



FRUITA

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Tourism and Special Events Funding Application – Fiscal Year 2023

“Lodging tax will provide revenues for marketing and promotion of the City of Fruita and its environs to tourists, the traveling public and others which will be beneficial to the community.”

General Application Information:

Each year, the City of Fruita and the Fruita Tourism Advisory Council is excited to partner with individuals, organizations, and businesses to promote and sponsor special events in Fruita. This is a Notice of Funding for special event funding for the fiscal year 2023 (January 1, 2023 – December 31, 2023). The deadline to submit funding applications for 2023 is 5:00 p.m. on **September 16, 2022**. Final decisions on funding requests will be made no later than December 6, 2022, and applicants will be notified of the decision on their funding request.

This application and special event funding requests can be emailed to svassen@fruita.org. Completed applications must include all required items and be submitted by the deadline to be considered. Funding requests will be reviewed and evaluated based on the criteria set forth in the City of Tourism and Special Events Funding Policy (Exhibit B).

Questions regarding the application may be directed to Shannon Vassen at svassen@fruita.org or (970) 858-3663.

Completed application packets should be submitted to:

City of Fruita
Shannon Vassen
325 E. Aspen Avenue
Fruita, CO 81521
svassen@fruita.org

Application Contents:

- I. Application
- II. List of Requested Attachments
- III. Organization Certification
- IV. Exhibit A – City Goals
- V. Exhibit B – Tourism and Special Events Funding Policy



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I. TOURISM AND SPECIAL EVENTS FUNDING APPLICATION – FISCAL YEAR 2023

Organization: _____ Date: _____

Contact Person: _____ Title: _____

Mailing Address: _____

Street Address: _____

Phone No.: _____ Email: _____

FUNDING REQUEST SUMMARY

Project Name: _____

Amount of Request: (\$) _____

Summary of Request. The Summary request describing your project must address the following criteria where applicable to your project: date of event, event location, estimate of number of attendees, target market, marketing area, products, printed materials, and photographs or graphic design, demonstration of partnership, and uniqueness and innovativeness in approach.



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Describe other funding sources and financial support for this project/program, both internally and from other outside agencies, including in-kind contributions such as donated goods or services. If funding is not awarded, will the organization be able to continue the event in the future without City funding?

Describe the program/projects relationship to the City's goals (Exhibit A). How will the project benefit the community, including local businesses and the citizens of Fruita?

Funding requests must acknowledge the City of Fruita as a sponsor on printed materials, t-shirts, and/or other products, media advertising, festival announcements, banners, and/or other recognition appropriate for your project.

II. REQUIRED ATTACHMENTS – Please attach these to your application.

1. Project/Program Budget – please provide a project/program budget that lists itemized expenditures and revenue and category. Please be specific. This information will be used to compile funding agreements for approval requests.
2. Completed Form W-9
3. Letter(s) of Support



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III. ORGANIZATION CERTIFICATION

I certify that _____ (organization) is an eligible agency for receipt of funds; that all information reported in this application and attached is true, accurate and complete; that I am authorized to make application on behalf of the above organization; and that I will provide written notice of any changes or additions to this information.

I understand the organization may need to make a brief presentation and/or provide additional information during the evaluation process and that a written agreement will be required if funds are awarded.

Signature: _____ Date: _____

Title: _____



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IV. EXHIBIT A

CITY GOALS

WHY FRUITA? The City of Fruita focuses on three strategic outcomes built upon a base of providing quality core services.

Quality of Place (QP)

The City of Fruita is a community where residents and visitors love where they are. The City strives to be a bike and pedestrian friendly community by providing a system of sidewalks, trails, and bike lanes that connect our parks, schools, neighborhoods, civic facilities, and commercial areas. We value safe neighborhoods, our geographic natural resources and landscapes, top tier education and healthcare, and we collaborate to provide quality essential infrastructure and services. We are an inclusive community of doers who enjoy active and healthy lifestyles.

Economic Health (EH)

The City of Fruita strives to be financially sustainable by enabling a stable economy and supporting a diversity of businesses that offer well paying jobs that attract educated employees. The City works to be fiscally responsible and continuously seeks ways to allocate resources to services and projects that have the highest impact on the City's priorities. We are the innovative leader for economic development in the Grand Valley.

Lifestyle (L)

The City of Fruita fosters a fun and funky ambiance by celebrating the local arts, farm and ranching history, unique leisure opportunities, and family-friendly events and activities. As a city, we encourage a diversity of cultural opportunities, businesses, and recreational activities. We continue to improve and enhance recreational offerings from traditional to outdoor adventure sports and youth to adult activities. We are a family-friendly community with diverse cultural opportunities, businesses and recreational amenities where visitors feel like locals and locals play like visitors.



