

Highline Sports and Entertainment Peggy Wolfe

Town of Vail 2020 Annual Contribution Request :

CONTRIBUTION POLICY

All contribution requests received by the Town of Vail will be processed in the following manner:

A. All requests must be submitted electronically. Incomplete applications and supplemental information will not be accepted. THE TOWN COUNCIL WILL ONLY BE GIVEN YOUR COMPLETED APPLICATION FORMS. NO SUPPLEMENTAL INFORMATION WILL BE GIVEN TO THE TOWN COUNCIL.

B. All applications for annual funding shall be completed and submitted by June 30th by 5:00 P.M.

C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2020.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2020 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2020. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS: All applications must be submitted by June 30th by 5:00 P.M. Any application received after that date will not be considered. Please complete all fields in this application. No hard copies are accepted.

Email contact : peggy@gohighhighline.com

What is the name of your organization? : Highline Sports and Entertainment

What category of funding are you applying for? (See definitions at www.vailgov.com/departments/finance/grant-process) : Signature Events

Type of Funding Requested : Cash Funding Only

Amount of 2020 Cash Contribution Requested : \$350,000

What is the name of your event? : Spring Back to Vail

Is this a new event or program? : No

How much funding did you receive from the Town of Vail for 2019? (Please include total funding you received from the CSE and Town Council) : \$300,000

Proposed Event/Program Start Date : 2020-04-10

Proposed Event/Program End Date : 2020-04-19

Name of person completing the application : Peggy Wolfe

Title of person completing the application : Director of Events

Provide name of person or entity to whom the funding check will be cut. : Highline Sports and Entertainment

Mailing Address Street : 12 Vail Road, Suite 500

City : Vail

State : US-CO

Zip Code : 81657

Telephone number : 970 476 6797 ext 709

Email address : peggy@gohighline.com

Event/program and/or organization website : gohighline.com | vail.com/springback

Number of years organization has been in business : 20

Organization's Mission Statement : To foster a culture in which Highline team members are challenged to excel in providing all customers with exceptional service, extensive knowledge and an unwavering commitment to ethical excellence - not only to complete client satisfaction-but beyond all expectations!

Organization's Tax Status : For Profit

EVENT/PROGRAM DESCRIPTION :

Is this a new or existing event/program in Vail? : Existing

How many years has the event or program been produced in Vail? : 10

How does your request support item 1C of the Contribution Policy (See above) : The vision is simple: be the best of the best. With an ample amount planning and ramp up time, Highline will work closely with local entities of every kind to garner the proper funding and create a truly memorable and valuable event for the Town of Vail and its guests. It will include: world-class A-list entertainment, world-class partners and sponsors, world-class production and world-class activation. Bring Back, Spring Back and position Spring Back to Vail as the number one spring festival in any mountain community in North America. Establishing the groundwork in 2019, the event is poised to continue to transform itself to deliver memorable experiences for key demographics, have economic impact to the Town of Vail and creating a wildly vibrant energy throughout the Town of Vail and on Vail Mountain targeting a historically slower time in April. The 2020 Spring Back to Vail will look to deliver: • Enriched guest experience in expanded festival environment; • Expanded vibrancy throughout the Town of Vail and on Vail Mountain; • Increased and supplemental marketing campaign beyond Vail Resorts plan; • High level entertainment and lifestyle activities appealing to a wide variety of people; • Positive economic impact from not only spending and sales tax but also driving overnight visits stays; • Safe environment for all guests

Please describe the location(s) of the event or program in previous years. : Vail Mountain-Mid-Vail Golden Peak Mountain Plaza Vail Village Lionshead Ford Park

Please provide a detailed description of the event/program and its activities. : Spring Back to Vail has seen a multitude of iterations over the past 18 years and it is time to create and bring back what arguably should be the greatest spring event at any resort in the country. The value proposition behind the initiative has no ceiling. With humility, the event has learned from past misses and lost opportunities, and looks to follow the root

of success seen many, many years ago. **PAID CONCERT MODEL** Create a paid concert model allowing nationally renowned artists with massive appeal and draw to be booked well in advance and marketed throughout the entire season. **EVENTS INSIDE THE EVENT** Create events inside the event focusing from Ford Park to Golden Peak to Vail Village to Lionshead with multi-day vibrant activations chocked full of energy and guest experiences with mass appeal. By providing different touch points throughout the Festival weekend, guests will be able to choose what interests them. Spring Back to Vail looks to provide something for everyone to reach a broad range of guests to the Valley. **REFRESH AND REFINE** Traditional elements of Spring Back to Vail will remain as part of the programming but will continue to be enhanced and refined. From the World Pond Skimming Championships to the Mountain Luau, expanding the components within these pre existing events will keep them current and relevant.

Do you plan to use Vail Recreation District Facilities? : No

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why. : All events for Spring Back to Vail will take place in the Town of Vail/Vail Mountain

ENVIRONMENTAL PRACTICES :

Which of these environmental practices will you commit to executing at your event/program? :

Recyclable Materials

No plastic bags

Re-usable bags and bottles

Encourage bikes, etc

Enforce no idling

Recycle

Wastewater

Eco Friendly serving

No Styrofoam

Water Bottle Filling

Close the loop

Please describe your commitment to environmental sustainability and detail measures that will be taken during your event to ensure minimal environmental impact and sustainable best practices. : Here is a snap shot from previous events with plans to continue similar efforts and expand further into 2020: • Partnered with Vail Resorts/Epic Promise to promote sustainability at all Spring Back to Vail venues • All service ware at the expo and concerts were recyclable • Required expo partners to separate all trash, aluminum and cardboard prior to disposing • Sold products at the concerts in aluminum packaging to reduce recycled cup usage • Reused event specific signage wherever possible • Used hard-wired power wherever possible [vs. generators] • Utilized containers that were re-engineered into a foldable trash and recycling bins made from recycled event coroplast signs • Staff carpooling from Denver and within the valley during the event • Strict no idling policy for all vendors and staff during load in/load out • Used re-usable table linens at all tents (instead of disposable) and cleaned as needed (vs. replaced) • Encouraged restaurant vendors to buy local and produce dishes using those ingredients • Integrate water stations and refillable options, weather permitting • Upcycled event banners and signage

EVENT/PROGRAM INFORMATION :

Number of participants (athletes, artists, exhibitors, etc.) anticipated : 100

Number of volunteers needed : 20

Number of event/program staff : 90

Estimate of total number of spectators/attendees anticipated : 30,000

Estimate the number of destination guests from within Colorado, with a focus on the Front Range that your event/program will bring to Vail : 18,000

Estimate the number of destination guests from outside Colorado your event/program will bring to Vail : 9,000

Estimate the number of international guests your event/program will bring to Vail : 3,000

How will your event/program increase sales tax in Vail? : The new vision/plan for Spring Back to Vail 2020 will feature multiple weekends with a robust schedule of activities with the goal of encouraging more consumer spending from lodging, dining and shopping over a longer period of time. By bringing more people to Town for extended stays during this historically slow time of year, additional revenue is expected so increase the tax revenues.

Brand Fit: How will your event or program support the mission and vision of the Vail Town Council? :

The vision is simple: be the best of the best. With an ample amount planning and ramp up time, Highline will work closely with local entities of every kind to garner the proper funding and create a truly memorable and valuable event for the Town of Vail and its guests. It will include: world-class A-list entertainment, world-class partners and sponsors, world-class production and world-class activation. Bring Back, Spring Back and position Spring Back to Vail as the number one spring festival in any mountain community in North America. Establishing the groundwork in 2019, the event is poised to continue to transform itself to deliver memorable experiences for key demographics, have economic impact to the Town of Vail and creating a wildly vibrant energy throughout the Town of Vail and on Vail Mountain targeting a historically slower time in April. The 2020 Spring Back to Vail will look to deliver: • Enriched guest experience in expanded festival environment; • Expanded vibrancy throughout the Town of Vail and on Vail Mountain; • Increased and supplemental marketing campaign beyond Vail Resorts plan; • High level entertainment and lifestyle activities appealing to a wide variety of people; • Positive economic impact from not only spending and sales tax but also driving overnight visits stays; • Safe environment for all guests

Brand Fit: How will your event or program support the Vail brand identity? : Spring Back to Vail, Vail Mountain and the Town of Vail have collaborated in the past and will continue to coordinate efforts both on mountain and off on several levels regarding Vail brand identity: • Refresh Spring Back's current creative, logos, event voice and brand positioning that is on message and visually appealing • Create a fully integrated branding/signage plan that is cohesive • Provide event programming for a range of guests and locals • Striving for the highest levels of customer service and experiences

Community Enrichment: How will your event/program attract target markets of both visitors and community members? : With world-class musical talent, interactive expo areas, entertaining competitions like The World Pond Skimming Championships, guests and locals will have more incentive to choose Vail for their springtime plans. The Spring Back to Vail schedule will have something for everyone. A key focus is the dissemination of accurate event information to key local media groups, concierges and lodging leaders. Everything from the event outreach to the grassroots marketing is strategically thought out so that the right people get the right information at the prime time. Highline and Vail Resorts/Vail Mountain continue to invest in

high quality photography and videography to extend its reach in digital and print media applications and create content driven outreach.

