

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

bpantzer@bravovail.org

What is the name of your organization?

Bravo! Vail

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 Cash Contribution Requested

\$325,500

In-Kind Contribution Requested

10 days at Donovan Pavilion; Use of town parks for 4 dates

What is the name of your event?

Bravo! Vail Music Festival 2021 Season

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$115,000

Proposed Event/Program Start Date

06/24/2021

Proposed Event/Program End Date

08/05/2021

Name of person completing the application

Beth Pantzer

Title of person completing the application

Database Manager

Provide name of person or entity to whom the funding check will be cut.

Bravo! Vail

Mailing Address Street

2271 N Frontage Rd W Ste C

City

Vail

State

Colorado

Zip Code

81657

Telephone number

970-827-4307

Email address

bpantzer@bravovail.org

Event/program and/or organization website

bravovail.org

Number of years organization has been in business

33

Organization's Mission Statement

Bravo! Vail enriches people's lives through the power of music by:

Producing the finest performances by the greatest artists;

Fostering music education;

Promoting a lifelong appreciation of the arts.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

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?

33

How does your request support item 1C of the Contribution Policy (See above)

Bravo! Vail has been a staple of the Vail community and an arts leader for more than 30 years. The Festival annually contributes social, financial and cultural benefits that continue to be enhanced and are vital to a vibrant community. Bravo! Vail's request for Town of Vail funding aligns with the Town's mission to maintain its status as a premier international mountain resort community.

Each summer, the Festival is a major contributor to Vail's diverse economy. The Festival's direct economic impact in the Town of Vail is significant - \$12.8 million in 2019 and approximately \$490,000 generated in tax revenue. The industries most greatly impacted were lodging and hotels at \$4.9 million and food and beverage at \$4.7 million. Even with a reimagined season in 2020, with significant reductions to the offerings Bravo! Vail was able to provide due to the COVID-19 pandemic, Bravo! Vail generated a direct economic impact in the Town of Vail of \$105,000.

Bravo! Vail also prides itself in providing exceptional services to its customers and musicians and through its venues and program offerings. The Festival annually sees a Net Promoter Score (NPS) averaging 85 percent; however, in the midst of a global pandemic, Bravo! Vail's 2020 season received an NPS of 91 percent. With the health and safety of our community as its top priority, we are very proud that our guests felt safe, comfortable, and satisfied.

Furthermore, Bravo! Vail continues to build upon its history of excellence and garnering international recognition with its lineup of world class orchestras and renowned soloists. Stages across Vail have been graced by musicians and conductors of the highest artistic quality and international status. The Festival continues to reach new and broader audiences (in 2019, one in five attendees had never attended before and in 2020, live streamed performances were viewed across 49 states and 26 countries) and engage in securing exciting international artists for their debut each summer. Bravo! Vail enriches the cultural life of Vail's summer season and promotes Vail as a prominent summer tourist destination. With an average of a third of audience members representing attendees from outside Colorado, the opportunity to cultivate these visitors into annual visitors (both during the summer and winter months), second-home owners, or year-round residents is ample.

Bravo! Vail also plays an important role in building a strong foundation to ensure the future economic health of the Vail community. Annually, more than 95 percent of audience members state that they are likely to return to the Festival and recommend Bravo! Vail to a friend (word of mouth is the second highest channel for first-time attendees to hear about Bravo! Vail), setting the stage for future tourism.

Finally, Bravo! Vail is committed to sustainable efforts to ensure the environmental health of the community for future generations to enjoy. Electronic distribution of materials and communications continue to increase. Bravo! Vail's internal "Green Team" continues to encourage sustainability efforts, even in a remote setting, and work with Ford Amphitheater management on recycling and composting efforts is ongoing. Venues are easily accessible by public transportation, walking, or biking, which are promoted as transportation alternatives to patrons.

Please describe the location(s) of the event or program in previous years.

For the past 33 years, Vail's Gerald R. Ford Amphitheater has served as Bravo! Vail's main stage and home to its resident orchestras, welcoming the National Repertory Orchestra, the Colorado Springs Philharmonic Orchestra, the Rochester Philharmonic, the Detroit Symphony Orchestra, London's Academy of St Martin in the Fields and Chamber Orchestra Vienna - Berlin, as well as acclaimed soloists such as Joshua Bell, Yo-Yo Ma, Bramwell Tovey, Nicholas Angelich, Seong-Jin Cho, Augustin Hadelich, Anne-Sophie Mutter, and many more to the stage. In addition, the Festival has utilized Donovan Pavilion since 2021 for intimate chamber performances.

Please provide a detailed description of the event/program and its activities.

Each year, Bravo! Vail touches the lives of thousands of people, both residents and seasonal visitors who come to the area specifically to hear beautiful music in the majestic Rocky Mountains. As one of the world's premier music festivals, Bravo! Vail presents four of the world's greatest orchestral ensembles, an abundance of chamber music, and Education and Engagement Programs throughout its six-week summer season.

In 2021, Bravo! Vail will welcome the return of its three core resident orchestras: the Dallas Symphony Orchestra, The Philadelphia Orchestra, and the New York Philharmonic. In addition, opening the season in the Festival's rotating international slot will be London's Academy of St Martin in the Fields, returning after a two-year hiatus, with superstar violinist Joshua Bell performing on all three of its concerts. In addition, Bravo! Vail produces its Chamber Music Series, offering both well-loved and brand-new chamber music with acclaimed artists, and Classically Uncorked, featuring the past, present and future of chamber music from around the world in the delightfully intimate setting of Donovan Pavilion. The 2021 Festival will also debut the Bravo! Vail Symphonic Commissioning Project as part of Bravo! Vail's commitment to nurturing the creation of new music by today's most innovative composers.

Bravo! Vail's 2021 season will feature something for every music lover, from the youngest audience member to the young at heart, with world-class performances, easily accessible programs, and interactive musical experiences.

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.

None of the requested programs take place outside of the Town of Vail. However, aspects of the Festival are presented in Avon, Gypsum, Eagle and Edwards in order to impact the entire local community of the Vail Valley as much as possible and bring music directly to the community. These programs allow Bravo! Vail to share the beauty of classical music with audiences who could not otherwise experience the Festival.

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., Remind guests to bring re-usable bags and water bottles, Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event, Enforce no idling policy for staff and guests, Recycling required in all areas of event, Use eco-friendly serving utensils (compostable or recyclable), Ban styrofoam, not allowed within town limits, Compost food waste, Provide water bottle filling stations

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.

Bravo is committed to sustaining its local community - not only through music, but also through responsible environmental practices. For its events, Bravo! Vail promotes public transportation options to ticket buyers, uses recyclable materials, and coordinates with venue management and concessions/caterers to encourage recycling and the use of reusable resources. Guests are encouraged to bring reusable water bottles to fill in the amphitheater, practice sustainable efforts, and reduce waste.

EVENT/PROGRAM INFORMATION

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

500

Number of volunteers needed

100

Number of event/program staff

40

Estimate of total number of spectators/attendees anticipated

50,000

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

13,000

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

17,000

Estimate the number of international guests your event/program will bring to Vail

500

How will your event/program increase sales tax in Vail?

As an annual six-week cultural attraction within Vail, Bravo! Vail draws guests and musicians from around the world who provide substantial direct benefit through spending and generating tax revenue for the town. The nature of Bravo! Vail's festival leads to longer guest stays in the town, thereby increasing economic impact. Audience members and musicians (who are on average accompanied by 2.1 guests) spend on dining, groceries, lodging (with guests' average trip length of 3.7 nights), parking, shopping and other activities. Not only do overnight guests contribute a significant amount of direct benefit, but day guests do so as well, with around 67 percent of attendees dining out the evening they attended Bravo! Vail.

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

As stewards of exceptional orchestral and chamber music, Bravo! Vail supports the mission and vision of the Vail Town Council by providing a multitude of cultural opportunities of the highest quality and standard to residents and visitors, creating a vibrant arts community within the Town of Vail, offering an abundance of performances by internationally acclaimed ensembles, and presenting world renowned soloists and musicians. Bravo! Vail's organizational values of advancing excellence, embracing collaboration, sharing artistic passion, and acting with integrity and respect perfectly align with the Town of Vail's mission and vision.

