



# Lodging Tax Advisory Committee

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## Grant Application

Pursuant to City of Brighton Ordinance No. 2121 and Section 3- 40-170b of the Brighton Municipal Code, as amended, the Lodging Tax Advisory Committee ("BLTAC") was created for the purpose to *"study, investigate and advise the City Council as to the development and promulgation of policies for the implementation, support and use of revenues from the lodging tax for economic development, special events, cultural arts facilities, advertising and marketing, promotion of tourism and other activities related thereto."*



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## Introduction

The City of Brighton (City) through the Brighton Lodging Tax Advisory Committee (BLTAC) facilitates financial grant opportunities for organizations that directly encourage growth of new and/or additional tax revenues, visitors to and/or lodging within the City of Brighton, and submits those recommendations to the City Council for funding approval.

This application provides a funding grant opportunity for organizations focused on economic development, marketing and tourism, and cultural arts, consistent with the criteria for which the lodging tax was approved. Applying organizations must demonstrate their interest and capability to leverage available resources to effectively advance the Lodging Tax purposes (see Evaluation Criteria). It is the BLTAC's intention to offer financial grant opportunities as revenues are available.

- Match can be **Cash** and/or **In-kind** donation (detailed explanation of Grant Request match must be provided)
- Approved funding requests will support the intent and purposes of the Lodging Tax

This document serves as the application for interested organizations. Applicants must submit a complete application on or before the due date listed below. Qualified Applicants may be invited to present their proposals to the BLTAC. After review of qualifying applications, the BLTAC will advise City Council of its recommendation of award(s).

Complete applications must be submitted by **5:00 pm**, on **Monday, August 20, 2018**.

## Applicants

The BLTAC seeks applications from Non-Profit/Not-For-Profit [IRC §501(c) (3) or 501(c) (6)] entities or qualifying government organizations that actively promote the community through events and programs focused on economic development, marketing and tourism, and/or cultural arts. The proposal must directly encourage growth of new and/or additional tax revenues, visitors to and/or lodging within the City of Brighton.



## Summary of Intent and Purpose of the Lodging Tax and Committee

In November 2011, the citizens of Brighton approved a ballot measure for the assessment of a lodging tax, with the revenue from such tax to be used *“for economic development, special events, cultural arts facilities, advertising and marketing and promoting tourism and other activities which utilize public accommodations within the city...”* Following passage of that measure, the City Council of Brighton adopted City Ordinance No. 2121 to implement the tax for those stated purposes Section 3-40-10, B.M.C... Legislative Intent and Purpose

### Brighton Lodging Tax Advisory Committee

Upon adoption of City Ordinance No. 2121, the City Council correspondingly appointed a committee of individuals to administer and advise Council on the use of revenues generated from the new lodging tax. Section 3-40-170.b. of the Ordinance states, *“The Committee created under this Section shall study, investigate and advise the City Council as to the development and promulgation of policies for the implementation, support and use of revenues from the lodging tax for economic development, special events, cultural arts facilities, advertising and marketing, promotion of tourism and other activities related thereto. In particular, the Committee will advise the City Council on allocation, budgeting and appropriation of funds from the Lodging Tax Fund consistent with the provisions of Section 3-40-50, **Use of the Tax**, as the same may be amended from time to time.”*

## Selection Process

### Process

Complete and timely applications will be evaluated by the BLTAC based on the criteria listed below. Qualified Applicants may be invited to present their proposals to the BLTAC.

## Evaluation Criteria

Submittals will be evaluated based on the following criteria:

1. **Qualifications of Applicant, Relevant Experience and Project(s) Success:** Applicants should summarize their experience in promoting the City of Brighton through special events, cultural arts, advertising and marketing, and/or promotion of tourism. (Maximum of 15 points)
  