Growth Potential: How will the event/program deliver fresh content? (Fresh content means new programming, entertainers, adding additional days and activities.) : The multi-weekend approach to Spring Back to Vail 2020 will offer a new spin on the traditional event that has taken place in the past. People will have the opportunity to take part in the event several times and in several locations. A wide range of musical acts will enhance the vibe in Town of Vail and complements the mountain weather and spring skiing/riding.

Growth Potential: How will the event/program promote an atmosphere of vitality, fun and celebration? : Spring Back to Vail IS fun and the festivities surrounding the events invite guests to enjoy Vail to the fullest. The programming and vibrancy the event creates from The World Pond Skimming Championships to the on mountain Luau to great live music allows guests to be as active and involved as they choose. Event partners can enhance the event through additional activations and aid in creating unique and memorable guest experiences. Since Highline specializes in creating custom event partnerships, a relevant and fun experience for the Vail guest is top of mind.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support? : Spring Back to Vail marketing and PR efforts will take a 3 tiered approach for 2020 and beyond which will help in securing event partners and sponsors. VAIL RESORTS/VAIL MOUNTAIN will be actively involved and leading the promotional charge to include: • Brand refresh, brand voice refinement and content creation • Brand guidance and development support • Marketing strategy development • Tactical execution of marketing plans across owned Vail channels and assets • Tactical execution of marketing plans in paid channels and assets • Design and production of marketing assets • Content capture • Supporting local and on-mountain outreach for event communications • Support via owned and operated channels and venues (retail, restaurant, lodging, and on-mountain) o Logistical support for on-mountain event elements, if any • Leverage Vail Resorts Public Relations for media inquiries, outreach, and hosting. • Partner with Owned and Operated Lodging for event needs • Event performance analyses (destimetrics, guest experience insights, and guest feedback) VLMD Spring Back to Vail looks to complement and creatively layer marketing/media efforts from Vail Mountain by looking to partner with Vail Local Marketing District for additional marketing dollars to drive destination guests during this historically slow time in April. The month of April falls under the shoulder season umbrella and has become one of the slowest times of the year. OTHER Spring Back to Vail will look to partner with other PR /Media partners to effectively streamlining marketing, advertising, social and digital campaigns during this low/shoulder season period. By looking to expand current relationships with key media partners such as AXS TV and VH1, the goal is to provide additional exposure to not only further the street cred of Spring Back to Vail but also to allow a more robust package for event partners and sponsors. Event Partners/Sponsors will leverage their outlets to promote not only their presence at the event but provide potential plus ups before/after the event with ideas like trips/sweepstakes, enter to win and much more. The final activations are dependent upon event partner planning.

Potential: How will the event or program enhance Leadership Skills: locally, nationally and internationally? : NA

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program? : Spring Back to Vail provides an encompassing opportunity for the local community to not only enjoy the planned festivities but also take advantage of increased awareness and guest presence in town. Local businesses are able to capitalize on additional consumer spending with the increase in guests visiting Vail during the event

How will the event or program leverage media and attract donor and sponsorship support? : Spring Back to Vail marketing and PR efforts will take a 3 tiered approach for 2020 and beyond which will help in securing

event partners and sponsors. VAIL RESORTS/VAIL MOUNTAIN will be actively involved and leading the promotional charge to include:

- Brand refresh, brand voice refinement and content creation
- Brand guidance and development support
- Marketing strategy development
- Tactical execution of marketing plans across owned Vail channels and assets
- Tactical execution of marketing plans in paid channels and assets
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- Content capture
- Supporting local and on-mountain outreach for event communications
- Support via owned and operated channels and venues (retail, restaurant, lodging, and on-mountain)
- Logistical support for on-mountain event elements, if any
- Leverage Vail Resorts Public Relations for media inquiries, outreach, and hosting.
- Partner with Owned and Operated Lodging for event needs
- Event performance analyses (destimetrics, guest experience insights, and guest feedback)

VLMD Spring Back to Vail looks to complement and creatively layer marketing/media efforts from Vail Mountain by looking to partner with Vail Local Marketing District for additional marketing dollars to drive destination guests during this historically slow time in April. The month of April falls under the shoulder season umbrella and has become one of the slowest times of the year. OTHER Spring Back to Vail will look to partner with other PR /Media partners to effectively streamlining marketing, advertising, social and digital campaigns during this low/shoulder season period. By looking to expand current relationships with key media partners such as AXS TV and VH1, the goal is to provide additional exposure to not only further the street cred of Spring Back to Vail but also to allow a more robust package for event partners and sponsors. Event Partners/Sponsors will leverage their outlets to promote not only their presence at the event but provide potential plus ups before/after the event with ideas like trips/sweepstakes, enter to win and much more. The final activations are dependent upon event partner planning.

EVENT ECONOMIC IMPACT :

Potential benefits to the Town of Vail - Estimate number of room nights for your event or program. :
4,500

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program. : \$15,000,000

Example: Increased spend by attendees in restaurants, shops, lodging or activities.

Potential benefits to the Town of Vail - What estimated return on investment (ROI) in dollars should the Town of Vail expect? : \$15,000,000

ROI in this case refers to for each dollar the event/program is funded, how many dollars will be received by the Town of Vail from event impact.) Example: Estimated ROI - Formula: # of attendees x total average spending = \$ (2000 attendees) x (\$240 daily spend) = \$480,000

Explanation of how you will direct prospective attendees to book lodging within the Town of Vail and a description of how you will track the number of lodging nights generated. REMINDER: Per the CSE funding agreement, the event producer is REQUIRED to direct attendees to book in Town of Vail hotels and lodges. : Non-local attendees will be directed to Vail lodging options via call-to-actions to the event website placed in event advertising and collateral materials. These items will include newspaper print ads, web, posters, digital rack cards, social media inclusion and through phone inquiries via phone directing public. Tracking and estimation will be acquired through mTrip reports and intercept surveys as provided by the Town of Vail.

BUDGET :

Using the provided budget template, provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited? : Yes

Describe how you will use the funds requested? : Talent Procurement Production

Please upload event/program/organization budget. : SB2V20_TOWN COUNCIL RFP_BUDGET_06
30.19.pdf

Who currently funds the event/program? : Spring Back to Vail has been funded in the past by Town of Vail, Vail Mountain and corporate partners

Who currently funds your organization? : Highline is a private company

What percentage % of the total event budget is being requested to fund? : 23

If the event/program is not funded at full request, how will the event change with a lower funding allocation? : If Spring Back to Vail is funded at a reduced level by Town of Vail, event organizers will revisit the overall feasibility of the event scope as planned and consider making cuts in the following areas: • Talent and production levels • Fewer event components/elements

Should the Council decide not to support this event/program at all, will it still occur? : No

What dollar amount of the total event/program gross revenue do you expect the event itself to generate? (ticket sales, merchandise, food and alcohol sales, etc.) : 706,250

Do you intend to host the event or program in Vail beyond 2020? : Yes

Do you anticipate requesting funding from the CSE for 2020? : No

Audience: Who is your audience? (You may choose more than one.) :

First time visitors

Returning guests

Primary and Second Homeowners

Local residents

Channels: Which of these channels will you utilize to promote your event or program? (You may select more than one.) :

Print - Local

Print - Regional

Editorial

Radio

Television

Online Event Listings

E-newsletters

Web

Media Plan/Public Relations

Grassroots

Facebook

Instagram

Twitter

Posters

Event/Program App

Signage – Banners, etc

Co-promotions

Partnerships

Local Vail Businesses

Concierge Visits

SPONSORSHIPS & PARTNERSHIPS :

1. What is the dollar \$ amount of sponsorships and/or partnerships from other sources reflected in the event/program budget? : \$475,000

1a. What is the dollar \$ amount of in-kind services or items provided from sponsors or partners? :
\$10,000

2. Please list your confirmed sponsors or partners. : Vail Mountain Spring Back to Vail 2020 is currently being sold and an up to date list of partners will be available in the near future.

3. Please explain the potential for additional sponsorships or partners. : Knowing the importance of momentum and timing, the Spring Back sales team has adopted a new / refreshed sales strategy for Spring Back to Vail 2020 that will allow for more robust opportunities in all product categories. By changing not only the sales model but also the event scope, the team looks to add variety in partners as well as increase partnership revenues from 2019 by expanding beyond the relationships of Vail Resorts Strategic Alliance and its partners. Outside sponsorship will be pursued cultivating fresh ideas, activation concepts and experiences the event warrants.

ADDITIONAL INFORMATION :

Are there any other things you'd like to share with Council and staff that are not included in the application? : See attachment. Too many characters to put here.

