

SPECIAL EVENT POLICY

The Visit Grand Junction annual budget includes a line item for Special Event marketing support. The primary objective of Visit Grand Junction Special Events line item is to develop a partnership between Visit Grand Junction and events that promote tourism activities which utilize public accommodations within the City of Grand Junction. Events may be cultural, ethnic, historic, educational or recreational or a combination thereof. Events should have strong appeal to a large part of our community and potential visitors. The resulting economic and non-economic benefits of this program are intended to promote the general welfare of the City residents.

Visit Grand Junction will provide direct marketing assistance to events selected under this policy. Visit Grand Junction does not manage, own, or permit events, but rather provides liaison assistance to event organizers and local organizing committees (LOCs), marketing assistance, and special event marketing funding. Marketing assistance may be in the form of paid advertising, printed materials, direct mail, electronic advertising and mail, distribution of printed materials or other types of marketing deemed appropriate by Visit Grand Junction. Supported events will not receive a cash award from Visit Grand Junction.

Visit Grand Junction may review requests for marketing assistance throughout the year and can award marketing assistance equivalent to or less than the Special Events budget. The Board in its sole discretion may expend all or part of the budgeted amount. The Special Events Committee, comprised of Board members appointed by the Chair, shall review applications, research events and make recommendations on marketing assistance. The full Board will vote on the Committee's recommendations.

Either the Board or the City Council may, without cause or reason being stated, decline to support any application and may, instead, support others. The Board and the City Council may discontinue or modify all or a portion of the policy at any time.

CRITERIA

Marketing assistance through Visit Grand Junction Special Events budget will be given to events that the Board believes:

- will encourage overnight stay in the community by out-of-town visitors,
- will establish a long term investment in the community. In doing so, an area calendar of events is strengthened,
- complement and supplement the marketing efforts of Visit Grand Junction,
- will adequately report evaluations of impact 45 days after conclusion of the event,

- will provide a good “rate of return” to the community comparing the amount of support requested with the total out-of-town revenue,
- will accomplish promotion of tourism in Grand Junction,
- will encourage and solicit attendance from the general public.

RESTRICTIONS

Event organizers are encouraged to submit applications as early as possible, by February 1, 2018 in order to maximize marketing efforts. Applications should ideally be submitted not less than 120 days before the event date in order for marketing efforts to be effective. An organization that has received Visit Grand Junction support but has not submitted a written evaluation within 45-days of completion of the event may not be eligible for future support. Applicants may request specific types of marketing assistance. Visit Grand Junction shall have the final decision on the marketing assistance to be provided; will place advertising or contract with vendors for services; and will pay invoices directly to the media outlets or other vendors.

Board members and staff of Visit Grand Junction, and families of the Board and staff, the City Council and full and part time employees and staff of the City of Grand Junction are ineligible to submit requests for funding on behalf of any organization/event.

REQUIREMENTS

In order for an event to qualify for Visit Grand Junction Special Event marketing assistance, applicants must meet the following requirements:

1. Complete, written proposals are encouraged to be received at the Visit Grand Junction office not less than 120 days before the event date and prior to February 1. Applications will be reviewed by the Visit Grand Junction Board committee and finalists may be asked to make an oral presentation to the Visit Grand Junction Board. Applicants will receive a response within 45 days of receipt of the February 1 application due date.
2. Changes in dates, times, and/or nature of the event may result in withdrawal of the Visit Grand Junction’s marketing assistance.
3. Supported events shall acknowledge the contribution by Visit Grand Junction and the City of Grand Junction on all promotional literature by prominently using the official Visit Grand Junction logo and placing reciprocal links to Visit Grand Junction’s website on the website for the supported event.

4. A written evaluation form supplied by Visit Grand Junction must be submitted within 45 days after conclusion of the event.
5. All applications must be submitted on forms provided by Visit Grand Junction, which includes an online application and a word document upon request. Narratives should not exceed five pages, must be typewritten, and double-spaced.
6. If an event is held in a community other than Grand Junction, the application shall provide detailed information of the financial support provided by that community.