*. If the applicant fails to use all of the awarded funds within the twelve-month award period, the awarded funds will be forfeited and returned to the Lodging Tax Fund, for use in the following year.*

Signature of Applicant Representative or Chairman of the applicant Board:

Organization: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

By Printed Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_