REQUIRED ATTACHMENTS :

Organization rosters naming all officers, board of directors and respective positions as relevant : 2020
ORGANIZATIONAL ROSTER.pdf

OPTIONAL ATTACHMENTS :

List any URLs where additional information can be found, including photos, videos or other content relevant to your application. : <https://www.dropbox.com/sh/i58nd7fw43iw87h/AABoWNaSMGJRe9MxnDfISf4fa?dl=0>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event

branding : SBTV_W_LOGOTRAIN_FINAL.mp4

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event

branding : SBTV_2019_Recap_30_V2.mp4

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event

branding : SB2V20_ADDITIONAL COMMENTS FOR TOWN COUNCIL.pdf

We encourage questions about the Council application to be sent via email to Carlie Smith -
csmith@vailgov.com. Phone calls for further discussion can be scheduled over email as well.

--->The "Save Draft" button below allows you to save your application and come back to work on it again.

--->The "Save" button is for when your application is complete and ready to submit.

---> Your application has not been formally submitted until you navigate to the Menu page and click "Submit Request". You will receive a confirmation email once your application has been submitted.<---

Linked Users : peggy@gohighline.com

Submission Date : 2019-06-30

Created by : integrations+23268@zenginehq.com

Record ID # : 12734225

Last change : 2019-06-30T21:58:28+0000

SPRING BACK TO VAIL 2020

INCOME

TOWN COUNCIL	Estimated	Actual
Total	350,000.00	

OTHER REVENUES

	Estimated	Actual
Total	1,181,250.00	

	Estimated	Actual
INCOME TOTALS	1,531,250.00	

EXPENSES

TALENT & PRODUCTION	Estimated	Actual
Total	965,500.00	

SITE/LOCATION/OPERATIONS/LABOR	Estimated	Actual
Total	473,650.00	

FOOD & BEVERAGE	Estimated	Actual
Total	43,600.00	

TRAVEL & LODGING	Estimated	Actual
Total	6,000.00	

MARKETING & BRANDING	Estimated	Actual
Total	22,500.00	

SPONSORSHIP FULFILLMENT	Estimated	Actual
Total	20,000.00	

	Estimated	Actual
EXPENSE TOTALS	1,531,250.00	



SPRING BACK TO VAIL 2020 AND BEYOND

Confidential

Spring Back to Vail with a revamped vision is in the works. Bringing back what built the iconic festival and made it so successful, Highline is going back to its roots by bringing the event model back under our umbrella and full purview. The event was created to fill the town during a slow period at the end of the ski season, which has become somewhat of a shoulder season in recent years. The name itself was created to get people to come back to Vail at a time they normally would not.

The event has seen a multitude of iterations over the past 18 years and it is finally time to create what arguably should be the greatest spring event at any resort in the country. The value proposition behind the initiative has no ceiling.

Spring Back to Vail set standards and was one of the pioneers in spring festivals in ski mountain towns. It is time to reposition Spring Back to Vail, the Town of Vail and Vail Mountain as the leader in this space. This new concept of 'Bring Back, Spring Back' will focus on creating the best spring mountain festival in the country.

THE VISION

The vision is simple: be the best of the best. Build the best spring festival in any ski mountain town. It will include: world-class A-list entertainment, world-class partners/sponsors, world-class production and world-class activation. Essentially creating a wildly vibrant town during an otherwise slow period. We will market the event from the day the mountain opens right up to the successful completion of the final concert. We will engage and rely on a multitude of supporters to make certain the brand is known nationwide for years to come.

This can't happen overnight. A three-to-four year plan will allow for measurable successes and room to establish benchmarks and achievable goals. Using the success of the 2019 Spring Back to Vail, the event is poised to transform in 2020 and beyond.

HOW WILL WE DO IT

MUSIC

Create a paid concert model allowing nationally renowned artists with massive appeal and draw to be booked well in advance and marketed throughout the entire season. These shows will utilize the beauty and possibilities reintroduced in 2019 at Ford Park.

Top-line potential examples of talent:

- Dave Matthews Band
- Greta Van Fleet
- Zac Brown Band

Free music options will exist as well through Spring Back LIVE! and other concert venues in Vail.

EVENTS WITHIN THE EVENT

Create a four-day weekend atmosphere chocked full of vibrant activation in and around the town and community.

Top-line concepts:

- Beer Festival
- Public art concept
- Extensive expo and activation areas throughout the Town of Vail

BUILD ON WHAT WE HAVE

There are some great components currently associated with Spring Back to Vail. By looking at these elements closely and critically, we will add and modify to continue to position them as a value to the event and the guest experience.

Top-line current components:

- World Pond Skimming Championships
- Luau at Mid-Vail
- Bar Parties/In account promotions



SPRING BACK TO VAIL 2020 AND BEYOND

Confidential

SPONSORSHIP/ADDITIONAL FUNDING

The entire sales model for Spring Back to Vail has changed to allow outside sponsorship to be pursued. This new approach will garner fresh ideas, activation concepts and experiences the event warrants. By re-working the relationship with the Vail Resorts partners, funding will be sourced from a multitude of suitors, many not sought after before. Outside sponsors and partners yearning to access the coveted Vail guest will be a new opportunity for Spring Back to Vail 2020.

Top-line examples of sponsorship categories

- Auto partners
- Technology
- Financial Institutions
- CPG Brands
- Social Media Brands

MARKETING

Spring Back to Vail marketing and PR efforts will take a 3 tiered approach for 2020 and beyond.

The core of the marketing efforts for Spring Back to Vail will continue to come from the Vail Mountain Marketing department and will look to be reshaped beginning in 2020:

VAIL RESORTS/VAIL MOUNTAIN will be actively involved and leading the promotional charge to include:

- Brand refresh, brand voice refinement and content creation
- Brand guidance and development support
- Marketing strategy development
- Tactical execution of marketing plans across owned Vail channels and assets
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- Event performance analyses (destimetrics, guest experience insights, and guest feedback)

VAIL LOCAL MARKETING DISTRICT

Spring Back to Vail looks to complement and creatively layer marketing/media efforts from Vail Mountain by looking to partner with Vail Local Marketing District for additional marketing driving destination guests during this historically slow time in April. The month of April falls under the shoulder season umbrella and has become one of the slowest times of the year. Spring Back to Vail is hoping to garner marketing support from VLMDAC with an additional \$150,000-\$200,000 in marketing spend to support the event.

OTHER

Spring Back to Vail will look to partner with other PR /Media partners to effectively streamline the overarching marketing, advertising, social and digital campaigns during this low/shoulder season period.

By looking to expand current relationships with key media partners such as AXS TV and VH1, the goal is to provide additional exposure to not only further the street cred of Spring Back to Vail but also to allow a more robust package for event partners and sponsors.

Vail Valley Foundation Dave Dressman

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Email contact : ddressman@vvh.org

What is the name of your organization? : Vail Valley Foundation

What category of funding are you applying for? (See definitions at www.vailgov.com/departments/finance/grant-process) : Signature Events

Type of Funding Requested : Cash and In-kind

Amount of 2020 Cash Contribution Requested : \$140,000

2020 In-Kind Contribution Requested : 40000 for public works, police, labor, power/water, sandbags, fire, etc...

What is the name of your event? : GoPro Mountain Games

Is this a new event or program? : No

How much funding did you receive from the Town of Vail for 2019? (Please include total funding you received from the CSE and Town Council) : \$75,000

Proposed Event/Program Start Date : 2020-06-04

Proposed Event/Program End Date : 2020-06-07

Name of person completing the application : Dave Dressman

Title of person completing the application : Event Director

Provide name of person or entity to whom the funding check will be cut. : Vail Valley Foundation

Mailing Address Street : 90 Benchmark Rd. #300

City : Avon CO 81620

State : US-CO

Zip Code : 81620

Telephone number : 6197640940

Email address : davedressman@gmail.com

Event/program and/or organization website : mountaingames.com & vvf.org

Number of years organization has been in business : 37

Organization's Mission Statement : To enhance the quality of life in the Vail Valley and showcase our community to a global audience through arts, athletics and education. *We received \$75,000 last year via CSE and \$55000 in kind. We've increased our cash ask and decreased our in kind ask as we have met with the TOV on this subject earlier this year and everyone was in agreement that the Mountain Games is a sure-fire 'Signature' Event for us all and should be funded as such.

Organization's Tax Status : Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application. : VVF - Sales Tax License (expires 12.31.2019).pdf

EVENT/PROGRAM DESCRIPTION :

Is this a new or existing event/program in Vail? : Existing

How many years has the event or program been produced in Vail? : 18

How does your request support item 1C of the Contribution Policy (See above) : Year after year, the GoPro Mountain Games continues to place Vail in the global spotlight as the host location of the most revered and prolific celebration of outdoor culture and mountain lifestyle anywhere in the World. GMG has sustained steady growth for 18 years and acts as the kickoff to Summer in the Rocky Mountains. In addition to a sizable economic impact to the TOV (\$7m+), the event attracts the ideal demographic of active consumers to Vail. These 80,000+ attendees are active, affluent, outdoor enthusiasts with disposable income, a love for the environment, and a health-conscious attitude. They fill the TOV hotels and pack restaurants, shops and the streets and trails. Additionally, a diverse group of national and global sponsors place further attention on Vail and it's thriving community. Lastly, the media, TV, PR and photo/video assets and editorial that stem from the Mountain Games showcase all facets of what makes Vail the premier Int'l resort community including athletics, arts, music, family, competition, fine dining, unique experiences, and of course, mountain & whitewater activities.

