



Challenge Grant Program

City of Gunnison

Purpose of the Program

The City of Gunnison Challenge Grant program is an innovative approach to funding new and creative efforts in Gunnison to increase sales tax revenue. The Challenge Grant program was created in 1992. It supports non-profit organizations and local, state and federal agencies in special events and other promotions which will attract visitors to the area and encourage them to stay and spend. Bringing new dollars into Gunnison supports the livelihood of our business community and enhances our quality of life.

This program functions as an important tool for economic and tourism development.

The Application Process

The Challenge Grant process is a simple one; it is timed to coincide with the regular meeting dates of the Gunnison City Council. **This is an important point because it means that applicants must schedule submissions to the City in such a way as to allow for a full 6 weeks to complete the process.**

Submission of Application

Grant forms are available from the City of Gunnison Community Development Department at any time. When completing the application, be certain to provide answers with the review criteria in mind. A budget breakdown is required. Applicants must submit **eight copies** of the application form and attachments to Community Development Department, City of Gunnison.

Staff and Committee Review

The Community Development Department reviews the application for completeness and schedules a Challenge Grant Committee Review Session. The Review Session is usually held at lunch during the week. The applicant is invited to the review session where they will be asked to discuss the request with the committee members for 15 minutes. The Committee will then excuse the applicant and will then discuss the

application and develop a recommendation to City Council.

City Council Review

The application and recommendation of the Challenge Grant Review Committee will be an agenda item at a City Council Work Session. City Council Work Sessions are held on the first and third Tuesdays of the month. **The applicant must attend this session.** At the Work Session, the Council members may simply review and discuss the request, or may ask questions of the applicant. The grant application will then be placed on the next City Council agenda.

The City Council will take action on the grant request at its next regularly scheduled meeting. **The applicant is required to attend this meeting.** (Meetings are held in the evenings on the first and third Tuesdays of the month.) At the meeting, 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 between the City and the applicant. The applicant and Mayor sign the contract. The funds will be issued once the applicant submits invoices for advertising, posters, or other items that were approved for funding. The City will reimburse the applicant for those expenses up to the awarded amount.

Eligible Applicants

Non-profit organizations as well as local, state, and federal agencies may apply for funding. Private businesses may 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 listed below:

Business/Tourism Support Organizations
 Cultural/Historical Organizations
 Health/Human Service Organizations
 Social/Fraternal Clubs and Organizations
 Educational Agencies and Organizations

Contract Provisions and Accountability

All applicants must agree to execute a contract with the City for the grant funds. **There are very few requirements in the contract, but they must be met or the applicant may be required to return the grant money. Failure to meet the contract also may jeopardize an applicant's ability to secure grants in future years.** All final reports are due within 30 days of the event or project in accordance with the provisions of the contract. Those contract requirements include, but are not limited to:

- A. A final narrative report and/or a presentation to City Council;
- B. A detailed financial report of revenues and expenditures, showing demographics of ticket sales;
- C. Evidence of any required advertising and publication of the City's byline and/or logo.

The City requires that all unused grant funds be returned to the Challenge Grant program for redistribution.

Committee Information

The Challenge Grant Advisory Committee is appointed by the City Council. The membership 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. The Community Development Planning Technician serves as staff to the Committee.

Project Review Criteria

All projects are reviewed against the following criteria by the Committee.

- A. Project goals must include an expectation to increase the City's sales tax base.
- B. The Project must have the ability to be self-sustaining in the future. Declining financial support from the City should be anticipated. Maximum funding is three years.

- C. The project application must demonstrate that Challenge Grant funds are necessary in order to successfully execute the event.
- D. Budgets for Challenge Grant applications must identify profit from events as a reinvestment for the event the following year. Funds shall not be used for wages, salaries, or administrative costs.
- E. Projects must include coordination and cooperation with other community organizations.
- F. Projects must demonstrate a high degree of commitment, through cash or in-kind contributions, by the applicant and those partners identified above.
- G. Applications must clearly define the lines of responsibility for, and oversight of, the project.

Application Instructions

For consideration, all applications must include the following documents:

- A. The City of Gunnison Challenge Grant Program Cover Sheet (included with these guidelines).
- B. A letter describing the project, the total cost of the project, and the grant amount requested.
- C. A detailed budget including all expenses and funding sources anticipated. (See the attached sample budget)
- D. A detailed marketing plan including where advertising will be, how many ads will be placed, and the cost per ad.
- E. Written answers to the following ten questions, in the order in which they are listed. Please answer all questions.
 1. How will the project produce increased sales tax revenues for the City and its residents?
 2. Who is the targeted audience? If the project is an event, estimate the number of participants it will attract. Try to break down both 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 College, service clubs, community groups, etc.
 4. Explain how the project will be funded in the future, if it is an annual event.
 5. Describe the commitment to the project in terms of cash and/or in-kind donations. In-kind donations include donations of materials, services, or labor to the project.

6. List other sources of funding which have been approached. Describe the status of those requests (*decision pending, grant awarded*).
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, if it is an event. Include a description of any technical assistance that has been 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.
9. Describe how the 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 of the City of Gunnison, Colorado. Our telephone number is (970) 641-8090. Our fax number is (970) 641-8051. Contact us by e-mail address at:

pcunningham@cityofgunnison-co.gov or
andie@cityofgunnison-co.gov



APPLICATION FOR CHALLENGE GRANT

Applicant Information

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

New Application: <input type="checkbox"/>	Renewal Application: <input type="checkbox"/>	Amount Requested:
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Proposal Information

Event or Service:	
Date of Event:	Number of years funded by the City:

Year:	Funding received from the City	# of participants from the City and County	# of participants from outside the County	Total # of participants
2008 ¹				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated
2007 ¹				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated
2006 ¹				<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

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	<u>\$1,950.00</u>

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	<u>\$6,025.00</u>

In-Kind Services: City

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

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	<u>\$3,050.00</u>

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

Staffing:

Director	\$700.00
Total	<u>\$700.00</u>

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	<u>\$1,850.00</u>

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	<u>\$824.00</u>

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	<u>\$1,445.00</u>

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Total	<u>\$6,025.00</u>

In-Kind Services: City

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

Total Expenses:	<u>\$11,044.00</u>
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Revenue over/under expenses:	<u>\$181.00</u>
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SAMPLE CHALLENGE GRANT BUDGET

Revenue:

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Street City
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2010				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated
2009				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated
2008				<input type="checkbox"/> Actual <input type="checkbox"/> Estimated

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Signature

Date