



Lodging Tax Grant Guidelines & Application

Your organization or project may be eligible for a Brighton Lodging Tax Grant. Each year the Brighton City Council awards grants to support activities that strengthen economic development, fund special events, assist cultural arts facilities, and promote tourism and related activities that inspire people to spend money in Brighton.

Organizations with projects that will attract new visitors and business to the community are encouraged to apply. Those projects that increase the amount of motels or hotel stays are highly valued.

The City is accepting grant applications for the 2022 calendar year from October 1 through November 5, 2021 at 5:00 p.m. Applications received after deadline will not be considered.

Qualifications:

- Local Government and/or Nonprofit organizations in good standing with the Colorado Secretary of State or government entities are eligible to submit applications.
- Organizations must provide at least a 50% funding match. A match can be cash and/or in-kind donations.
- Grant applications must support the intent and objectives of the Lodging Tax Use, as stated in City Code 2121, Section 3-40-50.
- Projects must be completed by November 30, 2022. End of year reports must be in by December 31, 2022.
- Applications must be complete and submitted by the grant deadline. Incomplete applications or those missing supplemental documents will not be considered.
- Organizations must comply with City vendor requirements, including non-discrimination policies and obtaining insurance coverage for events or activities.
- Grant funds are contingent on the approval of the City's *annual* budget and completion of all required contracts, agreements, and follow-up reporting on the part of the applicant.

**Questions on the Lodging Tax Grant Program? Contact: 303-655-2165 or
grants@brightonco.gov**



Grant Process:

- 1) Organizations submit completed application by the grant deadline to grants@brightonco.gov with the subject line “2022 LTG application – (your organization or project name)”
- 2) Applications are reviewed to determine if they meet all the grant qualifications.
- 3) The Brighton Lodging Tax Advisory Committee will review all eligible applications. Representatives of organizations with qualified applications will be provided an opportunity to present their proposal to the Lodging Tax Advisory Committee.
- 4) The Lodging Tax Advisory Committee develops a recommendation on which applications should receive funding and the amount of funding.
- 5) City Council discusses and votes on the Lodging Tax Advisory Committee’s recommendation.
- 6) The City will provide a written grant agreement to those organizations that have been awarded funds.
- 7) Once the agreement is signed, the City will provide the approved grant amount to the organization, according to the grant allocation and reimbursement procedures.
- 8) The organization will submit a final written report to the Lodging Tax Advisory Committee by the last day of the calendar year. Final reports can be submitted as soon as the program/event/project is complete. These reports should be submitted to grants@brightonco.gov with the subject line “2022 LTG Report.”

Review Criteria:

Applications will be evaluated based on the following criteria, whose relative weight does not necessarily follow the order of their appearance:

- 1) Alignment with Lodging Tax Goals and Objectives
- 2) An organization’s demonstrated ability to develop, promote and administer projects which result in attracting new visitors and businesses to the community;
- 3) Qualifications of Applicant, Relevant Experience, and Project(s) Success
- 4) Business Operating Plan including Executive Summary, Marketing Summary, and Products and/or Services Provided
- 5) Detailed Financial Plan including 50% Match, Identified Revenues, Planned Expenditures, and Financial Need
- 6) Experience in project management and compliance with budgets and schedules;
- 7) Proven track record of contributing to the community – economically, fiscally, and culturally.
- 8) Demonstrated ability to develop, promote and administer projects which result in attracting new visitors and businesses to the community.



City of Brighton
500 South 4th Avenue
Brighton, CO 80601
303.655.2000 Office
303.655.2170 Fax
www.brightonco.gov

2022 Lodging Tax Grant Application

Return completed application and documents to grants@brightonco.gov

Part 1

Legal Name of Non-Profit Organization or Department or Government Agency:

EIN: _____

Address: _____

Web Address: _____

Contact Name: _____

Title: _____

Phone: _____

Email: _____

Organization's Fiscal Year: _____

Grant Amount Request: _____

Matching Funds or Monetary Amount of In-Kind Provided: _____

Name of CEO, Executive Director or Board President:

Email: _____

Sign below to indicate you have read the grant guidelines and agree to the grant requirements.

Signature of CEO, Executive Director or Board President

Date



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Part 2

Project Title: _____

Purpose or Mission of Organization:

Executive Summary:

Organization/Department summary (team qualifications):

Products and/or services resulting from the grant/award:

Marketing Summary:



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Strategy and Implementation Summary:

Part 3

Concept Proposal: How does the proposal accomplish the following: promote lodging (encourage overnight and extended stays by visitors); bring new wealth to the community; balance resulting fiscal impacts (costs) with new revenues; grow awareness about the community and its programmatic offerings; and leverage the highest possible ratio of other dollars?

Project Timeline:



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Project Evaluation Plan:

Part 4

Detailed Project Budget:

- Include all expenses, income, and in-kind donations
- 50% matching or in-kind donations required
- Indicate which line-item expenses will utilize grant funds

Project Expenses:		In-Kind Contributions
	\$	\$
Expense Subtotal:	\$	\$
Income/Grants/Fundraising	\$	



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	\$	
In-Kind Contributions		
REVENUE SUBTOTAL	\$	

Part 5

Supplemental Documentation Checklist

- A letter of introduction signed by the principal(s) of responding organization(s).
- Statement of Understanding: Discuss the significance of this effort to the community; the applicant's willingness to work with and provide progress reports to the BLTAC and City during the period of time the resources are being used; and the applicant's perspective of how its project supports other efforts to promote the City as a whole.
- Annual Budget for organization, department and/or division
- Income and Expense Report from previous year for organization, department and/or division
- If a re-occurring project/program – provide Income and Expense Report from last year's program
- Acord 25 Form for Certificate of Liability Insurance
- Provide any other information that the Filing Organization wants to provide BLTAC that will help in the selection process.
- Statement of Good Standing from the Colorado Secretary of State
- Copy of tax exempt status letter from IRS