2. **Business Operating Plan:** The BLTAC recognizes that the applicants vary widely in their missions, staffing, budgets, experience, and levels of administrative readiness to respond. However, the BLTAC expects each applicant to clearly demonstrate how the requested funds will be used in the context of larger and longer term efforts to promote the community. Applicants shall submit a Business Operating Plan that addresses the topics below (a-f) and provides a detailed explanation of revenue sources and uses of resources (financial and in-kind donations). Note: Applicants must provide a specified dollar amount being requested. It is not the intent of this offering that awards be used for administrative-related expenses. (Maximum of 50 points)
  - a. Executive Summary
  - b. Organization / lead team agency summary
  - c. Products and / or services resulting from the grant award
  - d. Marketing Summary
  - e. Strategy and Implementation Summary
  - f. Financial Plan Budget:
    - Must be detailed;
    - Must demonstrate how requested funds will be used;
    - Must demonstrate the required 50% Match [for example: Grant request is \$25,000; Applicant match (cash and/or in-kind donation) must total \$25,000;
    - Identify **all** sources of revenue
      - Listing of all grants received and / or anticipated to be received
      - Listing of revenues generated via sales of tickets and/or registration fees
      - Listing of all donations received including in-kind donations;
    - Budget presented must be balanced (no deficit); and
    - Budget presented must demonstrate a need
  - g. Additionally, the BLTAC discourages any proposals that require multi-year awards unless properly justified within the grant proposal and accepted by the BLTAC. Acceptance by the BLTAC is not to be considered a multi-year contract. Multi-year requests can only be awarded annually.
  - h. Respondents must provide a specific dollar amount being requested, as well as a

- statement of whether a lesser amount could still accomplish the objectives stated herein.
- i. It is the intent of the BLTAC to assure that any award be supplemental to the existing resources of the responding organization or team of organizations (rather than their sole source of revenue).
  - j. The issuance of an Award Contract requires submission of “Quarterly Reports” to Liliana Trevizo in the City Manager’s Office.
3. **Concept Proposal:** All proposals must demonstrate how the grant award will 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 ration of other dollars (i.e., use the resources as a match for other grant dollars). The application should set forth the project (i) objectives; (ii) implementation strategies that align with budget expenses; (iii) timeline chart or narrative that shows when key tasks/activities start and end; and (iv) description of the Project Evaluation Plan. (Maximum of 35 points)

The Committee and City’s Discretion (Terms and Conditions)

- a. The BLTAC and City reserve the right to reject all applications, to waive minor irregularities and to terminate any negotiations implied in this application or initiated subsequent to the submittal.
- b. The BLTAC and City reserve the right to request clarification of information submitted, and to request additional information.
- c. The BLTAC and City reserve the right to revise this application and the application evaluation criteria and process. Note: Revisions that occur during an active application cycle will be announced in writing to all applicants as quickly as possible.
- d. The BLTAC and City reserve the right to make grant award(s) based on the quality of the applications received.
- e. The BLTAC and City reserve the right to contract with the next most qualified applicant, if the successful applicant or applicants does not execute a contract within thirty (30) days after the award.
- f. The BLTAC and City will determine, from the information submitted in the applications, the most qualified applicants whose submittal meets the stated objectives as evaluated under the criteria set forth herein. The BLTAC will make final selections of those applicants who will be invited to participate in the

- g. Any submission does not constitute business terms under any eventual agreement.
- h. Neither the BLTAC nor City will pay any costs or include in the award any costs incurred by the applicant in the preparation or submittal of an application.
- i. The BLTAC and City may cancel or terminate the application or review process at any time prior to the execution of an agreement or award letter signed by both parties, without liability.
- j. The issuance of an Award Contract requires submission of a 6-month update to Alisha Janes in the City Manager's Office.

Applicants are cautioned not to undertake any activities or actions to promote or advertise their submittal, other than discussions with either the BLTAC or City staff as set forth in this application. After the release of this application, organizational representatives shall not make any direct or indirect contact with members of the BLTAC, Brighton City Council, or media on the subject of this application, except in the course of City-sponsored presentations. Violation of these rules is grounds for disqualification of the applicant and proposal.

## **Submittal Requirements**

### Submittal Document

The following information must be included in the submittal application:

1. Submittal Cover Page Requirement Form. Must be completed and placed in the front of the Concept Proposal Application
2. A letter of introduction signed by the principal(s) of responding organization(s).
3. 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.
4. Set forth the requested grant amount, including the requisite cash and / or in-kind



match requirements.