Please describe the location(s) of the event or program in previous years. : Current: Vail Village, Lionshead, Mountain Plaza, Golden Peak, Lower Bench, the GRFA and the rivers and trails of Vail. Previous, all

of the above + Eagle CO

Please provide a detailed description of the event/program and its activities. : The best all-around mountain experience anywhere in the world takes place in Vail each June when the GoPro Mountain Games jumpstart the Summer. Thousands of pro and amateur adventure athletes sign up each year and converge upon the mountains and rivers of Vail to compete in 11 athletic disciplines and more than 30 competitions including kayaking, running, slackline, DockDogs, trail running, mountain and road cycling, climbing, fishing, photography and more. The competitions are just the beginning. The event also features the GoPro Mountains of Music free concert series throughout the weekend, taking place in Vail & Lionshead during the day and at the GRFA at night. There are also a host of kids activities and events, daily yoga classes, food vendors, art exhibitions, and the incredible L.L.Bean Gear Town: featuring more than 145 of the outdoor industry's top brands and including tons of giveaways and activities. The Mountain Games are a project of the non-profit Vail Valley Foundation, which has a mission to enhance quality of life in the Vail Valley through arts, athletics, and education.

Do you plan to use Vail Recreation District Facilities? : Yes

Please attach letter or email confirmation from Vail Recreation District if using VRD facilities. : RE VRD facility use for TOV funding 2020.msg

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why. : The annual Steep Creek Championship is a class V kayak time trial race that takes place in Red Cliff, CO on Thursday during GMG. This ¼ mile stretch of creek near Eagle County's oldest town, Red Cliff, is the location of the Steep Creek Championship. Additionally, portions of our Mountain Masters Disc Golf competition takes place outside of Vail. In 2019, the event consisted of the below locations. 2020 Disc Golf event logistics are TBD: 18-Hole Course 1: "The Legend" Maloit Park, Minturn, CO 18-Hole Course 2: "The Ranch" 4 Eagle Ranch, Wolcott, CO Putting & MPH Skills Challenges: Vail, CO 9-Hole Accuracy Course & Long-Drive Challenges: Eagle Vail, CO

ENVIRONMENTAL PRACTICES :

Which of these environmental practices will you commit to executing at your event/program? :

All of these

Please describe your commitment to environmental sustainability and detail measures that will be taken during your event to ensure minimal environmental impact and sustainable best practices. : Please see attached sustainability guidelines.

EVENT/PROGRAM INFORMATION :

Number of participants (athletes, artists, exhibitors, etc.) anticipated : 5,000

Number of volunteers needed : 350

Number of event/program staff : 25

Estimate of total number of spectators/attendees anticipated : 83,000

Estimate the number of destination guests from within Colorado, with a focus on the Front Range that your event/program will bring to Vail : 27,500

Estimate the number of destination guests from outside Colorado your event/program will bring to Vail : 24,000

Estimate the number of international guests your event/program will bring to Vail : 1,000

How will your event/program increase sales tax in Vail? : On-site vendor sales, increased traffic to hotels and merchants

Brand Fit: How will your event or program support the mission and vision of the Vail Town Council? :

The GoPro Mountain Games checks all the boxes within the mission of the Town Council. GMG is global in nature and generates north of 1B PR impressions, placing Vail firmly at the forefront of the resort destination community and outdoor industry. GMG contributes north of \$7M in economic impact during a need period. The diverse nature of the Mountain Games makes it unique. It is not focused on one athletic discipline or one arts/entertainment category. The Mountain Games is truly amazing due to the sum of its parts. And such, it contributes heavily to a vibrant and diverse economy and community in Vail. Exceptional Service is shown via our annual net promoter score on our event survey which is 4.7 out of 5 in terms of customer satisfaction. Creating an abundance of opportunities is at the core of GMG and offers guests the ability to compete or demo in a variety of human powered sports, see a variety of free music offerings, view live art and a participate in a wide variety of family and kid centric offerings.

Brand Fit: How will your event or program support the Vail brand identity? : The Mountain Games x Vail is a marriage of like-minded Brands. The Mountain Games positions Vail as the premiere mountain resort community in the World by showcasing everything that is great about summer in Vail, encouraging participation by all ages and levels of athlete, and creating an inclusive festival setting which spans from Lionshead to the GRFA.

Community Enrichment: How will your event/program attract target markets of both visitors and community members? :

One of the foundational elements of Mountain Games has always been a 'pros vs. joes' mentality. This allows athletes of all levels and ages to compete and feel comfortable. It also offers amateur athletes and weekend warriors the opportunity to compete in events alongside Olympians, Pros & celebrities. Because the Event spans 11 sport disciplines it creates a unique and encouraging culture amongst athletes and spectators to try new things and rub elbows with other athletes they would not normally compete alongside. The participatory nature and spectator friendliness of the Games attracts both locals and non-locals alike.

Growth Potential: How will the event/program deliver fresh content? (Fresh content means new programming, entertainers, adding additional days and activities.) :

Fresh content and staying at the forefront of the outdoor industry and the adventure sports world is always a top priority for us as the event organizer. We are constantly evaluating all components of GMG to make sure nothing gets stagnant. Additionally, we look for ways to add value, add new events and improve the customer experience each year. In 2019 we revamped the fishing competition, re-formatted the Ultimate Mountain Challenge, added both a Short Track Relay (Bike) and an e-bike event, and shifted how our Slackline event runs. We also increased the budget for day-time music in both Vail and LH. By working to stay fresh and keeping this a priority each year, the Mountain Games will continue to grow and improve for stakeholders and guests alike.

Growth Potential: How will the event/program promote an atmosphere of vitality, fun and celebration? :

"Athletes, Art, Music, Mountains" has always been our tagline. What can be more fun than that? Celebrating all that we love about Mountain Lifestyle and Outdoor Recreation is at the heart of the GoPro Mountain Games and resonates with all who touch it. Keeping GMG free to the public and working to improve our customer satisfaction score will foster an atmosphere of vitality, fun and celebration.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support? : GMG exists due in large part to our stakeholders and corporate sponsors. The experiential element of the Games is unmatched in the event world and is very attractive to both large and small

Brands. Significant marketing reach combined with a world class experience makes GMG very attractive to both endemic and non-endemic brands. VVF is always striving to align our events with the right partners and we will continue to do so. One of our goals is to increase global media exposure in the coming years.

Potential: How will the event or program enhance Leadership Skills: locally, nationally and internationally? : The GoPro Mountain Games is widely respected among event organizers, athletes, media and resort destinations. We are regularly contacted by outside parties looking to replicate the Mountain Games in other markets. It has been copy-catted multiple times in other markets. The complexity of the event and the fact that it is free to the public positions Vail as a leader in global event organization. Few people know that the VVF is the owner and operator of GMG. Most people associate it most with Vail and with GoPro. Additionally, the VVF works year round on this Event and we hire fantastic outside contractors to help execute sub events within the Event. By nature, running a multi-million dollar, free-to-attend Event fosters leadership skills among all staff and partners. Secondly, having the reputation that GMG has positions the community as a leader within the global outdoor industry and live event world.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program? : Reputation. The Mountain Games helps validate the Vail Community as the premiere mountain resort destination in the world by showcasing all of the amazing opportunities Vail has to offer to massive global audience of influential consumers.

How will the event or program leverage media and attract donor and sponsorship support? : VVF has a strong sales and marketing team and will continue to create eye catching and accurate materials that showcase all that the Mountain Games is. The sales team is aggressive and knowledgeable and will pursue sponsors who align with the event on a year round basis. Having 180 credentialed on-site media and countless PR hits and editorial pieces will be highlighted to all partners and prospective partners. VVF will continue to leverage marketing and content partnerships with Outside Magazine, Outside TV, Red Bull Media House, and dozens of others to further the reach of the event and make it more attractive to Brands.

EVENT ECONOMIC IMPACT :

Potential benefits to the Town of Vail - Estimate number of room nights for your event or program. :
7,000

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program. : \$7,300,000

Example: Increased spend by attendees in restaurants, shops, lodging or activities.

Potential benefits to the Town of Vail - What estimated return on investment (ROI) in dollars should the Town of Vail expect? : \$52

ROI in this case refers to for each dollar the event/program is funded, how many dollars will be received by the Town of Vail from event impact.) Example: Estimated ROI - Formula: # of attendees x total average spending = \$ (2000 attendees) x (\$240 daily spend) = \$480,000

Explanation of how you will direct prospective attendees to book lodging within the Town of Vail and a description of how you will track the number of lodging nights generated. REMINDER: Per the CSE funding agreement, the event producer is REQUIRED to direct attendees to book in Town of Vail hotels and lodges. : Via a dedicated lodging page within the 'Plan Your Visit' section of Mountaingames.com. Via dedicated and non-dedicated social media posts and e-blasts. By setting up lodging partnerships and offers with a variety of TOV Lodging properties. By direct word of mouth referrals to sponsors, athletes, media and partners.

