



The mission of the Montrose Area Merchants Association is to promote the Montrose trade area with the goal of increasing sales revenues through promotional activities, education, advertising, and by serving as a resource to stimulate a thriving business community and enhance the retail environment.

The Mission of the Montrose Visitors and Convention Bureau is to promote Montrose as a tourist destination through special events, cultural events, and recreation.

2009 MAMA/VCB JOINT EVENT SUPPORT PROGRAM APPLICATION PROCEDURES AND REQUIREMENTS

Please read and review all procedures and regulations before completing the attached application.

The **Montrose Area Merchants Association, Inc. (MAMA)** Events Support Program is funded by merchant vendor fees for retail enhancement purposes, with a portion of the retail enhancement funds administered by the MAMA Board of Directors. The primary objectives of MAMA Event Support funds are to provide seed money for new events, fund existing events that are growing or expanding, and enhance existing events that will draw spectators and participants from the region (a 90-mile radius). Events must demonstrate potential to create new and/or increase retail sales in the City of Montrose, either directly or indirectly.

The **Montrose Visitors & Convention Bureau (VCB)** Events Support Program is funded by an allocation of restaurant and lodging tax revenues and is administered by the Board of the VCB. The primary objectives of the VCB Event Support funds are to foster and encourage certain events that promote tourism activities which utilize public accommodations within the City of Montrose. Events should have a strong appeal to a large part of our community and potential visitors. The resulting economic and non-economic benefits of this program will promote the general welfare of City residents.

Applications will be judged competitively. Events that best demonstrate the ability to achieve the MAMA and/or VCB Missions will be given preference. Non-profit events will be given preference. Commercial events and events that have received Event Support funding for three years will receive secondary consideration, except in years of event expansion or improvement. Applicants are encouraged to seek funding from multiple sources.

1. Applicants will present, and applications will be reviewed quarterly by the Joint Funding Review Committee at their meetings the first week of February, April, July, and October. Applications are due by January 31, March 31, June 30, and September 30 and not less than 60 days prior to the event date.
2. Applications must include proof of event liability insurance and a complete budget listing all anticipated revenue sources and expenditures. Incomplete applications will not be considered for funding.
3. A completed Post Event Report must be submitted within 60 days after the event, which must include the following attachments: actual budget; and all advertising tear sheets, affidavits, or other advertising verification. **Applicants filing a late post event report will not be considered for funding the next calendar year. Applicants not submitting a post event report will not be considered for future funding.**

4. MAMA Event Support funds will be in the form of MAMA Bucks, or advertising reimbursement. VCB Event Support funds must be used for advertising or promotion of the event outside of the Montrose area and/or used in the creation, publication, or printing of advertising collateral materials to be used outside of the Montrose area. Advertising costs cannot be billed to MAMA or VCB.
5. In order to receive funding, the MAMA and/or VCB logos must be incorporated in all advertising for funded events -- digital logos can be provided as requested. The MAMA and/or VCB banners must be displayed at the event. The banners may be picked up from the MAMA and VCB offices the week before the event and returned the week after the event.
6. Once the MAMA and/or VCB Board of Directors have made a decision regarding funding for your event, you will be notified by the Executive Director.
7. Events awarded MAMA Bucks must comply with all MAMA Bucks program regulations including using MAMA Bucks ONLY for the purchase of goods and/or services in Montrose.
8. Unless your event is being held at the Montrose Pavilion, please contact the City of Montrose at 240-1422 or the Montrose County Fairgrounds at 249-8884 -- depending on your event location -- for any additional requirements for your event.

Please call the MAMA or VCB office with any questions. Return completed application to:

Montrose Area Merchants Association, Inc.
1500 East Oak Grove Road, Suite 202
P. O. Box 561, Montrose, CO 81402
(970) 249-6360
director@montrosemama.org

OR

Montrose Visitors & Convention Bureau
1519 East Main Street
Montrose, CO 81401
(970) 252-0505
jenni@visitmontrose.net

FOR OFFICE USE ONLY received: _____ Joint Funding Review date: _____
Committee Recommendation: MAMA \$ _____ and/or VCB \$ _____ Board agenda date: _____
amount approved \$ _____ funding issued: _____ Post Event Report received: _____