Each summer, Bravo! Vail's 27 orchestral and chamber performances support a diverse economy by bringing a mix of guests into the town, from locals, to musicians, to Front Range visitors, and to out-of-state guests, all of whom contribute to the Festival's economic impact. Finally, Bravo! Vail strives to provide the most exceptional services to attendees and musicians, hosting its concerts in Vail's finest venues, focusing on producing events of only the highest artistic excellence, and improving services based on attendee feedback.

Brand Fit: How will your event or program support the Vail brand identity?

Bravo! Vail supports the Vail brand identity by providing once in a lifetime experiences, providing access to artists of international renown, and increasing the town's prominence as a summer destination for cultural visitors. Bravo! Vail is the only Festival in North America to host four world class orchestras in a single season, presenting internationally prominent ensembles, soloists, and chamber musicians from around the world, and offering the opportunity to experience the world's best in the unique atmosphere of the Gerald R. Ford Amphitheater and Donovan Pavilion for performances. The Festival has garnered international recognition as "one of the world's premier music festivals" (Opera Wire) and has been featured in publications such as The New York Times, Opera Now, BBC Music Magazine, Gramophone, Denver Post, Broadway World, and more. In 2020, Bravo! Vail's reimagined season was announced and listed in and on The Strad, BBC Music Magazine, Denver Post, Musical America, Broadway World, Colorado Public Radio and more. Live streams were promoted on the Violin Channel, BBC Music, Stream Calendar Live and Performing Arts Live. In addition, Bravo! Vail's mobile stage, the Music Box, was featured on KWGN Denver.

Bravo! Vail is a cultural leader in the community and seeks to create unique and diverse experiences of a wide variety for visitors and locals, enrich the cultural life of Vail, and increase the Town of Vail's prominence as a summer destination for cultural tourism. Finally, Bravo! Vail has proven to be an economic driver in Vail, bringing a healthy mix of visitors to the town. These visitors represent a highly sought-after demographic and bring revenue to the town in the form of shopping, dining, lodging and recreation.

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

Bravo! Vail will target markets of visitors, second-home owners, and community members through a multifaceted marketing campaign that includes local, regional and international efforts. Bravo! Vail seeks to optimize its visitor mix and draw a diverse audience by driving cultural tourism, presenting varied offerings, presenting innovative programming that target families and young audiences, and offering low priced lawn tickets and season passes that create an entry point to orchestral music. The Festival's marketing plan includes targeted e-mail blasts, Front Range marketing such as billboards, radio and television advertisements, and press coverage ranging from the Vail Daily to Denver Post to international publications such as Gramophone. In addition, the Festival has invested in and increased its social media presences with Instagram takeovers, Facebook Live videos, YouTube channel and targeted social media advertisements. Live streams, first offered in 2020, will allow Bravo! Vail to reach potential tourist audiences around the world. Data-driven digital advertising and behavioral retargeting remain key components of Bravo! Vail's marketing strategy. Bravo! Vail also has a concierge program that encourages concierges to purchase tickets for guests. Each property is provided a packet of information prior to the season and visits are conducted approximately eight times throughout the summer to provide an update on events. Bravo! Vail also works with these partners during the summer to provide collateral such as rack cards during the winter months, encouraging winter guests to return for the summer. Bravo! Vail is also committed to accessibility and maintains affordable ticket prices for lawn tickets and season passes to encourage local community members to attend concerts. Finally, the Festival will launch a three-year audience research, development, and acquisition program in 2021, with the goal of attracting new, younger and more diverse guests to Bravo! Vail in the years to come.

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

Bravo! Vail's strategic plan directs the organization on the implementation and assessment of programs to ensure a healthy infrastructure that supports sustainability, relevance, growth and excellence and assists the Festival in making programmatic decisions that are aspiring to exceptional musical experiences and innovation. The plan outlines four pillars of Anne-Marie McDermott's Artistic Vision, including a commitment to an international chamber orchestra and the Bravo! Vail Symphonic Commissioning Project. Each summer, Bravo! Vail also brings diverse and different musicians, repertoire and artistic insight to its programs to keep them fresh. In 2021, the Festival will welcome the return of London's Academy of St Martin in the Fields following a two-year hiatus. Programming will range from the classical masterpieces, to modern composition, and premieres of commissioned works. In addition, ancillary events aimed to enhance the overall experience will be introduced. As part of the New Works Project, the Symphonic Commissioning Project will introduce audiences to the vibrant world of living composers and to new, commissioned symphonic compositions. Variety in programming is important to Bravo! Vail, and each year new pops programs in addition to classical offerings are presented. These have included "Cirque de la Symphonie," the ever-popular orchestral film night, "Women Rock," and many more to come. Finally, Bravo! Vail's live streams will provide another avenue for audiences to participate and experience the Festival.

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

The social component of Bravo! Vail is one of the things attendees love about their concert experience. Social events are a major part of the season, and friends old and new gather at concerts, on the lawn, and at restaurants in town afterwards. The celebratory spirit is integral to the musical experience of Bravo! Vail concerts as well. Each orchestra's concerts are performed at the Gerald R. Ford Amphitheater, combining sensational music with the natural beauty of the Rocky Mountains and creating musical adventures like no other. Audiences experience a voyage of transcendence and discovery throughout the season and experience everything from the classics, to the contemporary, to the fun and exciting which evokes the vivid energy of youth through the power of music.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support?

As one of the core goals of Bravo! Vail's strategic plan, Front Range marketing is a key component in attracting sponsorships and media exposure. Through strategic marketing, the Festival see opportunities to simultaneously develop valuable corporate partnerships and sponsorships. With many national businesses located in the Front Range, these partnerships could lead to a broader appeal and reach. Raising brand awareness through media exposure may lead to the development of new partnerships with local, regional and national businesses. Furthermore, as Bravo! Vail's marketing reach is extended through media exposure such as The Strad, BBC Music, Opera Now, Denver Post, Violin Channel, Broadway World, The New York Times and many more, and new projects garner national arts media attention, numerous opportunities to leverage this coverage for new sponsorships present themselves.

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

Professional development is an important component of the Bravo! Vail Festival. Each summer, Bravo! Vail welcomes two Chamber Musicians-in-Residence ensembles and two Piano Fellows. The Chamber Musicians-in-Residence Program showcases outstanding chamber ensembles in the early stages of major professional careers. These musicians benefit immeasurably by performing, teaching, and learning throughout the Vail community, in concert and collaboration with Artistic Director Anne-Marie McDermott and other renowned Festival musicians. The Piano Fellow are personally selected by McDermott to spend an immersive two weeks at Bravo! Vail, performing throughout Vail in varied programs for diverse audiences with esteemed Festival musicians. These young musicians from across the United States and world gain invaluable hands on training and performance skills.

In addition, Bravo! Vail's Internship Program welcomes students from around the country poised to begin careers in arts administration and non-profit management. These interns develop skills in development, marketing, education program management, sound engineering and operations. In addition, they interact with arts professionals from the orchestras in enhancement activities and have opportunities to explore all areas of a non-profit. They are a vital part of the success of the Festival and many go onto prestigious jobs throughout the world of arts administration.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

Bravo! Vail's lasting community benefit is providing exceptional programs that no other local organization offers, filling the summer with the sound of world-class orchestras, chamber ensembles and soloists, and highlighting the uniqueness of summer in Vail which is primarily known for its winter activities. Not exclusively serving one population, the Festival provides an outlet for all peoples of all ages, ethnicities, and socio-economic backgrounds to interact and experience live music. Reaching the entire community (permanent, transient, and tourist), Bravo! Vail provides cultural experiences like no other and develops a life-long appreciation for the arts. Bravo! Vail encourages the community to contribute to dialogue that ensures the Festival is meeting the needs and desires of audiences while fulfilling its mission, thus having a lasting impact on the organization, Festival, and community.

How will the event or program leverage media and attract donor and sponsorship support?