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V. EXHIBIT B: TOURISM AND SPECIAL EVENTS FUNDING POLICY CITY OF FRUITA, COLORADO

SECTION 1: POLICY

It is the policy of the City of Fruita, Colorado to consider funding requests from agencies committed to providing tourism-related projects, programs or events that promote local business and tourism in the City of Fruita.

This policy promotes the concept that the most efficient use of taxpayer funds for contributions to outside agencies are direct contributions that are used for the intended purpose of providing tourism related projects. Therefore, the City does not contribute funds for fund raising events in which a portion of the contribution is used to offset the cost of fund raising (e.g. tickets for banquets and similar events).

SECTION 2: ELIGIBLE AGENCIES

An eligible agency may be any organization that hosts or organizes any tourism related event or special event that promotes local business and tourism in the City of Fruita.

SECTION 3: PROCEDURES

The City's process for funding an outside agency request is as follows:

- 3.1 The City of Fruita should receive all funding requests from outside agencies no later than September 16, 2022 for consideration for funding in the following fiscal year.

This allows for consideration of the funding requests as part of the development of the operating budget for the following year.
- 3.2 The City will publish a notice of the deadline for submission of requests for funding by September 1, 2022.
- 3.3 Funding available for outside agency requests will be reviewed on an annual basis as part of the budget process.
- 3.4 The availability of funds awarded will be subsequent to January 1 for the funding cycle of each year. If an agency is awarded special event funding, the agency can



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only invoice the City 45 days before the event to receive funding. The funding will be released accordingly upon receipt of an invoice and any required supporting documentation.

- 3.5 The City of Fruita reserves the right to terminate funding for outside agencies at any time. Approval of funding for one fiscal year does not impose a commitment on the City for funding in future years.
- 3.6 No funding decision shall be considered final until the City Council adopts the budget and all aspects of the agency's responsibilities and the conditions under which payment for the agency's services will be rendered have been met.
- 3.7 City funding shall only be used for the purpose and service for which the funding is requested and approved by the City. Any deviation from the approved funding request may be made only by the City's prior, written approval. If not, funds must be returned immediately to the City.
- 3.8 In the occurrence that a special event is cancelled or postponed due to a force majeure event, such as an act of god, riots, war, terrorist act, epidemic, pandemic, quarantine, natural catastrophes, national strikes, fires, or explosions, and the agency has been awarded and subsequently received funding, that funding shall be carried over into the next fiscal year. If funding is carried over into the next fiscal year, the agency is not eligible to reapply for special event funding for the same event.

SECTION 4 EVALUATION CRITERIA

The Fruita Tourism Advisory Council (FTAC) may utilize the criteria listed below in the evaluation and prioritization of funding requests.

- 4.1 Agency's ability to demonstrate the effectiveness and relevancy of a project or service to the community.
- 4.2 The ability to meet a specific or relevant need in the community.
- 4.3 Relationship to the City's mission, goals and/or objectives
- 4.4 The likelihood the project will produce successful results.
- 4.5 Service impact or benefit to the businesses and citizens of Fruita and the number of citizens/businesses, geographic areas and specific impact (quantified).



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- 4.6 The effectiveness of the services and/or program and the impact on the City of Fruita community based upon measurable performance data.
- 4.7 The agency's history of success.
- 4.8 Effective use of requested funding, including matching contributions, additional sources, and effort of outside search for financial assistance.
- 4.9 The financial need of the agency and its ability to implement the services and/or programs based upon available resources.
- 4.10 The ability of the agency to continue the project or service after the funding cycle without an ongoing operational contraction from the City to this service.
- 4.11 The amount of previous funding requests and the amount received from the City of Fruita
- 4.12 Budgetary constraints on available funds.

SECTION 5 SUBMITTAL INSTRUCTIONS

Agencies must adhere to the following instructions for submittal of the Funding Requests:

- 5.1 The funding request shall be emailed or mailed to Shannon Vassen at svassen@fruita.org.
- 5.2 The appropriate agency authorities must complete, sign and date the Funding Request
- 5.3 The Funding Request "must" be clearly identified on the outside of the envelope ("Agency Name" - Funding Request).

SECTION 6 REQUIRED INFORMATION

Funding Requests should contain the following information and/or documentation.

- 6.1 Amount requested from the City of Fruita



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- 6.2 A brief narrative of the agency's program(s) and demonstrated benefit to the citizens of Fruita and relationship to helping the City achieve its goals and priorities.
- 6.3 Completed Tourism and Special Event Funding Application.
- 6.4 Completed W-9
- 6.5 Letters of support.
- 6.6 Additional supporting documents and information that may be requested by the City.

SECTION 7 AGENCY REQUIREMENTS AFTER RECEIPT OF FUNDING

- 7.1 Financial Report. Agencies must provide an annual report of the expenditure of city funds.
- 7.2 Performance Report. Agencies must provide an annual report on the effectiveness of services or projects for which the agency received funding.