BUDGET :

Using the provided budget template, provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited? : Yes

Describe how you will use the funds requested? : TOV funds will go to the general operating budget of the Event and will help the VVF continue to keep the event fresh by investing in the event through marketing, PR, customer experience and athlete experience/competition. Expenses tied to GMG continue to rise each year so this money will help VVF significantly.

Please upload event/program/organization budget. : 2019 GPMG Master budget tracking (FY20) DD for Council.pdf

Who currently funds the event/program? : Sponsors, Gov't Partners (TOV), F&B Sales, Athlete Registrations

Who currently funds your organization? : All of the above plus ticket sales, grants, and individual donors.

What percentage % of the total event budget is being requested to fund? : 4

If the event/program is not funded at full request, how will the event change with a lower funding allocation? : Based on prior discussion and with the support of TOV, we are changing our GMG Funding request from CSE to Town Council. The TOV and VVF both feel that GMG is a Signature Event and should be funded as such. In order for us to continue the upward trajectory & progression of the Mountain Games, we rely heavily on corporate sponsorship as well as funding from the TOV. We are asking for \$140,000 in cash funding in addition to \$40,000 in kind service funding. This amount is in line with our Platinum level sponsors (GMC, Go RVing, Pacifico, & L.L.Bean) and will help with the overall operating budget of the Event and allow the VVF as the organizers to continue to keep GMG fresh as well as maintain a focus on our environmental and sustainability efforts.

Should the Council decide not to support this event/program at all, will it still occur? : Yes

What dollar amount of the total event/program gross revenue do you expect the event itself to generate? (ticket sales, merchandise, food and alcohol sales, etc.) : 3,000,000

Do you intend to host the event or program in Vail beyond 2020? : Yes

Do you anticipate requesting funding from the CSE for 2020? : No

Audience: Who is your audience? (You may choose more than one.) :

First time visitors

Returning guests

Primary and Second Homeowners

Local residents

Channels: Which of these channels will you utilize to promote your event or program? (You may select more than one.) :

Print - Local

Print - Regional

Print - National

Editorial

Radio

Television

Online Event Listings

E-newsletters

Web

Media Plan/Public Relations

Grassroots

Facebook

Instagram

Twitter

Posters

Rack Cards

Flyers

Event/Program App

Signage – Banners, etc

Co-promotions

Partnerships

Local Vail Businesses

Concierge Visits

Other

Please explain "Other". : Sponsor promotions and advertising, promo events (ie...at the Yeti Store in Austin TX or at the GoPro campus in Carlsbad CA)

SPONSORSHIPS & PARTNERSHIPS :

1. What is the dollar \$ amount of sponsorships and/or partnerships from other sources reflected in the event/program budget? : \$2,500,000

1a. What is the dollar \$ amount of in-kind services or items provided from sponsors or partners? : \$500,000

2. Please list your confirmed sponsors or partners. : Our largest sponsors include, GoPro (Title), GMC, TOV, Go RVing, L.L Bean, Yeti, Nature Valley, Pacifico, Wild Tonic, Costa, Bosch, TIAA Bank, Casio, Vail Resorts, & Outside Magazine. Please see <https://mountaingames.com/partners/> for a full sponsor list. In addition to those sponsors listed, GMG also brings in approximately 100 'vendors'.

3. Please explain the potential for additional sponsorships or partners. : The VVF team is constantly looking for partners that align with the GMG Event and the Vail Brand. There are numerous categories we are

pursuing including wearable tech, footwear, soap and skincare, additional bike sponsors, and overall health & wellness brands.

ADDITIONAL INFORMATION :

Are there any other things you'd like to share with Council and staff that are not included in the application? : When VVF purchased this project from Untraditional Mktg 11 years ago VVF made two commitments to the Town of Vail. 1) the event will always stay in Vail and VVF will never use relocating the event to another location as leverage for securing TOV funding. 2) The TOV funding 11 years ago was approx. \$200K in cash plus VIK. VVF committed to the TOV that each year, VVF would request less funding than the prior year with the intent of many years down the road, reaching a static level of funding for the project. Over the last 10 years, under the leadership of VVF, the Mountain Games project has grown to be the single largest and most successful sport and music project in the history of our county. While the Mountain Games has seen double digit growth every year for ten years in occupancy, economic impact, attendance, global media reach, and most every other possible metric, the funding from the TOV, which is our most important stakeholder and partner has decreased significantly. Some of this decrease in funding was by design based on our commitment to the Town of Vail many years ago. Based on how the project has grown and will continue to grow in years to come, VVF's commitment to ensuring Mountain Games Vail remains as the largest and most successful adventure sports, music and mountain lifestyle festival in the world, we would like to respectfully ask the Town Of Vail Council to consider, starting in 2020, a fixed level of support in the amount of \$140,000 cash per year plus approximately \$40,000 in VIK. We truly feel the Mountain Games epitomizes all that is right with Vail. The event showcases Vail to a very attractive audience of global consumers who have the means to visit Vail year-round as well as influence those around them. We greatly appreciate the support we receive from the Town of Vail and you have our word that we will continue to strive for excellence with the Mountain Games and all VVF projects.

REQUIRED ATTACHMENTS :

Organization rosters naming all officers, board of directors and respective positions as relevant : VVF Board Listing & GMG Roles.pdf

OPTIONAL ATTACHMENTS :

List any URLs where additional information can be found, including photos, videos or other content relevant to your application. : <https://www.mountaingames.com/highlights> VVF will share a comprehensive Stakeholder Report with the TOV once it is complete. Likely by August 1, 2019.

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding : Mountain Games Sustainability Guidelines.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding : GMG YOY Growth.pdf

We encourage questions about the Council application to be sent via email to Carlie Smith - csmith@vailgov.com. Phone calls for further discussion can be scheduled over email as well.

--->The "Save Draft" button below allows you to save your application and come back to work on it again.

--->The "Save" button is for when your application is complete

and ready to submit.

---> Your application has not been formally submitted until you navigate to the Menu page and click "Submit Request". You will receive a confirmation email once your application has been submitted.<---

Linked Users : ddressman@vvf.org

Submission Date : 2019-06-28

Created by : integrations+23268@zenginehq.com

Record ID # : 12689620

Last change : 2019-06-28T22:34:12+0000

GMG 2019 Rolling Budget as of June 17 2019

Code	Line Item	Fiscal 2020 Rolling Forecast
Revenues		
4300	Title Sponsor	\$480,000.00
4310	Platinum Sponsor	\$518,000.00
4315	Gold Sponsor	\$430,000.00
4320	Silver Sponsor	\$327,000.00
4325	Special Contributor	\$321,700.00
4335	Official Supplier Sponsor	\$140,000.00
4340	Government Support	\$75,000.00
4420	Participant Fees	\$132,294.44
4430	Credentials	\$11,450.00
4440	Merchandise Sales	\$0.00
4480	Miscellaneous Income	\$36,895.62
	Total w/o trades	\$2,472,340.06
4900	Traded Gifts	\$56,292.22
4905	Traded Goods	\$12,619.00
4910	Traded Lodging	\$52,275.00
4915	Traded Marketing	\$300,000.00
	Total with Trades	\$2,893,526.28
Expenses		
5010	Announcers	\$7,100.00
5090	Bibs	\$14,345.13
5125	Construction Materials	\$1,984.01
5135	Contract Labor	\$285,050.25
5145	Credentials	\$1,960.62
5175	Dues & Subscriptions	\$1,030.00
5200	Entertainment	\$146,524.01
5205	Equipment Rental	\$141,074.44
5235	Gifts	\$49,640.98
5260	Insurance	\$75,000.00
5350	Labor	\$575,858.57
5375	Commissions	\$177,336.00
5400	Legal	\$500.00
5405	Lodging	\$40,086.37
5415	Mail - Postage/Shipping	\$1,053.12
5420	MKTG	\$171,000.00
5475	Media TV	\$135,000.00
5525	Non-Social Food	\$16,236.37
5535	Permits	\$30,034.86
5555	Prizes - Cash	\$121,942.94
5560	Prizes - non Cash	\$6,341.50
5630	Sales- Contract Fulfillment	\$71,214.40
5635	Sales Team Expenses	\$38,403.95

5645	Signs	\$51,431.43
5670	Social - Food & Beverage	\$42,277.50
5690	Sound	\$32,575.00
5700	Supplies	\$3,183.47
5715	Telephone	\$2,792.91
5740	Transportation	\$5,395.00
5745	Trash	\$18,643.00
5750	Utilities	\$500.00
	Subtotal Expense w/o trades	\$2,265,647.41
5900	Trade Gifts	\$56,292.22
5905	Trade Goods	\$12,619.00
5910	Trades Lodging	\$52,275.00
5915	Trades Marketing	\$300,000.00
	Subtotal Expense:	\$2,686,833.63
	Net Profit (Loss)	\$206,692.65

Children's Garden of Learning Maggie Swonger

Town of Vail 2020 Annual Contribution Request :

CONTRIBUTION POLICY

All contribution requests received by the Town of Vail will be processed in the following manner:

A. All requests must be submitted electronically. Incomplete applications and supplemental information will not be accepted. THE TOWN COUNCIL WILL ONLY BE GIVEN YOUR COMPLETED APPLICATION FORMS. NO SUPPLEMENTAL INFORMATION WILL BE GIVEN TO THE TOWN COUNCIL.

