



Challenge Grant Program

Purpose of the Program

The City of Gunnison Challenge Grant program funds new and creative efforts to increase sales tax revenue in Gunnison. Since 1992, the program has supported non-profit organizations and local, state and federal agencies with special events and other promotions. As an important tool for economic and tourist development, the program helps bring visitors to Gunnison, supports the business community and enhances the local economy.

The Application Process

Applications will be accepted at any time. They are available from the City of Gunnison Community Development Department. The application process includes at least three meetings: a Challenge Grant Committee meeting and two City Council meetings. **Applicants should schedule submissions to the City in such a way as to allow for a full 6 weeks to complete the process.**

Submission of Application

Applicants must submit **eight copies** of the application form and attachments (described under Application Instructions on the following page) to the City of Gunnison Community Development Department, P.O. Box 239, Gunnison, CO 81230 or 201 West Virginia.

Staff and Committee Review

The Community Development staff reviews applications for completeness and schedules a Challenge Grant Committee meeting. At the meeting, the applicant will be given 15 minutes to discuss the request and will then be excused. The committee will discuss the application and develop a recommendation to City Council.

City Council Review

The application and recommendation of the Challenge Grant Committee will be an agenda item at a City Council Work Session (held on the first and third Tuesday evening of the month). **The applicant must attend this session.** At the Work Session, Council may simply review and discuss the request, or may ask questions of the applicant. The City Council will take action on the grant request at

its next Regular Session (held on the second and fourth Tuesday evening of each month). **The applicant is required to attend this meeting.** At the Regular Session, the Council will either vote on the application under the Consent Agenda or review the application again as New Business and then vote. The vote may be for full funding, partial funding, or no funding. Conditions may be attached to the funding of the project by the City Council.

Awarding Funds

Once the grant has been awarded, the Community Development staff prepares a contract which is signed by the applicant and the Mayor. The City will reimburse the applicant for approved expenses, up to the awarded amount, upon receipt of invoices. Funds shall not be used for wages, salaries, or administrative costs.

Subsequent Applications

Applicants may apply in subsequent years, but declining financial support from the City should be anticipated. Maximum funding is three years.

Eligible Applicants

Non-profit organizations and local, state, or federal agencies may apply for funding. Private businesses must apply through a local non-profit or governmental agency, which will serve as the sponsor and administrative unit for managing the contract with the City.

Eligible applicants are:

- Business and Tourism support organizations
- Cultural or Historical organizations
- Health and Human Service organizations
- Social or Fraternal clubs and organizations
- Educational agencies and organizations

Contract Provisions and Accountability

All applicants must agree to execute a contract with the City and fulfill the contractual requirements. Applicants who fail to meet the contractual requirements will be required to return any funds that have been disbursed. Failure to meet contractual

requirements will also jeopardize an applicant's ability to secure grants in future years. Contractual requirements include, but are not limited to:

- A. a final narrative report and/or a presentation to City Council (due within 30 days of the event or project);
- B. a detailed financial report of revenues and expenditures, showing demographics of ticket sales;
- C. proof of advertising and publication of the City's byline and/or logo;
- D. return of unused grant funds to the Challenge Grant program for redistribution.

Committee Information

The Challenge Grant Advisory Committee, appointed by City Council, is comprised of four citizens representing a cross-section of the community; the Director of Community Development; and a representative from the City Finance Department.

Review Criteria

The Challenge Grant Committee reviews proposals based on the following criteria:

- A. Project goals must include an expectation to increase the City's sales tax base by bringing in out-of-town participants who will contribute to the local economy.
- B. The application must demonstrate that Challenge Grant funds are necessary to successfully execute the event.
- C. The project must have the ability to be self-sustaining in the future and budgets must identify profit from events as a reinvestment in the event the following year.
- D. Projects must include coordination and cooperation with other community organizations.
- E. Projects must include cash or in-kind contributions by the applicant and those partners identified above.
- F. Applications must clearly define who will be responsible for oversight of the project.

Application Instructions

For consideration, all applications must include the following documents:

- A. the application cover sheet;
- B. a letter describing the project, total cost of the project, and the amount requested;
- C. a detailed budget including all expenses and anticipated funding sources (see the attached sample budget);

- D. a detailed marketing plan including where advertising will be done, how many ads will be placed, and the cost per ad; and,
- E. written answers to each of the following questions, in the order in which they are listed:
 1. How will the project increase sales tax revenues for the City?
 2. Who is the targeted audience? If the project is an event, estimate the number of local residents and the number of visitors who will participate.
 3. Describe the cooperation between the applicant and other organizations within the community such as Western State Colorado University, service clubs, community groups, etc.
 4. Explain how the project will be funded in the future, if it is an annual event.
 5. Describe commitment to the project in terms of cash and/or in-kind contributions. In-kind contributions include materials, services, or labor.
 6. List other sources of funding which have been pursued and the status of those requests.
 7. Indicate who will be responsible for the project and the grant funds, if awarded.
 8. Describe the plan for advertising and promotion of the project including any technical assistance that has been, or will be, solicited to ensure that the marketing of the proposed event will be as successful as possible. Attach any promotional materials that have already been prepared. Advertising must include the City logo or byline.
 9. Describe how City funds will be used. Funds shall not be used for wages, salaries, or administrative costs.
 10. Has the Gunnison Country Chamber of Commerce been notified about this event? Will it be included on the Chamber's calendar?