Bravo! Vail has engaged public relations firm 8VA Music Consultancy since 2019 to increase its media coverage regionally, nationally and internationally. This media coverage is utilized to show prospective donors and corporate sponsors the Festival's reach and impact. As the Festival diversifies its programming, audiences and brand awareness, media coverage helps Bravo! Vail tell its story to a broader audience and potential donors. Strategic partnerships with media partners such as Colorado Public Radio reach potential funding markets directly by showing the product that Bravo! Vail offers. Finally, in 2019, a billboard in Times Square showcasing Anne-Marie McDermott and the renewal of her contract was picked up by 140 outlets with a potential reach of 49 million.

EVENT ECONOMIC IMPACT

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

9,000

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program.

\$12,000,000

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?

\$6,900,000

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.

Bravo! Vail directs prospective attendees to book lodging within the Town of Vail through its website which features its lodging partners on its current partners section, as well as under a "Plan Your Visit" section. Hotel partners are also featured in email blasts which are sent up to 20,000 subscribers.

The number of lodging nights generated is calculated based on audience surveys. Lodging is calculated for audience members who indicate Bravo! Vail is a primary reason for their trip and averages trip length, as well as for musician nights.

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?

Orchestral Underwriting:

Bravo! Vail is one of the world's premier music festivals, touching the lives of thousands of people and enthralling audiences new and old with its four top-tier resident orchestras. In 2021, the Festival will again welcome the Dallas Symphony Orchestra, The Philadelphia Orchestra, and the New York Philharmonic. Furthermore, Academy of St Martin in the Fields will make its return, opening the Festival in its international rotating slot.

Following a two-year absence, Bravo! Vail will welcome back London's Academy of St Martin in the Fields to open the 2021 Season. Violinist and leader Joshua Bell will once again grace the stage with the ensemble to kick off the season with extraordinary sound. The Academy of St Martin in the Fields returns to the Festival after a successful three-year residency from 2016 to 2018. Tentative programming for the Academy of St Martin in the Fields includes Tchaikovsky's Violin Concerto in a special rendition for chamber orchestra, a piano concerto featuring Anne-Marie McDermott, and music by Bizet, Bernstein and others.

In 2021, the Dallas Symphony Orchestra will be led by its new Music Director, Fabio Luis (previously Principal Conductor of the Metropolitan Opera and Principal Conductor of the Danish National Symphony Orchestra), in his Vail debut. Repertoire under consideration includes works by Jessie Montgomery, Beethoven, Mozart, Tchaikovsky, and Franz Schmidt. Luisi will be joined by principal pops conductor Jeff Tyzik, who will lead the orchestra in two pops performances, featuring music from the movies and the theatrical production Revolution: The Music of the Beatles, A Symphonic Production, as well as the annual July 4 Patriotic concert. Soloists may include principal harpist Emily Levin performing Alberto Ginastera's Harp Concerto and violinist James Ehnes.

The Philadelphia Orchestra's residency will feature music director Yannick Nézet-Séguin in collaboration with prominent guest soloists such as pianists Yefim Bronfman and Daniil Trifonov, violinist Augustin Hadelich and saxophonist Branford Marsalis. Composers under consideration include Vivian Fung, Missy Mazzoli, Schubert, Copland, Wagner, Dvořák, Alexander Glazunov, and Heitor Villa-Lobos.

The New York Philharmonic, under the leadership of music director Jaap van Zweden and the ever-popular Bramwell Tovey, will be highlighted by a special thematic focus on the music of Mendelssohn. Ancillary events to include scholarly talks and outdoor activities that explore the influence of nature on the composer will enhance the overall experience and create an in-depth understanding of Mendelssohn and his music. Under consideration to join the orchestra are pianists Conrad Tao, Sergei Babayan and Beatrice Rana, principal cellist Carter Brey, and violinist Gil Shaham.

Preliminary dates for the orchestral residencies are:

Academy of St Martin the Fields: June 24-27, 2021

Dallas Symphony Orchestra: June 30-July 5, 2021

The Philadelphia Orchestra: July 9-17, 2021

New York Philharmonic: July 21-28, 2021

Bravo! Vail's orchestral residencies are the fundamental essence of the Festival, integrating the unique style specific to each ensemble, the sounds and histories of a variety of repertoire, and a balance of genres and eras. These performances draw year-round residents, second-home owners and out-of-town visitors to Vail. In order to fulfill its mission of producing the finest

performances by the greatest artists and to continue to advance musical excellence, Bravo! Vail requests support from the Town of Vail for the residences of Academy of St Martin in the Fields, The Philadelphia Orchestra, and New York Philharmonic, underwriting costs associated with presenting these incredible world-renowned ensembles which are staples of the Festival. Bravo! Vail requests \$83,500 to support Academy of St Martin in the Fields, as well as \$96,000 per orchestra for both The Philadelphia Orchestra and New York Philharmonic.

Over the course of its first three-year residency, Academy of St Martin in the Fields saw more than 17,000 attendees and numerous sold out or near capacity performances. In 2018, at the conclusion of its residency, Bravo! Vail received immense feedback regarding the inclusion of the ensemble in the future, including: "The absence of their exquisite, masterful performances next season (2019) will be profound" and "This is the only orchestra that I drive from Denver to see each year. I will be so disappointed if they won't be back." Based on its previous reception, Bravo! Vail expects to build upon the incredible success of the Academy of St Martin in the Fields' first residency with its triumphant return to the 2021 Festival. The Philadelphia Orchestra and the New York Philharmonic continue increase in popularity, rivaling one another in sold-out concerts, as audiences soak in every note.

Bravo! Vail recognizes that these requests represent an increase of past funding by the Town of Vail. Each year, the Festival faces increased payments of 3 percent to each of its orchestra partners as agreed upon in the multi-year agreements. Bravo! Vail is incredibly grateful to the Town of Vail for its continued support and makes these increased requests in funding to keep up with the rising costs of providing exceptional world-class music to the community.

New Works Project:

The mission of the New Works Project is to nurture the creation of new music by today's most innovative composers and to present the incredible wealth of venerated music by the leading composers of the 20th and 21st centuries. Bravo! Vail aims to create and cultivate a new relationship for audiences with the vibrant world of living composers. Furthermore, the Festival asserts that it is the responsibility of all arts organizations to foster the creation of new art and music, to contribute to the growing musical canon and to ensure a thriving musical world.

In 2021, Bravo! Vail's New Works Project will introduce the Symphonic Commissioning Project as part of Anne-Marie McDermott's artistic vision for the Festival. From 2021 to 2025, Bravo! Vail looks to introduce 15 new symphonic compositions with 12 receiving their premiere performances in Vail. All works are intended to be accompanied by the presence of the composer on stage at the amphitheater and elsewhere throughout the Vail community. Composers will be chosen in collaboration with each participating ensemble and each composition will range in length from 8 to 15 minutes. At least three new works by three new composers will be introduced every season. This project seeks to embrace today's composers and provide an exciting, invigorating and life-long appreciation of music to audiences.

Plans for the 2021 Bravo! Vail season include a commission of a new symphonic work for each of its resident symphony orchestras to be premiered. Confirmed composers are Bruce Adolphe for the Dallas Symphony Orchestra, Valerie Coleman for The Philadelphia Orchestra, and Gabriella Smith for The New York Philharmonic. Known to millions of Americans as the Piano Puzzler on American Public Media's Performance Today, Adolphe has been praised as "one of the most creative, spontaneous, and captivating composers in the Classical scene" by cellist Mike Block. One of the "Top 35 Female Composers in Classical Music," Coleman produces compositions that are "skillfully wrought, buoyant music" (The New York Times). Smith, whose music is described as "high-voltage and wildly imaginative" (Philadelphia Inquirer), has been the recipient of three ASCAP Morton Gould Young Composer Awards and a BMI Student Composer Award.

In addition, the Classically Uncorked Series will present numerous pieces by 20th and 21st century composers, exposing audiences to lesser known composers. This series has become increasingly popular and is designed to showcase the past, present and future of chamber music.