B. All applications for annual funding shall be completed and submitted by June 30th by 5:00 P.M.

C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2020.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2020 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2020. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS: All applications must be submitted by June 30th by 5:00 P.M. Any application received after that date will not be considered. Please complete all fields in this application. No hard copies are accepted.

Email contact : mswonger@childrensgarden-vail.com

What is the name of your organization? : Children's Garden of Learning

What category of funding are you applying for? (See definitions at www.vailgov.com/departments/finance/grant-process) : In-kind only

Type of Funding Requested : In- Kind Services and Facilities Only

2020 In-Kind Contribution Requested : \$22,993 Snow Removal and Window Safety Film

Name of person completing the application : Maggie Swonger

Title of person completing the application : Director

Provide name of person or entity to whom the funding check will be cut. : Children's Garden of Learning

Mailing Address Street : 129 N. Frontage Road

City : Vail

State : US-CO

Zip Code : 81657

Telephone number : 970-476-1420

Email address : mswonger@childrensgarden-vail.com

Event/program and/or organization website : www.childrensgarden-vail.com

Number of years organization has been in business : 16

Organization's Mission Statement : Inspired by the Reggio Emilia philosophy, Children's Garden of Learning partners with children, families, and the Vail Valley community to provide an inquiry-based education for young learners. Teachers and children co-construct their learning experience through observation, intentional planning, creative environments, and active exploration of materials. Our goal is for each student to emerge as socially capable, creative citizens who love learning.

Organization's Tax Status : Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application. : 501c3 ToV.pdf

How does your request support item 1C of the Contribution Policy (See above) : Children's Garden of Learning (CGL) is located in the heart of Vail and provides exceptional early learning services to 87 children. The school serves children ages 18 months to 6 years in a year-round program that runs 7:30am-5: 30 pm. We currently hold a 4 Star Rating from Colorado Shines, demonstrating our commitment to providing high-quality early care and learning experience for our youngest citizens. Children's Garden of Learning prides itself on providing children with a true Vail preschool experience. The children of CGL can often be seen hiking the North Trail, in the village at the children's fountains, or visiting our local fire departments and police departments. Our students will grow up to be the future workforce in the community and the protectors of our local environment. Currently, 76% of the families who attend CGL have parents who work in Vail, 25% of our families reside in the Town of Vail, 98% of our families live in Eagle County, and 100% work in Eagle County. Children's Garden of Learning has also diversified the population it serves over the last three through a Financial Aid program funded by Temple Hoyne Buell, Vail Valley Cares, and Children's Garden of Learning. Currently, we have 11 families and 13 children receiving financial aid to attend our program. This specific request for funding will impact the Vail communities future health and success by ensuring that the Vail employees, families, and children continue to have access to safe and enriching programs. Our request for \$17,993 for 3M window safety film will help protect our children from unwanted intruders and keep our facilities safe. The request for the continued support of driveway snow removal valued at \$5,000 will ensure the safety of parents and families at pick up and drop off during the winter months.

BUDGET :

Using the provided budget template, provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited? : Yes

Please upload event/program/organization budget. : CGL_Budget_FY19.20 Approved Final.xls

Who currently funds the event/program? : Parents through tuition, Temple Hoyne Buell, Eagle County, Epic Promise, Vail Valley Cares

Who currently funds your organization? : Parents through tuition, Temple Hoyne Buell, Eagle County, Epic

Promise, Vail Valley Cares

If the event/program is not funded at full request, how will the event change with a lower funding allocation? : We will be unable to add the window safety film without support from an outside funder. The snow removal is a necessity so we would need to create an alternative plan.

Should the Council decide not to support this event/program at all, will it still occur? : No

Do you intend to host the event or program in Vail beyond 2020? : No

SPONSORSHIPS & PARTNERSHIPS :

1. What is the dollar \$ amount of sponsorships and/or partnerships from other sources reflected in the event/program budget? : \$0

1a. What is the dollar \$ amount of in-kind services or items provided from sponsors or partners? : \$0

2. Please list your confirmed sponsors or partners. : Currently, the school safety project does not have any confirmed funders.

3. Please explain the potential for additional sponsorships or partners. : This project would solely be funded by the Town of Vail. However, we are writing a grant to Eagle County government to support security system that would work in partnership with the security film to ensure the overall safety of the children who attend Children's Garden of Learning.

ADDITIONAL INFORMATION :

Are there any other things you'd like to share with Council and staff that are not included in the application? : We would just like to thank the Town of Vail for their continued support and partnership, this program would not exist without your support. Per the request, we are also flexible if the council would only like to fund window coverings on the lower level of the building. The estimate is broken down by room so we can choose the areas to be completed.

REQUIRED ATTACHMENTS :

Organization rosters naming all officers, board of directors and respective positions as relevant : CGL Board 2019.docx

OPTIONAL ATTACHMENTS :

List any URLs where additional information can be found, including photos, videos or other content relevant to your application. : https://www.3m.com/3M/en_US/building-window-solutions-us/resources/window-film-for-schools/

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding : 3M Safety and Security Films_School Letter.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding : 3M Estimate.pdf

We encourage questions about the Council application to be sent via email to Carlie Smith - csmith@vailgov.com. Phone calls for further discussion can be scheduled over email as well.

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--->The "Save" button is for when your application is complete and ready to submit.

---> Your application has not been formally submitted until you navigate to the Menu page and click "Submit Request". You will receive a confirmation email once your application has been submitted.<---

Linked Users : mswonger@childrensgarden-vail.com

Submission Date : 2019-06-27

Created by : integrations+23268@zenginehq.com

Record ID # : 12730977

Last change : 2019-06-27T21:52:00+0000

Children's Garden of Learning 2019/20 Annual Budget

Revenue	2019/20	Notes
Donations/Grants	7,300	
Fundraising	33,890	Derby Party, Art Show, Colorado Gives, Volunteer Hours, Monthly Pledge
Tuition	698,507	Price: Toddlers \$62, Preschool \$57.
Other	39,100	Holiday camp/extended hours/enrollment fees
Subtotal	778,797	
Labor and Benefits	2019/20	Notes
Director's Salaries	108,350	5% increase
Teachers	452,958	7 % increase
Bonus	7,900	Holiday Bonus/Grant Bonus/Wellness Stipend (6K)
Other	86,502	SS/Medicare/Retirement/health insurance/workmans comp/subs
Subtotal	655,710	
Operating Expense	2019/20	Notes
Fundraising	6,000	Art show/Derby Party
Accounting	27,600	Accounting Contract and Audit (\$5000)
Repairs and Maintenance	16,200	General Building Upkeep (plumbing, electrical, snow removal, sand, woodchips, furniture replacements)
Utilities	18,140	Water, gas, trash, electric and phone
Other	44,248	All other expenses - including Liability Insurance, Janitorial, enrichment activities, School Supplies, rent ect.
Subtotal	112,188	
Operating Income	10,899	
	767,898	



10422 Heinz Way, Unit A
Henderson, CO 80640
Phone: 303-862-6376
www.coloradosolarvision.com

Proposal		
Tue	6/12/2018	6:00AM
M-F 8:00-5:00		

Job ID 7162 Cust # 4642
CHILDREN'S GARDEN
NICKI TEAVER
129 N FRONTAGE RD W
VAIL, CO 81657

Work: 970-476-1420

Sec Ln	Area	Panes	Product Description	Price
1 1	UPSTAIRS OFFICE WOOD FRAMES	4	SECURITY ULTRA 600	
1 2	UPSTAIRS OFFICE WOOD FRAMES	8	SECURITY ULTRA 600	
1 3	UPSTAIRS OFFICE WOOD FRAMES	4	SAFETY S70 EXTERIOR	
1 4	UPSTAIRS OFFICE WOOD FRAMES	8	SAFETY S70 EXTERIOR	
	Section Total	24		\$1,386.00
2 5	FRONT DOOR METAL FRAMES	3	SECURITY ULTRA 600	
2 6	FRONT DOOR METAL FRAMES	3	SECURITY ULTRA 600	
2 7	FRONT ENTRY METAL FRAMES	4	SECURITY ULTRA 600	
2 8	FRONT ENTRY METAL FRAMES	1	SECURITY ULTRA 600	
2 9	FRONT ENTRY METAL FRAMES	1	SECURITY ULTRA 600	
2 10	FRONT DOOR METAL FRAMES	3	DOW BLAST BEAD - 1/2" BLACK	
2 11	FRONT DOOR METAL FRAMES	3	DOW BLAST BEAD - 1/2" BLACK	
2 12	FRONT ENTRY METAL FRAMES	4	DOW BLAST BEAD - 1/2" BLACK	
2 13	FRONT ENTRY METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
2 14	FRONT ENTRY METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
	Section Total	24		\$2,573.00
3 15	WOOD ENTRY	4	SECURITY ULTRA 600	
3 16	WOOD ENTRY	4	SAFETY S70 EXTERIOR	
	Section Total	8		\$475.00
4 17	CLASS ROOM A	2	SECURITY ULTRA 600	
4 18	CLASS ROOM A	8	SECURITY ULTRA 600	
4 19	CLASS ROOM A	8	SECURITY ULTRA 600	
4 20	CLASS ROOM A	4	SECURITY ULTRA 600	
4 21	CLASS ROOM A	2	SAFETY S70 EXTERIOR	
4 22	CLASS ROOM A	8	SAFETY S70 EXTERIOR	
4 23	CLASS ROOM A	8	SAFETY S70 EXTERIOR	
4 24	CLASS ROOM A	4	SAFETY S70 EXTERIOR	
4 25	CLASS ROOM A METAL FRAMES	1	SECURITY ULTRA 600	
4 26	CLASS ROOM A METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
4 27	CLASS ROOM A METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
4 28	CLASS ROOM A METAL FRAMES	1	SECURITY ULTRA 600	
	Section Total	48		\$2,536.00