For more information contact the Community Development Department, 201 W. Virginia; P.O. Box 239, Gunnison, CO 81230; phone: (970) 641-8090; fax: (970) 641-8051; e-mail: pcunningham@cityofgunnison-co.gov or andie@cityofgunnison-co.gov

SAMPLE BUDGET

Entry Fees:

Covercharge @ Party	\$350.00
10 Kayak Rodeo (Individuals) @ \$25.00	\$250.00
10 Kayak Rodeo (Individuals w/o T-Shirts) @ \$15.00	\$150.00
12 Rafts @ \$100.00	<u>\$1,200.00</u>
Total	\$1,950.00

In-Kind Services: Donated

Port-O-Johns	\$400.00
Raft Gear Rental (Whitewater Rafting)	\$2,475.00
First Aid and Hydration Station	\$100.00
Celebration Dinner	\$150.00
Sound System (JR's Rental)	\$200.00
Multi-Purpose Building Rental (County)	\$50.00
Entertainment (Local Bands for 4 hours)	\$400.00
Safe Ride	\$1,000.00
Posters	\$1,100.00
Generator Rental (JR's Rental)	<u>\$150.00</u>
Total	\$6,025.00

In-Kind Services: City

Barriers, trash bags, gloves, etc. (City of Gunnison)	<u>\$200.00</u>
Total	\$200.00

Grants/Cash Donations:

City Market (Gift Card)	\$50.00
City of Gunnison (Grant)	\$1,500.00
Gunnison County (Grant)	<u>\$1,500.00</u>
Total	\$3,050.00

Total Revenue:	\$11,225.00
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Includes Entry Fees, In-Kind, and Grants/Cash

Staffing:

Director	\$700.00	
Total		\$700.00

Goods and Materials:

Prizes and Awards	\$1,500.00
T-Shirts for Volunteers (40)	\$250.00
Food & Beverage Supplies (plates, silverware, etc.)	<u>\$100.00</u>
Total	\$1,850.00

Advertising/Publicity:

Crested Butte News (2 Ads)	\$90.00
Montrose Daily Press (2 Ads)	\$256.00
Buena Vista/Salida Mountain Mail (2 Ads)	\$270.00
Pueblo View (2 Ads)	<u>\$208.00</u>
Total	\$824.00

Services:

Liquor License (\$25 to City, \$25 to CO DOR)	\$50.00
Headliner Band	\$1,000.00
American Canoe Assoc (Insurance)	\$45.00
Insurance per contestant	<u>\$350.00</u>
Total	\$1,445.00

In-Kind Services: Donated

Port-O-Johns	\$400.00
Raft Gear Rental	\$2,475.00
First Aid and Hydration Station	\$100.00
Celebration Dinner	\$150.00
Sound System	\$200.00
Multi-Purpose Building Rental	\$50.00
Entertainment (Local Bands)	\$400.00
Safe Ride	\$1,000.00
Posters	\$1,100.00
Generator Rental	<u>\$150.00</u>
Total	\$6,025.00

In-Kind Services: City

Green Team Materials (trash bags, gloves, etc.)	<u>\$200.00</u>
Total	\$200.00

Total Expenses:	\$11,044.00
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Revenue over/under expenses:	\$181.00
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APPLICATION FOR CHALLENGE GRANT

Applicant Information

Organization: _____	
Representative: _____	
Mailing Address: _____	
Street _____	City _____
Phone Number: _____	E-Mail: _____

Proposal Information

New Application: <input type="checkbox"/>		Renewal Application: <input type="checkbox"/>		Amount Requested: _____	
Name of Event or Service: _____					
Date of Event: _____			Number of years funded by the City: _____		
For this proposal:		Estimated number of participants from the City and County:	Estimated number of participants from outside the County:	Total estimated number of participants:	
For renewal applications:					
Year:	Funding received from the City	# of participants from the City and County	# of participants from outside the County	Total # of participants	
2011				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated	
2010				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated	
2009				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated	

I hereby attest that the information provided in this application is accurate as of the date of submission.

Signature

Date