

Mineral County Lodging Tax Tourism Fund Panel
Guidelines for County Lodging Tax Tourism Fund

Definitions

Advertise: To make public pronouncement of, especially to proclaim the qualities or advantages of (a product or business) so as to increase sale.

Capital Assets. Long term asset that is not bought, sold, or consumed in the normal course of business, generally fixed assets such as land, machinery, buildings, equipment, furniture, fixtures and the like.

Capital Expenditure: Outlay of money to acquire or improve capital assets.

County Lodging Tax Tourism Fund: All monies distributed to Mineral County by the State of Colorado collected under authority of 30-11-107.5 C.R.S.

Eligible organization: Any business, club, attraction, individual or other entity, all for non-profit.

Information Center. An information management and dispersal facility: a primary operational function of a business or other entity which researches, assembles, categorizes, formats, and distributes (comprehensive tourism) information by means of various forms of advertising, direct mail, telephone, internet, and other methods, widely publicizing that purpose and devoting the majority of staff time, facility space, or budget to that purpose widely publicizing that purpose and devoting the majority of staff time, facility space, or budget to that purpose.

Lodging: Rooms or other overnight accommodations for tourists in Mineral County.

Lodging Business: Businesses or organizations within Mineral County that supply lodging to tourists.

Lodging Tax: A county fund to which all revenue collected from the Lodging Tax is credited as per (30-11-107.5(4)(a)C.R.S.).

Lodging Tax Tourism Fund: A panel of Mineral County citizens appointed by the Mineral Board of Commissioners. Panel members will be broadly represented of the tourism industry (30-11-107.5(4)(b) C.R.S.

LTF: see Lodging Tax Tourism Fund.

Matching Funds: Monetary resources used exclusively for marketing and advertising tourism in Mineral County; excluding funds from the LTF, in-kind and other non-monetary resources and monetary resources not used for marketing and advertising tourism in Mineral County.

Off-Season: The calendar period from Labor Day weekend through Memorial Day weekend.

Overnight stays: Tourist activity that results in the use of Mineral County lodging.

Resident: An individual whose legal, full-time residence in Mineral County.

Tourism: Traveling for pleasure.

Tourism Industry: businesses or organizations within Mineral County which provide services for those traveling for pleasure, i.e. tourist, including businesses such as lodging, restaurants and taverns, specialty shops, sport and recreational equipment rentals, attraction (e.g. museum, theater) and guides and outfitters.

Tourist(s): An individual (or group) traveling for pleasure, who is (are) not a resident(s) of Mineral County.

Guidelines

1. *General Considerations*

- 1.1. The administration of this fund shall be in strict adherence to 30-11-107.5 C.R.S..
- 1.2. It is intended that the Lodging Tax Tourism Fund (LTF) be utilized to
 - 1.2.1 Increase the revenue potential of tourism in Mineral County by
 - 1.2.1.1 maximizing dollars spent per tourist visits;
 - 1.2.1.2 expanding the tourism season beyond the summer months;
 - 1.2.1.3 stabilizing summer tourist demand.
 - 1.2.2 Benefit a wide range of tourism business as possible, and other businesses when feasible.
 - 1.2.3 Develop a tourism industry based on features that will
 - 1.2.3.1 be reliable year after year;
 - 1.2.3.2 protect the quality of life of residents;
 - 1.2.3.3 enhance the overall appeal of the County for the development of other economic features.
- 1.3 Cooperation between organizations is encouraged.

2. *Notice and Application*

2.1 The Lodging Tax Tourism Fund Panel (hereinafter the panel) will place a Public Notice advertisement in the Mineral County Miner (or what local newspaper may succeed it), one month prior to the application deadline as well as use whatever other practical means likely to reach the widest attention of county residents, for publication and other dissemination during the year, advising the public of the availability of the LTF and the means to obtain application forms and guidelines.

2.2 Eligible organizations may apply to the Panel for the funds to be used only for the purpose of advertising and marketing tourism in Mineral County, except that a tourist information center may apply for funds for capital expenditures.