2009 EVENT SUPPORT FUNDING APPLICATION
(please print or type)

Date of application: _____ Event date(s): _____ Amount requested from MAMA \$ _____ VCB \$ _____

Name of event: _____ Sponsoring organization: _____

Event location: _____ Contact person: _____

Address: _____ Phone number: _____

E-mail: _____ Have you added your event to www.montroseevents.com? _____

Explain in detail why you feel your event supports the mission statement(s) of MAMA and/or the VCB : _____

Description of event: _____

How many years has this event existed? _____ Brief history of event and how it has grown: _____

Primary purpose of event: _____

What is the target market for the event? _____

What advertising is planned – regionally and out of town (over 100 miles)? _____

How are you planning on tracking attendance for your event? _____

Estimated cost to produce event \$ _____ (attach detailed event budget)

2009 EVENT SUPPORT FUNDING APPLICATION

- Continued -

Estimated total revenues: \$_____ (attach detailed breakout that includes all monies/contributions and/or in-kind services or goods received for the event)

What percent of your total budget will be spent in Montrose? _____ estimated attendance: _____

Estimated % of out of town attendees: _____% Estimated income to local economy \$_____ (number of out-of-town attendees X number of days X \$75)

List each source from which you will request funding for this event and the amount requested and approved: _____

If approved for MAMA funding, how would the funds be used?	If approved for VCB funding, how would the funds be used?
_____	_____
_____	_____
_____	_____

Has this event previously received Event Support from MAMA and/or the VCB? _____ If yes, list years and amounts for MAMA and/or the VCB: _____

The above-named Applicant agrees to submit the completed **Post Event Report** for the event described above within 60 days after the last day of the event. The Post Event Report will include the attachment of advertising samples, tear sheets, affidavits or other promotional materials used for the event.

In consideration of funds granted to the Applicant, the Applicant agrees to indemnify the Montrose Area Merchants Association, Inc. and /or the Montrose Visitors & Convention Bureau, the City of Montrose, and all employees, officers, agents, members or representatives thereof (collectively referred to as indemnities) from and against all liability, loss or damage that indemnities may sustain as a result of claims, demands, costs or judgments arising from applicant's use of the granted funds.

Applicant agrees that the granted funds shall not be used in any manner to discriminate against any person for any reason, including race, national or ethnic origin, color, religion, ancestry, sex or age. Applicant agrees to repay the entire amount of granted funds together with all reasonable cost of collection in the event the granted funds are used in violation of any terms of this application or any subsequent grant agreement. Applicant agrees to return all funds issued within 30 days should the event be canceled.

I certify that all statements in this Application are true, accurate and complete and grant permission to the Montrose Area Merchants Association, Inc. and /or the Montrose Visitors & Convention Bureau to investigate the credit history of the Applicant or organization.

Signed in Montrose, Colorado this _____ day of _____, 2009.

_____ on behalf of _____
Applicant signature Name of sponsoring organization

Is a Certificate of Insurance for your event attached? _____ If not, please provide insurance company contact information below:

_____ (company name) (agent) (phone and/or e-mail)

Please call either office should you have any questions:

Montrose Area Merchants Association, Inc.
1500 East Oak Grove Road, Suite 202, P. O. Box 561
Montrose, CO 81402 • (970) 249-6360
Juli Messenger, Executive Director • director@montrosemama.org

OR

Montrose Visitors & Convention Bureau
1519 East Main Street, Montrose, CO 81401 • (970) 252-0505
Jenni Sopsic, Executive Director
jenni@visitmontrose.net

Post Event Report
(please print or type)

Report date: _____ Name of event: _____

Sponsoring organization: _____

Event representative: _____ Phone number: _____

Email address: _____

Amount of VCB funding received \$_____ Amount of MAMA funding received \$_____ Total funding received \$_____

Provide estimates of out-of-town participants and list cities of origin _____

How are you did you track attendance for you event? _____

What were your geographical target markets? _____

In your opinion, how effective was your out-of-town marketing/advertising? _____

If you hold the event again, how would you draw more out-of town attendees? _____

Please attach a copy of your actual event budget including all revenues and expenses.

Return this report no later than 60 days following your event to:

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