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

A. Matching Funds:

Applicants are required, to provide a 50% match. Leveraged funds may be contributed and provided in the form of cash, in-kind contributions, or a combination of both. **All awarded organizations are required to track cash/in-kind contributions for reporting purposes.**

B. In-Kind Contributions:

In-Kind contributions may include physical items, such as office supplies, and material for projects; office and meeting space, including allowed use of computers, telephones, fax and copy machines, or the use of a vehicle; and other project related items. In-Kinds contribution can also be contribution of professional time. When an individual donates his/her time in a professional capacity to supervise members, train or engage with members of the qualifying organization on a permanent or temporary basis, the time involved is an in-kind contribution. All awarded organizations are required to track in-kind contributions/donations for Reporting purposes.

5. Organization(s) Information: Name, addresses, e-mail, and phone number(s) of Applicant.
6. Description of Relevant Experience: Specific projects completed by the applicant and its team members along with an explanation of team member roles that will be similar to those required for the proposed project. Descriptions or resumes should address individual experience and qualifications. Projects must have been completed within the last ten (10) years.

**Employment Discrimination by Respondent Prohibited**

During the performance of a contract awarded pursuant to this "Request for Proposal Application", the organization agrees as follows:

1. The organization or team will not discriminate against any employee or applicant for employment because of age, race, religion, color, sex or national origin. Organization agrees to post in conspicuous places, available to employees and applicants for employment, notices setting forth the provisions of this nondiscrimination clause.
2. The organization or team, in all solicitations or advertisements for employees placed by or on behalf of the organization, will state that such organization is an equal opportunity employer.

3. Notices, advertisements, and solicitations placed in accordance with federal law, rule or regulation shall be deemed sufficient for the purpose of meeting the requirements of this section.

### **Insurance Requirements**

1. For all successful applicants who enter into an Agreement with the City, the organization or team shall provide at its own expense the following insurance for him/herself and his/her employees in connection with their work under the Agreement:
  - a. Worker's Compensation: Statutory.
  - b. General Liability insurance with minimum combined single limits of \$100,000 each occurrence and \$1,000,000 aggregate. The policy shall include the City of Brighton, its officers and employees, as additional insured, with primary coverage as respects the City of Brighton, its officers and its employees, and shall contain a severability of interests' provision.
  - c. Professional Liability: Minimum limits \$100,000 each claim and \$1,000,000 general aggregate.
  - d. Errors and Omissions Insurance with limits of liability of at least One Million Dollars (\$1,000,000) per claim and in the aggregate.
2. The organization or team shall indemnify and hold harmless the BLTAC and the City against and from all liability, claims, damages, demands and costs, including attorney fees of every kind and nature and attributable to bodily injury, sickness, disease or death or to damage or destruction of property resulting from or in any manner arising out of, or in connection with, the project and their performance of the work under the Agreement.
3. A Certificate of Insurance shall be completed by the Applicant's Insurance agent(s) as evidence that policies providing the required coverages, conditions, and minimum limits are in full force and effect, and shall be subject to review and approval by the City of Brighton prior to commencement of any work or services under the agreement. The Certificate shall identify the Agreement and shall provide the coverage or limits that the coverages afforded under the policies shall not be cancelled, non-renewed, or reduced in coverage or limits until at least thirty (30) days prior written notice has been given to the City of Brighton. The completed Certificate of Insurance shall be sent to:

City of Brighton  
Attn: Alisha Janes



Special Assistant to the City Manager  
500 S. 4<sup>th</sup> Ave. Brighton, CO 80601