To continue to be a leading innovator and contribute to the musical canon, Bravo! Vail requests \$50,000 in support of this project for 2020. With three new works in 2021, expenses have increased over previous years. Furthermore, this project has received donations from a private donor to supplement funding needed in the past; however, due to recent changes, that funding is no longer available and this project needs support from the Town of Vail in order to fulfill its goal. This project provides major marketing opportunities for Bravo! Vail and by extension the Town of Vail, with past press including listings and features in Musical America, Broadway World, BBC Music Magazine, The New York Times and New Music USA. Bravo! Vail is thankful for the support the Town of Vail has shown this project.

Chamber Music Series and Classically Uncorked Series:

Bravo! Vail's request of in-kind usage of Donovan Pavilion supports the Festival's Chamber Music Series and Classically Uncorked Series which are presented at the stunning venue.

The 2021 Chamber Music Series will prominently feature members of the resident orchestras. Current plans call for members of the Academy of St. Martin in the Fields to collaborate with pianist and Artistic Director Anne-Marie McDermott, members of the Dallas Symphony Orchestra to perform chamber music for winds and piano, and members of the Philadelphia Orchestra to perform the original version of Copland's Appalachian Spring and Wagner's Siegfried Idyll. In addition, the Omer String Quartet will give the Vail premiere of a commissioned work from composer Caroline Shaw.

Bravo! Vail's innovative Classically Uncorked Series showcases the past, present, and future of chamber music from around the world. Classically Uncorked features numerous pieces by 20th and 21st century composers whose music has never been performed for Vail audiences, such as Phillip Glass, Steve Reich, John Adams, and many others. In 2021, the series of three cabaret-style evenings will offer an exploration of contemporary music juxtaposed with classics that looks at the diverse and stylistically varied world of music written for solo piano, two pianos, piano four hands and piano plus harpsichord. The duo-piano team of Quattro Mani, Stephen Prutsman, Lisa Moore, Amy Yang, Adam Golka, and Alessio Bax are among the pianists under consideration for this series.

Orchestral Welcoming Picnics:

Bravo! Vail is exploring the usage of town parks for welcoming picnics for each of its four resident orchestras. Previously held in hotel ballrooms, Bravo! Vail is exploring different options in response to COVID-19 and to keep the events fresh. The Festival requests the use of parks, primarily Ford Park lower bench picnic shelter areas, and in-kind of any fees or reservations if necessary.

Please upload event/program/organization budget.

2021 Draft Budget 9.30.20.pdf

Who currently funds the event/program?

Town of Vail, Berry Charitable Foundation, Private Donors

Who currently funds your organization?

Town of Vail, Berry Charitable Foundation, ANB Bank, Town of Gypsum, Alpine Bank, National Endowment for the Arts, LIV Sotheby's International Realty, Fidelity Investments, Sliifer Smith & Frampton, US Bank, Holy Cross Energy, Wall Street Insurance, FirstBank, Bank of America, First Western Trust, Meiomi Wine, Private 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?

Bravo! Vail maintains excellent fiscal health, in part due to the invaluable support of the Town of Vail. However, if the Festival is not funded at the full request, Bravo! Vail would prioritize its activities, events and programs to ensure it still offered the highest quality experience and level of artistic excellence audiences have come to know. More "out of the box" programming and events may be eliminated or limited. The Festival may also utilize its endowment to cover necessary costs.

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.)

1,550,300

Do you intend to host the event or program in Vail beyond 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

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, Facebook, Instagram, Twitter, Posters, Rack Cards, Signage - Banners, etc, 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?

\$400,000

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

\$1,500,000

2. Please list your confirmed sponsors or partners.

Sponsorships and partnerships for 2021 have just begun to be actively pursued. To date, Bravo! Vail has confirmed support from Slifer Smith & Frampton, First Western Trust, Meiomi Wine, Fidelity Investments, LIV Sotheby's International Realty, and several private donors.

3. Please explain the potential for additional sponsorships or partners.

Bravo! Vail's corporate partnerships have grown over the past couple of years, with 14 new partnerships in the past three years developed and current sponsors renewing year to year. The Festival has seen increased interest in sponsorships and is working to cultivate prospective partners throughout the year. However, due to the COVID-19 pandemic, funding in 2021 may be limited but Bravo! Vail will work to build relationships for future years. In addition, new private donors are actively prospected to help eliminate the reliance on one particular private donor.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Bravo! Vail 2021 Board of Trustees.xlsx

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

2020 Season YouTube playlist: https://www.youtube.com/watch?v=yBZPPf4VQRc&list=PLp_w3EC-KH77HrQjNA5A9MhbBili0yiV4

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

Bravo! Vail Press Report 2020 Season.pdf

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

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

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.<---

Number

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

asa@nromusic.org

What is the name of your organization?

National Repertory Orchestra

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 Cash Contribution Requested

\$2,500

What is the name of your event?

Tails & Tales set to Music - As part of Vail Public Library's Summer Reading Program

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$2,500

Proposed Event/Program Start Date

06/15/2021

Proposed Event/Program End Date

07/20/2021

Name of person completing the application

Asa Armstrong

Title of person completing the application

Director of Development

Provide name of person or entity to whom the funding check will be cut.

National Repertory Orchestra

Mailing Address Street

P.O. Box 6336

City

Breckenridge

State

Colorado

Zip Code

80424

Telephone number

9704535825 ext.3

Email address

asa@nromusic.org

Event/program and/or organization website

www.nromusic.org

Number of years organization has been in business

60

Organization's Mission Statement

The National Repertory Orchestra is a preeminent intensive summer music festival creating diverse, thoughtful and socially conscious musicians through experiential learning. We inspire young musicians to be great leaders in their communities while Changing Lives Through Music!

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

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?

9

How does your request support item 1C of the Contribution Policy (See above)

The National Repertory Orchestra (NRO), like the Town of Vail, is dedicated to provide the community with educational and cultural experiences. For nine years the NRO have treated the youngest residents and visitors of Vail with a free family concerts in partnership with Bravo! Vail. To navigate the global pandemic and still offer free family friendly performances in 2021, the NRO will deliver two performances at venues such as the public library to keep the audience members safe and allow for social distancing.

Please describe the location(s) of the event or program in previous years.

In past years the the free children's concert have taken place at the Gerald R. Ford Amphitheater. With safety as our top priority, the NRO will host two performances in 2021 to smaller audiences to take place in partnership and at the Vail Public Library.

Please provide a detailed description of the event/program and its activities.

The National Repertory Orchestra (NRO) in partnership with Vail Public Library will engage residents and visitors of Town of Vail through music and story telling as part of the 2021 Summer Reading Program - Tails & Tales.

The interactive and educational music program at the Vail Public Library will combine story telling with music play and an interactive music petting zoo.

The two program will be scheduled on two Tuesday afternoon to allow visiting families to attend after a day of activities and local families to join after work.

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.

The NRO is also partnering with Summit County Libraries (Breckenridge, Frisco and Silverthorne) for the Tails & Tales set to Music - as part of Summit County's Library Summer Reading Program.

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., Ban use of plastic bags, Remind guests to bring re-usable bags and water bottles, Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event, Enforce no idling policy for staff and guests, Recycling required in all areas of event, Ban styrofoam, not allowed within town limits, Provide water bottle filling stations, Provide secure bike parking area

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.

The educational program will extend beyond story telling through music. As educators we are committed to environmental sustainability and fostering a generation that is kind to each other, the earth and them-self. Leading by example the NRO musicians will encourage and bring their own water bottles to the program. Use of bicycles, shuttles, carpools, walking or public transportation and recycling will also be encouraged.

EVENT/PROGRAM INFORMATION

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

8

Number of volunteers needed

0

Number of event/program staff

12

Estimate of total number of spectators/attendees anticipated

120

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

70

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

40

Estimate the number of international guests your event/program will bring to Vail

10

How will your event/program increase sales tax in Vail?

The family friendly performance is an opportunity for local and visiting families to combine educational and inspiring programming with unique dining and shopping experiences prior or post the performances.

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

The NRO is one of the top music festivals in the world. The acclaimed music program conducts a 25-city audition tour with nearly 1,000 applicants to fill 89 coveted orchestra positions with the brightest musicians in the world. Today you can find NRO alumni on virtually every professional orchestra in the country. The NRO shares the vision and mission of Vail's Town Council as we provide cultural and educational opportunities to create vibrant communities through the universal language of music.