2.3 Application shall be made on approved form and with all documentation and other information required.
LATE APPLICATIONS WILL NOT BE CONSIDERED.

2.4 Applications shall be received by the Panel, or postmarked on set date (or, if a weekend or holiday, the first business day thereafter) for the LTF monies to be distributed. Applications shall be received from Creede/Mineral County Chamber of Commerce beginning _____. Deadline will be _____. Applications available at the Chamber of Commerce website or at the County Administrators office.

2.5 The Panel will publish its decisions no later than 30 days following the deadline in 2.4 (or if a weekend or holiday, the first business day thereafter) following the application deadline. Such publication will take place by posting in a public and accessible portion of the County Courthouse and by other means as the Panel determines. All applicants will be notified of Panel decision by mail, postmarked no later than 30 days following the deadline in 2.4. and sent via first class mail with delivery tracking.

2.6 The Panel will take whatever measures necessary to assure fair and equitable consideration of all applicants and what actions it considers necessary to make its determination.

2.7 The following point scoring system will be utilized to determine funding eligibility and ranking:

- | | | |
|-------|--|----------|
| 2.7.1 | Established and proven (tourism) marketing entity (30-11-107.5(4)(b)C.R.S. | 25 |
| 2.7.2 | Off-season promotion | 15 |
| 2.7.3 | Lodging utilization | up to 15 |
| 2.7.4 | Other tourism businesses utilization | up to 10 |

2.7.5	Effectiveness (potential for greatest effect in tourism results)	up to	10
2.7.6	Ongoing and joint programs (multiple events/years and/or org)	up to	10
2.7.7	Matching funds (.1(1/10) points for each percentage points of matching funds	up to	10
2.7.8	Observation of General Considerations (see Guidelines 1)	up to	5

3. Reporting

3.1 Budget reports will be submitted in approved format.

3.2 Budget reports will include all transactions and summary data for the fund usage.

3.3 Budget reports providing only advertising/marketing expenditures to be submitted to the tax board by October 15, 2018. Send reports to the Administrative Assistant at the Mineral County Courthouse.

3.4 Supportive documentation (cancelled checks, invoices, receipts, samples, etc) providing only advertising and marketing expenditures. Additional material may be requested by the Panel prior to disbursement of funds.

4. Forms & Reports

4.1 Application

4.1.1 Application for Lodging Tax Tourism Funds (form)

4.1.2 Proposed Budget (form)

4.1.3 Supportive Documents

4.2 Reporting

4.2.1 Budget Report (form)

4.2.2 Only receipts related to marketing/advertising for the amount requested should be submitted.

5. Changes to these Guidelines may be made only during meetings of the Mineral County Lodging Tax Tourism Fund Panel.

Year 2018

APPLICATION FOR LODGING TAX TOURISM FUNDS

MINERAL COUNTY LODGING TAX TOURISM FUND PANEL

Application for Fiscal Year

Organization Name

P.O. Box and Street Address

City

State

Zip

Contact Person

Title

Continuous operation since (Month/Year)

Primary purpose of organization

Amount LTFF requested Amount matching funds Organizations total annual budget for relevant fiscal year.

Brief description of purpose of funds:

Ownership/Corporate Structure

1. Federal ID#

2. State Sales Tax License #

3. Other State/Federal ID#

Type

4. Other State/Federal ID #

Type

Owner/President

O/P Address

Organization's Bank(s)

Type of Account

*Attach additional detail or documentation

Sign and Date: _____

Mineral County Lodging Tax Tourism Fund Application
Proposed Budget for Lodging Tax Tourism & Matching* Funds

Organization _____

For 12-month period ending: _____

REVENUE

Source	Amount	Sub-Total
	Total	

EXPENSES

Source	Amount	Sub-Total
	Total	

Provide sufficient budget detail to afford a clear understanding of revenue and expense activities

Additional pages may be attached

A reasonable facsimile of this form containing the same format, titles & information may be submitted.

Matching funds are not required