- A. Failure on the part of the applicant to procure or maintain policies providing the required coverages, conditions, and minimum limits shall constitute a Material Breach of Contract upon which the City of Brighton may immediately terminate the Agreement, or at its discretion the City of Brighton may procure or renew any such policy or any extended reporting period thereto and may pay any and all premiums in connection therewith, and all monies so paid by the City of Brighton shall be repaid by the Applicant to the City of Brighton upon demand, or the City of Brighton may offset the cost of the premiums against any monies due to Applicant from the City of Brighton.
- B. The City of Brighton reserves the right to request and receive a copy of any endorsement required to comply with the above requirements. Applicant agrees to execute any and all documents necessary to allow the City of Brighton access to any and all insurance policies and endorsements pertaining to the awarded project.
- C. The Applicant understands and agrees that the City of Brighton, its officers, and its employees, are relying on, and do not waive or intend to waive by any provision of the Agreement, the monetary limitations (presently \$150,000 per person and \$600,000 per occurrence) or any other rights, immunities, and protections provided by the Colorado Governmental Immunity Act, C.R.S. 24-10-101 et seq., as from time to time amended, or otherwise available to the City of Brighton, its officers or its employees.
- D. In addition to procuring and delivering to the City such written Certificates of Insurance, demonstrating that the Applicant has obtained and will maintain all policies of Insurance coverage in the amounts required herein, the Applicant shall also cause the City to be named as an Additional Insured party entitled to coverage under such policy or policies of insurance, and for that purpose the Applicant shall obtain and maintain, or cause to be obtained and maintained, any and all necessary policy endorsements, additional coverage documents, or other instruments or Certificates, such as will provide such insurance coverage to the City at all times during the Applicant's performance under the Agreement.
- E. All Certificates of Insurance shall be submitted on an Acord 25 form.



City of Brighton  
500 South 4th Avenue  
Brighton, CO 80601  
303.655.2000 Office  
303.655.2170 Fax  
[www.brightonco.gov](http://www.brightonco.gov)

Applications shall be compiled in the order specified above. **All Projects must be completed by December 31, 2019.**

Complete Applications must be submitted no later than **5:00 p.m. on Monday, August 20, 2018**. It is the sole responsibility of the applicant to ensure a complete application is received by the date and time stated. Applicants are asked to submit **one (1) signed original and ten (10) copies**. No oral submittals will be considered. Applications (including any supplemental material) may not be submitted via facsimile or e-mail.

Submit all Applications to:

City of Brighton City Manager's Office  
**Attention: Alisha Janes**  
**Special Assistant to the City Manager**  
**500 South 4<sup>th</sup> Ave.**  
**Brighton, CO 80601**

Contact

Inquiries regarding all aspects of this application should be directed to:

**Alisha Janes**  
**Special Assistant to the City Manager**  
**500 South 4<sup>th</sup> Ave.**  
**Brighton, CO 80601**  
**303-655-8747**  
[ajanes@brightonco.gov](mailto:ajanes@brightonco.gov)

Questions regarding this application process must be directed in writing (e-mail or mail) to the above contact.

**The deadline for submitting questions to the Staff shall be Monday, August 13, 2018 at 5:00 p.m., Mountain Standard Time.**



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

## Schedule

The selection process for consideration of Applications includes the following steps & approximate time frames:

Publication and distribution of application:	<b>Friday, June 29, 2018</b>
Application Deadline:	<b>Monday, August 20, 2018 5:00 p.m. MST</b>
Review Period:	<b>Tuesday, August 21, 2018- Tuesday September 11, 2018</b>
Notification to Applicants:	<b>Wednesday, September 12, 2018</b>
Interviews:	<b>Wednesday, October 3, 2018</b>
City Council Review and Action	<b>No later than Tuesday, December 4, 2018</b>
Notification of Applicants:	<b>Wednesday, December 5, 2018</b>
Award / Distribute By:	<b>January 1, 2019</b>



**Submittal Cover Page Requirement Form**

***(This form must be the first page of your Application)***

Organization or Team representative must sign below to indicate an understanding of the Submittal Requirements of the application and return with the completed application to City Manager’s Office: **Attn: Alisha Janes, Special Assistant to the City Manager, 500 S. 4<sup>th</sup> Avenue, Brighton CO 80601.**

**City of Brighton – Brighton Lodging Tax Application**

Organization or Team: \_\_\_\_\_

501(c) (3) or 501(c) (6) identification number or  
Government organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Grant Amount Requested: \_\_\_\_\_ Amount of matching funds  
And / or in-Kind provided: \_\_\_\_\_

Total: \_\_\_\_\_