Brand Fit: How will your event or program support the Vail brand identity?

The NRO is a breath of fresh air in the classical music world. All NRO musicians receive extensive training in Education and Community Engagement as part of their summer festival curriculum. The musicians' passion for music shines through in every performance and is sure to animate Town of Vail with a playful classical performance suitable for all ages.

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

The engaging program will speak to all participants on some level whether they are seasoned concert attendees or someone discovering classical music for the first time.

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

Each year the NRO invites 89 musicians to participate in NRO's summer festival. These young musicians are then mentored by professional musicians, conductors and music educators. Each year the bar is set a bit higher as the musicians receive training in Education and Community Engagement to give vibrant, creative and engaging performances with a fresh new theme each year.

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

NRO's kids music performances are all about celebrating music, wrapped in a sense of humor. The goal is to engage all participants on some level through the magic of music.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support?

The program has great potential for media exposure and sponsorship as it provides a cultural experience for our youngest music enthusiasts and attracts both local and visiting families.

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

The music component of the program contributes to the development of leadership skills by encouraging participants to feel ownership in the music-making process, taking responsibility for both their own and the group's progress. To move the process along, the NRO musicians urge the young participants to take the lead during certain parts of the program. The result is that, over time peer-to-peer lead teaching, becomes a positive habit of helping others.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

Today's classical world is a vibrant melting pot of genres, ideas and creativity, always evolving. The NRO is on the forefront of trends from within the huge expanse of music with new innovative programs and performances.

How will the event or program leverage media and attract donor and sponsorship support?

The NRO musicians are members of a global music community and engaging with the local community can be incredible beneficial to any educational organization. Support from Town of Vail demonstrates the value the Town places on educational music programs connecting people through music. Town of Vail's support of the NRO demonstrates a commitment to the residents and visitors of Vail. With Town of Vail's funding support the NRO is able to leverage funding from both local and national funders.

EVENT ECONOMIC IMPACT

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

40

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program.

\$8,000

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?

\$12,000

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.

The 2021 NRO program book will include a digital format through an application interface as well as an e-edition online. The easily accessible and mobile-friendly piece will meet our audiences where they are with direct links to Town of Vail lodging and community and regional partners.

The NRO is diligent in collecting qualitative and quantitative data from all Education and Community Engagement events. This data is compiled in an annual impact report and shared with our funders to include:

Lodging, travel and entertainment
Gender, age, income and education

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 from Town of Vail will support travel and lodging for the musicians, performance expenses, purchase of music and marketing of the two events.

Please upload event/program/organization budget.

NRO_Vail_Program Budget_2021.pdf

Who currently funds the event/program?

League of American Orchestras and Town of Vail

Who currently funds your organization?

For FY 20 individual donations account for 75% of our total revenue. Concert tickets account for 0% of our total revenue (due to canceled concert season). Special events accounts for 12% of our total revenue. Grants and foundations account for 13% of our total revenue. Major grant sources include: Breckenridge Grand Vacations, Federal Funding, League of American Orchestras, The Summit Foundation, Town of Breckenridge, Town of Silverthorne and Vail Resorts EpicPromise.

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

41

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

There are very few areas where cuts can be made for the program. Unfortunately the cuts would have to come out of the event marketing budget.

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.)

0

Do you intend to host the event or program in Vail beyond 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

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, Online Event Listings, E-newsletters, Web, Media Plan/Public Relations, Grassroots, Facebook, Instagram, Twitter, Posters, Co-promotions, Partnerships

SPONSORSHIPS & PARTNERSHIPS

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

\$3,000

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

\$1,740

2. Please list your confirmed sponsors or partners.

League of American Orchestras

3. Please explain the potential for additional sponsorships or partners.

To keep the two library music performances free of charge and accessible for all, the NRO will continue to raise funds necessary for these important performances. We will engage stakeholders who share a common interest in providing cultural opportunities to create healthy and vibrant communities.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

The NRO was awarded \$2,500 to conduct a free, family-friendly concert at the Gerald R. Ford Amphitheater in 2020. Due to the global pandemic the performance was canceled and the funding never accepted.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Board of Trustees 2020.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://www.nromusic.org/>

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

NRO_Video_2020_2.mov

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

We Love NRO.jpg

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

180704jk-NRO_4thjuly-275.jpg

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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---> 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.<---

Number

Linked Users

asa@nromusic.org

Submission Date

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

Please upload event/program/organization budget.

NRO_Vail_Program Budget_2021.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

Board of Trustees 2020.pdf

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

NRO_Video_2020_2.mov

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

We Love NRO.jpg

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180704jk-NRO_4thjuly-275.jpg

2021 (2) MUSIC PERFORMANCES AT VAIL PUBLIC LIBRARY

PROJECTED REVENUE

League of American Orchestras	\$ 3,500.00
Town of Vail	\$ 2,500.00
Total	<u>\$ 6,000.00</u>

PROJECTED EXPENSES

Transportation	\$ 322.00
Operations	\$ 1,920.00
Food and Beverage	\$ 600.00
Music Rental	\$ 1,000.00
Staff	\$ 1,120.00
Lodging	\$ 260.00
Marketing/Printing	\$ 700.00
Total	<u>\$ 5,922.00</u>



NATIONAL REPERTORY
orchestra

Board of Trustees 2020

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Michael Massey
Denver, Colorado
Law Professor at University of Denver

Vice President

Pam Piper Yeung
Breckenridge, Colorado
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Barbara Calvin
Breckenridge, Colorado
Retired French Teacher, Philanthropist

Tom Day
LIV Sotheby's International Realty
Real Estate Professional

Sean Gatzen
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Assistant Vice President, Alpine Bank

John Landon
Breckenridge, Colorado
*Retired Corporate VP of Northrop
Grumman Corporation*

Patrice Lara
Frisco, Colorado
Retired Development Professional

Anne Mills
Denver, Colorado
Retired IBM Executive

Pam Wiegand
Denver, Colorado
Philanthropist

ENDOWMENT COMMITTEE

James Calvin
Fred Menzer
Barbara Vonderheid

Town of Vail 2021 Annual Council Contribution Request

CONTRIBUTION POLICY

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

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- B. All applications for annual funding shall be completed and submitted by September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
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3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

All applications must be submitted by September 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

amanda@vailjazz.org

What is the name of your organization?

Vail Jazz 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 Cash Contribution Requested

\$75,000

In-Kind Contribution Requested

(4) Donovan Pavilion Rentals, (8) Lower Bench Venue Rental

What is the name of your event?

Vail Jazz Festival

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$75,000

Proposed Event/Program Start Date

07/08/2021

Proposed Event/Program End Date

09/06/2021

Name of person completing the application

Amanda Blevins

Title of person completing the application

Development Director

Provide name of person or entity to whom the funding check will be cut.

Vail Jazz Foundation

Mailing Address Street

PO Box 3035

City

Vail

State

Colorado

Zip Code

81658

Telephone number

9704796146

Email address

amanda@vailjazz.org

Event/program and/or organization website

vailjazz.org

Number of years organization has been in business

26

Organization's Mission Statement

Vail Jazz will expand the audience for jazz and the performance opportunities for jazz musicians by presenting entertaining and educational live and virtual jazz performances, while providing jazz education to youth and assisting in the development of aspiring jazz musicians.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

501 (c) 3 CERT_GS_D 6.6.19.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?

26

How does your request support item 1C of the Contribution Policy (See above)

We cherish the bonds of community between musicians, workshop alumni, staff and patrons. Our inclusive culture is a matter of distinction among other arts organizations, music festivals and teaching workshops. We take pride in bringing the rich, cultural heritage of jazz to the forefront of the community.

Vail Jazz serves a diverse community of full-time residents, part-time residents and visiting families that hail from all over the globe to enjoy music in a premier international mountain resort. In a community that is saturated with world-class live music and non-profit work, Vail Jazz has a large, dedicated and passionate group of followers that spans socio-economic status and geographic boundary in Eagle County and beyond bound the exceptional programming and services the Vail Jazz Festival provides year after year. Vail Jazz remains committed to hosting events that enhance the cultural environment of Vail while embracing the community and diversity among our audience.