5 29	CLASS ROOM B	2	SECURITY ULTRA 600	
5 30	CLASS ROOM B	8	SECURITY ULTRA 600	
5 31	CLASS ROOM B	8	SECURITY ULTRA 600	
5 32	CLASS ROOM B	4	SECURITY ULTRA 600	
5 33	CLASS ROOM B	2	SAFETY S70 EXTERIOR	
5 34	CLASS ROOM B	8	SAFETY S70 EXTERIOR	
5 35	CLASS ROOM B	8	SAFETY S70 EXTERIOR	
5 36	CLASS ROOM B	4	SAFETY S70 EXTERIOR	
5 37	CLASS ROOM B METAL FRAMES	1	SECURITY ULTRA 600	
5 38	CLASS ROOM B METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
5 39	CLASS ROOM B METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
5 40	CLASS ROOM B METAL FRAMES	1	SECURITY ULTRA 600	
Section Total		48		\$2,536.00
6 41	CLASSROOM E	2	SECURITY ULTRA 600	
6 42	CLASSROOM E	8	SECURITY ULTRA 600	
6 43	CLASSROOM E	2	SAFETY S70 EXTERIOR	
6 44	CLASSROOM E	8	SAFETY S70 EXTERIOR	
6 45	CLASSROOM E METAL FRAMES	1	SECURITY ULTRA 600	
6 46	CLASSROOM E METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
6 47	CLASSROOM E METAL FRAMES	1	DOW BLAST BEAD - 1/2" BLACK	
6 48	CLASSROOM E METAL FRAMES	1	SECURITY ULTRA 600	
Section Total		24		\$1,305.00
7 49	HALLWAY METAL FRAMES	4	SECURITY ULTRA 600	
7 50	HALLWAY METAL FRAMES	8	SECURITY ULTRA 600	
7 51	HALLWAY METAL FRAMES	2	SECURITY ULTRA 600	
7 52	HALLWAY METAL FRAMES	2	SECURITY ULTRA 600	
7 53	HALLWAY METAL FRAMES	4	SECURITY ULTRA 600	
7 54	HALLWAY METAL FRAMES	8	SECURITY ULTRA 600	
7 55	HALLWAY METAL FRAMES	4	DOW BLAST BEAD - 1/2" BLACK	
7 56	HALLWAY METAL FRAMES	8	DOW BLAST BEAD - 1/2" BLACK	
7 57	HALLWAY METAL FRAMES	2	DOW BLAST BEAD - 1/2" BLACK	
7 58	HALLWAY METAL FRAMES	2	DOW BLAST BEAD - 1/2" BLACK	
7 59	HALLWAY METAL FRAMES	4	DOW BLAST BEAD - 1/2" BLACK	
7 60	HALLWAY METAL FRAMES	8	DOW BLAST BEAD - 1/2" BLACK	
Section Total		56		\$6,951.00
8 61	BACK DOOR	1	SECURITY ULTRA 600	
8 62	BACK DOOR	1	DOW BLAST BEAD - 1/2" BLACK	
Section Total		2		\$231.00
Panes Total		234		

Subtotal \$17,993.00
Order Total \$17,993.00

Salesperson:	SUSIE SCHURR - 303-862-6376
Quote good until:	7/12/2018
Payment Terms:	Upon Receipt/COD

Standard general liability and worker's comp insurance included in the price. Customer responsible for cost of additional coverage if required.

Guarantee: All materials and workmanship are guaranteed to be as specified and the work to be performed in accordance with this written proposal, completed in a workman like manner for the amount indicated. Any change(s) from these specifications requiring extra time, labor or materials will result in additional charges to the amount indicated above. You, the buyer, may cancel this transaction at any time prior to midnight of the third business day after the date of this transaction. Solar Vision is not responsible for glass breakage due to improper glass installation, existing glass damage or scoring from previous film installation. Interest at the rate of 1 1/2 percent per month will be charged on past due invoices.

Acceptance of Proposal /Authorization to Work:

The above prices, specifications, terms and conditions are satisfactory to me and are hereby accepted. My signature authorizes you to do the work.

Date

Customer Signature

Authorized Dealer Signature

3M™ Safety and Security Film for Schools

Unfortunately, for all of us, school safety has become a critical topic of concern in our daily lives. As a result, school systems are being stretched to quickly establish effective safety measures that can increase protection and improve the safety of school children and educational staff.

As many of you are already aware, the glass on windows and doors of a school building can be a very vulnerable entry point into a school. And most schools do not have laminated glass to prevent shattering, resulting in potentially easy access through the glassless frame. Currently, hundreds of school districts and education systems have contacted 3M and our window film installer network for assistance to help protect this potential entry point. We are proud to say that 3M™ Safety and Security Film has already been incorporated into thousands of U.S. schools year to date.

Schools continue to choose this safety film solution because of the following:

- More cost effective than replacing all of the windows and doors with laminated glass
- Quick implementation and easy application over the existing glazing

While potential intruders will not be fully stopped from entering a school building, 3M Safety and Security Film can act as a deterrent and provide precious extra response time by slowing the intruder down.

3M recommends the following safety products to help increase window and door security:

- Ultra Series (S800 & S600) – for strong, tear-resistance protection
- Standard Safety Series – holds broken glass together so windows won't shatter
- Impact Protection Attachment Systems – bonds the filmed window to the frame, offering the highest level of protection when combined with safety film

For more information about 3M™ Safety and Security Film or to find a dealer near you, contact a 3M Prestige Window Film Dealer today by going to [3M.com/schoolsafety](https://www.3M.com/schoolsafety)

Eagle Valley Child Care Association Amy Drummet

Town of Vail 2020 Annual Contribution Request :

CONTRIBUTION POLICY

All contribution requests received by the Town of Vail will be processed in the following manner:

A. All requests must be submitted electronically. Incomplete applications and supplemental information will not be accepted. THE TOWN COUNCIL WILL ONLY BE GIVEN YOUR COMPLETED APPLICATION FORMS. NO SUPPLEMENTAL INFORMATION WILL BE GIVEN TO THE TOWN COUNCIL.

B. All applications for annual funding shall be completed and submitted by June 30th by 5:00 P.M.

C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2020.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2020 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2020. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS: All applications must be submitted by June 30th by 5:00 P.M. Any application received after that date will not be considered. Please complete all fields in this application. No hard copies are accepted.

Email contact : amy.drummet@eaglevalleycca.org

What is the name of your organization? : Eagle Valley Child Care Association

What category of funding are you applying for? (See definitions at www.vailgov.com/departments/finance/grant-process) : Services

Type of Funding Requested : Cash Funding Only

Amount of 2020 Cash Contribution Requested : \$55,000

What is the name of your program? : Vail Child Care Center & Miller Ranch Child Care Center

Is this a new event or program? : No

How much funding did you receive from the Town of Vail for 2019? (Please include total funding you received from the CSE and Town Council) : \$52,015

Will you also apply for 2020 funding from the CSE? : No

Name of person completing the application : Amy Drummet

Title of person completing the application : Executive Director

Provide name of person or entity to whom the funding check will be cut. : Eagle Valley Child Care Association

Mailing Address Street : PO BOX 1700

City : VAIL

State : US-CO

Zip Code : 81658

Telephone number : 9709262501

Email address : amy.drummet@eaglevalleycca.org

Event/program and/or organization website : eaglevalleychildcare.com

Number of years organization has been in business : 19

Organization's Mission Statement : Eagle Valley Child Care Association strives to meet the needs of the families of Eagle County by: *Providing developmentally appropriate, discovery learning environments that meet the needs of every child's healthy cognitive, language, motor, and social-emotional development *Provide supportive parenting guidance to families enrolled in our centers *Provide the Eagle Valley Business community with a way to assure quality child care for their employees through the Business Partner Program.