Please describe the location(s) of the event or program in previous years.

2019 Festival Details:

Vail Jazz Party (11 sessions over Labor Day Weekend)

Vail Jazz @ Vail Square (8 performances on Thursday evenings)

Vail Jazz @ The Remedy: (8 performances on Sunday evenings)

Vail Jazz Gala- (1 event in July)

Vail Jazz @ Riverwalk- (8 performances on Friday evenings)

Vail Jazz @ the Market (8 performances on Sundays Farmers Market)

Vail Jazz Club Series (10 performances on Wednesday evenings)

2020 Summer Activities:

Jazz in the Park, Free concert series hosted in the Ford Amphitheater Lower bench venue. 7 concerts Fridays July 17th through September 4th, 2020.

Please provide a detailed description of the event/program and its activities.

The Vail Jazz Festival is a 10-week program that brings the best talent in the jazz world to the ultimate summer destination in the Colorado Rockies: Vail. The Festival consists of four distinctive series that run from July - September: Vail Jazz @ Vail Square, Vail Jazz @ The Remedy, the Vail Jazz Party and Vail Jazz in the Park. With over 45 performances and a diverse lineup of artists, join us this summer as we fill the streets of Vail with the sounds of swing, salsa, blues, Latin, bebop, the American Songbook, and more!

Vail Jazz Party (11 sessions between Thursday and Monday, Labor Day Weekend)

The Vail Jazz Party features a jam-packed lineup of more than 35 of jazz music's finest groups and soloists, joining together in riveting mainstage performances, captivating jam sessions, and inspiring multi-media tributes to jazz legends. Spanning 5 days over Labor Day weekend, the Vail Jazz Party brings together classic jazz and contemporary sounds of the genre with majestic mountain views in North America's premier international mountain resort community. Join us in Vail as we celebrate the timeless allure of the jazz tradition!

Vail Jazz @ Vail Square (8 performances on Thursday evenings mid-July through the end of August 2021)

The Jazz Tent at Vail Square in the heart of Lionshead bursts at the seams during our high-energy Thursday night performances. This summer evening series in the beautiful outdoor courtyard at The Arrabelle literally overflows with enthusiasm for the remarkable roster of international performers who will play in the now iconic venue.

Vail Jazz @ The Remedy: (8 performances on Sunday evenings mid-July through the end of August 2021)

Cocooned within the elegant Four Seasons Resort, the vibe is slick, hip and sophisticated, the food creative and fun. The smartly dressed crowd adds to the chic vibe. Grab a coveted spot in the jazz hang, or migrate to the bar for the best Manhattan in town. Hosted by amiable keyboard guru Tony Gulizia with Brian Loftus on drums, the duo is joined by visiting luminaries each week for highly convivial jamming.

Jazz in the Park- Date and Time TBD, Ford Amphitheater Lower Bench Park

A casual family style picnic series, Jazz in the Park debuted summer of 2020 due to the COVID crisis and was received with amazing support. The series will continue summer 21, providing a laid back atmosphere, in an outdoor setting perfect for small gatherings to jump start the weekend.

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 program activities have been eliminated outside of the Town of Vail. The shift to serve all programming to Vail is to leverage audience exposure opportunities to drive attendance to our events and to emphasize the importance of cultural activities in Vail, strengthen the economic outcome of the TOV and retailers by driving visitors into town, and continue to support our community through this time of uncertainty.

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., Ban use of plastic bags, Remind guests to bring re-usable bags and water bottles, Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event, Enforce no idling policy for staff and guests, Recycling required in all areas of event, Wastewater will be properly disposed of, Use eco-friendly serving utensils (compostable or recyclable), Ban styrofoam, not allowed within town limits, Partner with a upcycler or hard to recycle vendor for re-use of event materials (Terra-Cycle, Green Guru, Gillibags, etc)

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.

Vail Jazz is committed to environmental sustainability and continues to better plan details that measure up to significant improvements to our environmental foot print year over year. We'll buy eco products recyclables, we are selling totes (encouraging no plastic), newly established cycle effect partnership to encourage bike use, we don't use styrofoam, we produce water stations for volunteers and we partner with venues that are committed to alignment on these values.

EVENT/PROGRAM INFORMATION

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

250

Number of volunteers needed

25

Number of event/program staff

6

Estimate of total number of spectators/attendees anticipated

18,000

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

10,000

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

5,500

Estimate the number of international guests your event/program will bring to Vail

2,500

How will your event/program increase sales tax in Vail?

Our event schedule is held in rotating venue space, meaning that each guest is provided a different experience for each series. The Arrabelle at Vail Square venue is in the middle of a high traffic retail location, Vail Jazz Party attendees are encouraged to visit our advertisers for retail purchases, Remedy venue encourages guests to dine while watching the performance, Jazz in the Park venue is free and intended to encourage guests to stay in the village for an extended period of time- increasing the goods and services that will be purchased during before and after event attendance. Our patrons typically spend the night at a Vail Hotel, and this year we plan to use over 1,400 room nights with over 600 reservations confirmed for Labor Day weekend alone.

Vail Jazz boasts a strong following of community members and long-time locals in the Vail Valley with nearly 65% of attendees returning to events for 3 or more years. 80% Vail Jazz Festival attendees DEFINITELY plan to return next year and 85% DEFINITELY would recommend the event to family/friends. Specifically in regards to the Vail Jazz Party over Labor Day weekend, 90% DEFINITELY plan to return next year and 95% DEFINITELY would recommend the event to family/friends. The Vail Jazz Festival stimulates an estimated \$1.8MM in spending in Vail

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

With public awareness, community engagement and attendance at an all-time high in 2019, Vail Jazz will welcome back more than 18,000 attendees to a diverse presentation of events throughout the Vail Valley. The Vail brand sets an expectation of unmatched experiences of world-class quality, and the Vail Jazz staff is aggressively working towards realizing this goal each year with live performances and educational programs that inspire and entertain to that degree. With a vast array of entertainment opportunities to choose from in the Vail Valley, Vail Jazz strives to set itself apart by providing spectacular listening experiences in each of its venues, leaving guests with lasting memories of stunning jazz performances. These goals are entirely constructed around the overarching premise of encouraging guests and attendees to return year after year to spend time in Vail.

Brand Fit: How will your event or program support the Vail brand identity?

Vail has a unique history and community foundation that prides itself on offering the best of the best. Whether it be world class skiing, or the expansive programming of live entertainment, people know what to expect in Vail and the legacy created here will live on through custom experiences and unbelievable memories. Vail Jazz has also created a legacy featuring the best musicians from across the globe, performing in intimate venues with the picturesque backdrop of the Rocky Mountains. Traveling to Vail and Vail Jazz is about creating an experience like none-other and counting down the days until you can return.

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

Vail Jazz is succeeding tremendously at emphasizing the remarkable diversity of jazz music from an artistic, geographic, social, and historical perspective drawing a diverse group of fresh and returning followers. Performers in 2019 hailed from nearly a dozen countries, more than 20 states, and from around Colorado, and their performances in turn demonstrate a dramatic range in artistic output. We encourage artists to share the context in which their music has been created, and we produce specially-curated shows throughout the Vail Jazz Party over Labor Day weekend called "multi-media tributes" where the political, social, economic and musical conditions of a specific geographic area or time period are shared in congress with a musical performance. These shows are written and developed solely by the artists. Sharing these performance series across video assets on youtube, blogging, social media, TV outlets, and digital media tactics helps engage an audience that is here now, and potential visitors before they get here, and continues to deliver the story to them after they depart. Once you experience our festival, culture and community, you are reminded of those fond memories until you return again the following year.

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

Every year new and upcoming artists and performers are traveling to Vail to be in our festival, our events are evergreen. We stream video and radio broadcasts live, we are adding four additional virtual events in the next year with an estimated 48 recorded performances, and build a new class of workshop musicians every Vail Jazz festival that go on to be lifetime musicians, earning a multitude of accolades.

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

2020 marked the 25th Anniversary year of Vail Jazz Workshop program. Our Board of Directors launched an archive project that started over 10 months ago, we were able to display how far the students have come in each of their unique careers, and honor those achievements through an array of performances, free and ticketed, parties, dances, and festivities. The Vail Jazz festival was founded off of the Vail Jazz Party, which encompasses vitality at its finest. The entire year is anchored on the idea that in-person memories are made through embracing the unique complexities of each performance together and living in that moment, environment, and atmosphere.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support?

We are focused on delivering the message of our powerful and enticing event series to markets across the world that are unaware of our festival, delivering powerful video assets through a multi-media campaign, and leveraging our jazz communities in New York, Florida, California, and Texas through in-person activation, sponsorship with cross marketing, and group sales at sister festivals to bring more ticket buyers from outside of Colorado to Vail year round. We have also engaged in a dynamic social media growth campaign, and have developed virtual concerts to keep our audience engaged while they are not in town, and to further grow our audience and exposure on a national level.

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

The Board of Directors is highly involved in all major decisions of the organization, Composed of members who represent long-time Vail residents, business owners, and major leaders in the community. Directors meet independently with the full time staff regularly to discuss and reflect on important issues and the direction of the organization. Within the Board, four committees exist: an Executive Committee, tasked with planning the five-year future of the organization as founder Howard Stone moves into retirement, the Development Committee, tasked with organizing and developing new fundraising, marketing and outreach ideas for the organization, the Gala Committee; a group of ten donors and volunteers who produce the annual Vail Jazz Gala, and the Marketing & Community Engagement Committee; who research and implement opportunities for audiences development and outreach in the Vail Valley and throughout the state of Colorado. Board effectiveness is currently at an all-time high, with particular strength developing within the Executive Committee. This group of 5 highly-dedicated individuals is guiding the organization's most important strategic challenges and trajectory. Vail Jazz is recognized as one of the preeminent jazz presenters in the nation, bringing the highest caliber of jazz performers to Vail for truly unique and authentic jazz listening experiences. Legends in the jazz world have graced Vail Jazz stages since its inception, setting the bar high and allowing the organization to maintain a reputation as a primary cultivator of jazz in the American West.

As a major part of the organization's mission, Vail Jazz educational programs feature remarkable performers as well as music educators. These instructors are not only leaders, but masters at sharing the captivating songs and stories of jazz through dynamic, interactive lessons that appeal to young minds and instill an appreciation for music at an early age.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

Vail Jazz drives a close knit sense of community amongst our patron group. Both full time and part time residents feel a sense of "family" and inclusiveness that resonates throughout the community.

Vail Jazz goes to school exposes the children in our community to the importance of history, culture and music engaging them at a young age to enhance their opportunity to explore diverse interests the drive a deep community appreciation.

How will the event or program leverage media and attract donor and sponsorship support?

Vail Jazz is recognized as one of the preeminent jazz presenters in the nation, bringing the highest caliber of jazz performers to Vail for truly unique and authentic jazz listening experiences. In 2021, our marketing budget will see an additional boost for the launch of a brand new website to streamline our storytelling and content. And we will engage across national TV and digital campaigns making our audience reach hundreds of times larger than ticket buyers alone. This year we will work to regain sponsorship attribution due to the cancellation of the summer 2020 festival and work to grow our sponsor base outside of the regional market.

Vail Jazz will take the 12,000 donors in our database, segment into specific marketing groups, and deliver meaningful targeting campaigns through a multitude of tactics to engage participation year round through our brand new Jazz interludes virtual concert series. This has never been a focus in the past, and in 2020 using the start to this approach has seen significant gains in the highest level of donor activation and conversion to actual funding to support.

EVENT ECONOMIC IMPACT

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

1,400

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program.

\$1,800,000

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?

\$1,800,000

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.

Vail Jazz partners with hotels to drive booking of overnight stays through specific discount codes that are advertised on our website, e-newsletter, dedicated marketing, and social media. Vail Jazz will also acquire a contract for 600 room nights for the Vail Jazz Party room block over Labor Day weekend activities.

BUDGET

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

Are your books audited?

No

Describe how you will use the funds requested?

The Vail Jazz Foundation, Inc. (Vail Jazz) respectfully requests a grant in the amount of \$75,000 to fund the 26th Annual Vail Jazz Festival, which will be presented over a 10-week period during the summer of 2021, consisting free and ticketed performances. Three long-range goals have remained constant in the growth of Vail Jazz programs in the past five years: (1) to enhance the quality of Vail Jazz Festival events throughout the Vail Jazz Festival, (2) to maximize the economic impact that Vail Jazz has on the Town of Vail, and (3) to engage the community in new ways that expand the foundation of support which allow Vail Jazz programs to succeed.

Please upload event/program/organization budget.

VailJazz-FY20BudvFY19Act-Detail.pdf

Who currently funds the event/program?

Individual donors, sponsors, advertisers, grants, and foundations.

Who currently funds your organization?

Individual donors, sponsors, advertisers, grants, and foundations.

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

12

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

The \$75,000 requested will support performance schedules, venue rentals, additional signature talent bookings, travel expenses, increased marketing budget, increased staffing needs, etc. Support for Vail Jazz is crucial at this time so that it can present programming this year and assures our ability, as one of the important cultural assets of Vail, to not only survive but to be in a position to present the Vail Jazz Festival in 2021.

If Vail Jazz is unable to secure the proper funding to support ticketed and free events, program cuts will be made to reduce event expenditures.

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.)

220,000

Do you intend to host the event or program in Vail beyond 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

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

SPONSORSHIPS & PARTNERSHIPS

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

\$200,000

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

\$240,000

2. Please list your confirmed sponsors or partners.

Anheuser-Busch
KUVU Jazz 89 FM
Epic Mountain Express (CME)
Vail Daily
Entertainment Cruise Productions
The Four Seasons Vail
The Rose
Subway/Qdoba
Alpine Bank
DoubleTree by Hilton Vail
Downbeat Magazine
Vendettas
Arrabelle
Mountain Living Magazine
Montauk Seafood Grill
Vail Resorts
Pierce Architects
Ritz Carlton
The Four Seasons Vail
Holy Cross Energy
10th Mountain Whiskey & Spirit Co.
Fly Vail
Bloch & Chapleau
Republic National Distributing Corporation

3. Please explain the potential for additional sponsorships or partners.

National sponsors are starting to take note of our program and are interested in sponsoring our events to get in front of our unique audience, not only during performances, but also through our expanded owned and operated website, social media following, large e-newsletter database, and award winning program. This year, the expansion of the virtual concert series, and focused social media growth campaigns will engage larger sponsors as the audience and reach will multiply across many tactics.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

Vail Jazz is incredibly grateful for the ongoing partnership with the Town of Vail. We were thrilled to partner with TOV to use a brand new venue, and pull off a concert series with little time to plan and execute. The Jazz in the Park series was well received amongst visitors and residents alike, especially considering the unique circumstances that lead to the development of the program. The future of 2021 is still unclear, we will plan to host activities for the summer programming as we had in the past prior to the Covid pandemic, but are cautious and remain flexible while the path is forged for events and restrictions related to capacity in both indoor and outdoor settings. Should there be another opportunity to partner in activities, and use of TOV venue spaces to encourage guest participation in community events, Vail Jazz is willing to adapt scheduling and programming to participate in such plans and eager to continue to support events with unique programming opportunities that align mutually with the Vail Jazz and Town of Vail brand.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Organizational Directory Updated 9.14.20 (1) (1).pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

Jazz in the park : <https://www.vailjazz.org/ticket-information/tickets/>

<https://www.dropbox.com/sh/jjl7to0yg5d4il1/AAD-8OCLvalDtTq5tBOBGuiOa?dl=0>

Jazz Interludes: <https://vimeo.com/user117556294>

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

VAIL DAILY 7-18-20 (1) (1).jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
WORKSHOP MARCH 2020 DOWNBEAT.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
IMG_7841.jpeg

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.<---

Number

Linked Users

amanda@vailjazz.org

Submission Date

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

501 (c) 3 CERT_GS_D 6.6.19.pdf

Please upload event/program/organization budget.