Organization's Tax Status : Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application. : EVCCA IRS Determination Letter & Articles (2).pdf

EVENT/PROGRAM DESCRIPTION :

Is this a new or existing event/program in Vail? : Existing

How many years has the event or program been produced in Vail? : 19

How does your request support item 1C of the Contribution Policy (See above) : The Eagle Valley Child Care Association was developed in response to the vast need for early childhood services in the Vail Valley. Working families cannot work in their respective organizations without child care. Therefore, child care services are one piece of the puzzle for any community to have competitive employers with high quality employees. In a premier mountain resort community where a strong emphasis is placed on high quality services, the quality level of childcare services provided to local families needs to match the quality of services that are provided in our community for our guests. The Association's commitment to education is evident in our commitment to the Colorado Shines process and our continuous pursuit of advancing the educational program that we offer at both sites. Both of our sites, Vail Child Care and Miller Ranch Child Care, achieved 4 diamond high quality ratings from Colorado Shines in 2018 illustrating our commitment to high quality programming.

Please describe the location(s) of the event or program in previous years. : Eagle Valley Child Care Association operates (2) early childhood centers in the Vail Valley corridor: 1. Vail Child Care located in Vail, Colorado. 2. Miller Ranch Child Care located in Edwards, Colorado.

Please provide a detailed description of the event/program and its activities. : Eagle Valley Child Care Association operates (2) centers that provide quality early childhood services for the families of Eagle County. Our centers offer care to students ages 8 weeks-6 years. Vail Child Care provides the only licensed center infant

care within the town of Vail.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why. : Eagle Valley Child Care Association operates two early childhood facilities-Vail (Vail Child Care) and Edwards (Miller Ranch Child Care).

EVENT/PROGRAM INFORMATION :

Brand Fit: How will your event or program support the mission and vision of the Vail Town Council? :

Eagle Valley Child Care Association is positioned to support the Town of Vail's mission to provide citizens with exceptional services and educational opportunities. Vail prides itself in providing the infrastructure to both residents of Vail and families that are employed within the town of Vail. Early childhood services are a necessary infrastructure component to attract families to the area. Eagle Valley Child Care Association sites are rated by Colorado Shines as 4 diamond sites demonstrating our commitment to quality. Vail Child Care Center provides the only infant center care in the town of Vail ensuring that Vail is offering a range of early childhood services for local families.

Brand Fit: How will your event or program support the Vail brand identity? : Vail is committed to being a premier resort community. The high quality early childhood services provided by Eagle Valley Child Care Association illustrate the premier offerings that Vail has to offer its citizens.

Community Enrichment: How will your event/program attract target markets of both visitors and community members? : Our child care programs serve working Vail families. Our services enable local families and businesses to have access to local high quality child care that enables a balanced community composition with families living and/or working in Vail.

Growth Potential: How will the event/program deliver fresh content? (Fresh content means new programming, entertainers, adding additional days and activities.) : Eagle Valley Child Care is continually seeking to improve programming and is committed to high quality education for Vail's young residents. This is shown through our certification as a DIAMOND (level 4) certification with Colorado Shines. Our Colorado Shines renewal will occur in late 2020.

Growth Potential: How will the event/program promote an atmosphere of vitality, fun and celebration? : Isn't being a child all about FUN? We commit to FUN and LEARNING for Vail's youngest population. These young citizens are the ambassadors to our mountain lifestyle.

Potential: How will the event or program enhance Leadership Skills: locally, nationally and internationally? : N/A

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program? : Having infant care in Vail means that Vail's families can stay here. Vail families expect to have infant care where they live and work. Without this, our local families will likely have to drive 20 minutes each way down valley for infant care, or move down valley to be closer to their child's school.

How will the event or program leverage media and attract donor and sponsorship support? : EVCCA has a robust fundraising and grant request program to help fund our centers.

Please upload course syllabus, class descriptions or program details. : Eagle Valley Child Care Center Fact Sheet.docx

BUDGET :

Using the provided budget template, provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited? : Yes

Describe how you will use the funds requested? : The funds requested will be used to support infant programming in the town of Vail, Colorado.

Please upload event/program/organization budget. : 2019 EVCCA Budget (1).pdf

Who currently funds the event/program? : This request does not pertain to an event.

Who currently funds your organization? : Parent Tuition, Business Partnerships, Grant Programs, and Fundraising

What percentage % of the total event budget is being requested to fund? : 5

If the event/program is not funded at full request, how will the event change with a lower funding allocation? : This request does not pertain to an event.

Should the Council decide not to support this event/program at all, will it still occur? : Yes

Do you intend to host the event or program in Vail beyond 2020? : Yes

Do you anticipate requesting funding from the CSE for 2020? : No

Audience: Who is your audience? (You may choose more than one.) :

Primary and Second Homeowners

Local residents

SPONSORSHIPS & PARTNERSHIPS :

1. What is the dollar \$ amount of sponsorships and/or partnerships from other sources reflected in the event/program budget? : \$125,000

2. Please list your confirmed sponsors or partners. : Eagle Valley Child Care Association has partnerships with the Town of Vail and Vail Health. The amount in #1 is the actual cost of the Vail Health partnership. In addition, we partner with Eagle County and Kroger who provide in kind donations with our facilities at a \$1/annual rent.

3. Please explain the potential for additional sponsorships or partners. : Eagle Valley Child Care Association partners with other local businesses in our fundraising efforts-Alpine Bank; Slifer, Smith, & Frampton Foundation; 1st Bank; PSI Plumbing; and Colorado Fly Fishing Outfitters were all partners in our annual Santa Workshop fundraiser.

ADDITIONAL INFORMATION :

Are there any other things you'd like to share with Council and staff that are not included in the application? : Our intention is to continue to provide premier early childhood services within the Town of Vail. Eagle Valley Child Care Association is committed to fundraising and grant writing efforts to support our operations to keep our costs more affordable for local families.

REQUIRED ATTACHMENTS :

Organization rosters naming all officers, board of directors and respective positions as relevant : 2019
EVCCA Executive Board.pdf

If you received Council funding for 2018, please upload a document recapping the use of prior year
Council funds : TOV Funding Recap.docx

OPTIONAL ATTACHMENTS :

List any URLs where additional information can be found, including photos, videos or other content relevant to your application. : To learn more about Eagle Valley Child Care Association, please visit eaglevalleychildcare.com.

We encourage questions about the Council application to be sent via email to Carlie Smith - csmith@vailgov.com. Phone calls for further discussion can be scheduled over email as well.

--->The "Save Draft" button below allows you to save your application and come back to work on it again.

--->The "Save" button is for when your application is complete and ready to submit.

---> Your application has not been formally submitted until you navigate to the Menu page and click "Submit Request". You will receive a confirmation email once your application has been submitted.<---

Linked Users : amy.drummet@eaglevalleycca.org

Submission Date : 2019-06-26

Created by : integrations+23268@zenginehq.com

Record ID # : 12672241

Last change : 2019-06-26T22:04:27+0000

Revenues

Donations	4,000
Grant Rev-Temple Hoyne Buell	43,000
Grants	70,000
Fundraisers	12,000
Interest Income	250
Contributions - TOV	37,301
BP Income - Slifer	13,750
BP Income - TOV	52,015
BP Income - VH	137,500
Registration Fee	12,500
Late & In-Lieu Fees	1,000
Grant Tuition	(40,000)
Tuition Income - Infants	286,000
Tuition Income - Preschool	355,000
Tuition Income - Toddlers	268,000
Tuition Income - Discounts	(4,750)

Total Revenues	<u>1,247,566</u>
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Personnel Expenses

Administration	169,913
Regular Hourly	816,077
Bonus Pay	1,000
Overtime	26,600
Payroll Taxes	85,558
Health Insurance	36,141
Worker's Comp Insurance	12,785
Retirement Benefit Expense	7,000

Total Personnel Expenses	<u>1,155,074</u>
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Supplies & Equipment

Office & Postage and Marketing	3,500
Operating	19,000
Educational	6,500
CO Shines Qualistar Educational	1,050
Cleaning Supplies	2,300
Food Expense	300
Office Equipment Maintenance	2,800
Parent Activities	300
Educational Equipment	2,250
Playground Equipment	1,300
Office Equipment	2,685
Capital Improvement	4,050

Total Supplies & Equipment	<u>46,035</u>
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Purchased Services

Membership Dues & Subscriptions	300
Licenses & Fees	1,550
Staff Recruiting & Visas	3,500
Telephone	2,950
Internet Expense	2,850
Common Area Maintenance	15,500
Insurance - D & O	2,400
Insurance-Liability & Property	8,848
Interest Expense	100
Maintenance Expense	1,810
Cleaning Services	4,000
Credit Card Fees	500
Bookkeeping	27,650
Bank Service Charge Fees	220
Previous Year Audit Fees	5,500
Total Grant Expenses	3,200

Total Purchased Services	<u>80,878</u>
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Staff Support

Staff Development	5,157
Travel/Mileage	500
Staff Appreciation	2,460

Total Staff Support	<u>8,117</u>
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TOTAL EXPENSES	<u>1,290,104</u>
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Change in Net Assets	<u>(42,538)</u>
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