VailJazz-FY20BudvFY19Act-Detail.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

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

IMG_7841.jpeg

OFFICE OF THE SECRETARY OF STATE
OF THE STATE OF COLORADO

CERTIFICATE OF FACT OF GOOD STANDING

I, Jena Griswold, as the Secretary of State of the State of Colorado, hereby certify that, according to the records of this office,

THE VAIL JAZZ FOUNDATION, INC.

is a

Nonprofit Corporation

formed or registered on 03/20/1995 under the law of Colorado, has complied with all applicable requirements of this office, and is in good standing with this office. This entity has been assigned entity identification number 19951035904 .

This certificate reflects facts established or disclosed by documents delivered to this office on paper through 06/05/2019 that have been posted, and by documents delivered to this office electronically through 06/06/2019 @ 15:09:21 .

I have affixed hereto the Great Seal of the State of Colorado and duly generated, executed, and issued this official certificate at Denver, Colorado on 06/06/2019 @ 15:09:21 in accordance with applicable law. This certificate is assigned Confirmation Number 11617148 .



Secretary of State of the State of Colorado

*****End of Certificate*****

Notice: A certificate issued electronically from the Colorado Secretary of State's Web site is fully and immediately valid and effective. However, as an option, the issuance and validity of a certificate obtained electronically may be established by visiting the Validate a Certificate page of the Secretary of State's Web site, <http://www.sos.state.co.us/biz/CertificateSearchCriteria.do> entering the certificate's confirmation number displayed on the certificate, and following the instructions displayed. Confirming the issuance of a certificate is merely optional and is not necessary to the valid and effective issuance of a certificate. For more information, visit our Web site, <http://www.sos.state.co.us/> click "Businesses, trademarks, trade names" and select "Frequently Asked Questions."

	FY19 Total	FY20 Budget	Var
Income			
40000 · Revenue			
41000 · Admissions	280,224	256,100	-24,124
41500 · Ticket Fees	17,964	14,600	-3,364
42000 · Production Fees	0	4,600	4,600
42500 · Event Non-Ticketed Revenue	13,143	0	-13,143
43000 · Sponsorship Fees	132,600	200,000	67,400
44000 · Contributions			
44100 · Individuals	424,157	600,000	175,843
44200 · Businesses	5,173	7,500	2,327
44300 · Foundation/Grants	263,182	285,000	21,818
44400 · Other Contributions	17,136	3,400	-13,736
Total 44000 · Contributions	709,648	895,900	186,252
45000 · Fund Raisers	62,650	62,500	-150
45250 · Fees for Education	17,500	12,500	-5,000
45500 · Raffle/Auction-Net	106,249	36,300	-69,949
46000 · Merchandise Sales	687	4,000	3,313
46500 · Program Ad Sales	0	0	0
47000 · Advertising Allowance	6,413	6,000	-413
48000 · Interest Income	10,098	7,500	-2,598
49000 · Misc. Income	0	0	0
49050 · Misc Loss	0	0	0
49100 · Gain/Loss Securities Sales	242	0	-242
Total 40000 · Revenue	1,357,418	1,500,000	142,582
Expense			
51000 · Performances			
51100 · Vail Jazz Festival			
51110 · Artistic			
51111 · Artists Fees	187,225	202,475	15,250
51113 · Artists Travel	28,985	28,150	-835
51117 · Artists Housing	18,256	20,000	1,744
51118 · Artists Meals	2,869	1,950	-919
51120 · Royalties	2,157	1,780	-377
51121 · Other Artistic	0	1,050	1,050
Total 51110 · Artistic	239,491	255,405	15,914
51130 · Production			
51131 · Contract Labor	13,212	26,450	13,238
51133 · Equipment Rental	3,085	3,250	165
51135 · Meals	6,072	1,850	-4,222
51137 · Instrumental Rental	17,077	13,300	-3,777
51141 · Liability Insurance	4,910	3,250	-1,660
51143 · Programs	18,567	12,800	-5,767
51144 · Opening Night/Receptions	33,663	38,000	4,337
51145 · Sound	30,582	31,050	468
51147 · Staging	11,322	8,950	-2,372

51148 · Bar COGS	4,338	0	-4,338
51149 · Supplies	13,174	9,750	-3,424
51153 · Technicians Housing	3,354	3,500	146
51155 · Venue Rental	68,561	55,900	-12,661
51159 · Other Production Expenses	4,800	4,250	-550
Total 51130 · Production	232,714	212,300	-20,414
Total 51100 · Vail Jazz Festival	472,205	467,705	-4,500
51500 · Winter Series			
51510 · Artistic			
51511 · Artists Fees	33,400	8,250	-25,150
51513 · Artists Travel	6,184	1,500	-4,684
51517 · Artists Housing	9,684	0	-9,684
51518 · Artists Meals	1,575	500	-1,075
51518.5 · Royalties	236	50	-186
51519 · Other Artistic	5	250	245
Total 51510 · Artistic	51,084	10,550	-40,534
51530 · Production			0
51531 · Contract Labor	6,600	900	-5,700
51533 · Equipment Rental	0	0	0
51535 · Meals	7,839	7,000	-839
51537 · Instrumental Rental	7,325	500	-6,825
51541 · Liability Insurance	442	100	-342
51545 · Sound	3,104	1,300	-1,804
51549 · Supplies	414	0	-414
51555 · Venue Rental	3,634	0	-3,634
51559 · Other Production Exp	549	420	-129
Total 51530 · Production	31,027	10,220	-20,807
Total 51500 · Winter Series	81,668	20,770	-60,898
Total 51000 · Performances	553,874	488,475	-65,399
51700 · Fund Raisers			
51710 · Artistic			
51711 · Artists Fees	9,850	14,250	4,400
51713 · Artists Travel	2,786	2,700	-86
51717 · Artists Meals	0	500	500
51718 · Royalties	10	10	0
51719 · Other Artistic	0	250	250
Total 51710 · Artistic	12,646	17,710	5,064
51730 · Performance Production Expenses			
51731 · Contract Labor	750	1,400	650
51734 · Equipment Rental	0	0	0
51737 · Instrument Rental	0	1,750	1,750
51739 · Sound	1,871	2,250	379
51741 · Staging	3,192	1,200	-1,992
51743 · Supplies	441	0	-441
51747 · Other Production Expenses	0	0	0
Total 51730 · Performance Production Exp	6,254	6,600	346
51750 Event Production Expenses			

51756 · Meals/Receptions	30,683	32,750	2,067
51759 · Printing/Programs	2,232	1,500	-732
51762 · Rentals	0	0	0
51765 · Supplies	11	100	89
51768 · Venue Decoration	0	500	500
51771 · Auction Expense	32,375	4,000	-28,375
51774 · Audio/Visual	0	0	0
51776 · Equipment/Instr Rental/Backline	0	0	0
51777 · Liability Insurance	147	150	3
51783 · Hotel/Travel	4,113	3,000	-1,113
51786 · Other Event Expenses	7,398	4,300	-3,098
Total 51750 Event Production Expenses	76,812	46,300	-30,512
Total 51700 · Fund Raisers	94,961	70,610	-24,351
52000 · Education			
52110 · Educators Fees	47,400	70,450	23,050
52114 · Educators Travel	5,326	6,050	724
52118 · Educators Meals	1,431	2,000	569
52122 · Educators Housing	9,246	18,000	8,754
52134 · Students Travel	2,218	3,200	982
52142 · Students Housing	0	0	0
52150 · Local Travel	836	1,000	164
52154 · Students Meals	6,711	6,000	-711
52162 · Supplies	53	1,000	947
52163 · Instruments	297	0	-297
52166 · Activites	168	0	-168
52170 · Instruments Rental	1,591	1,500	-91
52179 · Contract Labor	1,750	0	-1,750
52180 · Production Expenses	0	750	750
52182 · Venue Rental	3,530	5,250	1,720
52183 · Other Program Expenses	90	0	-90
52190 · Other-Workshop Expenses	0	1,000	1,000
Total 52000 · Education	80,648	116,200	35,552
53000 · Marketing			
53100 · Direct Mail			
53110 · Printing	1,319	0	-1,319
53120 · Mailing Service	3,510	1,500	-2,010
53130 · Postage	0	0	0
53100 · Direct Mail - Other	0	0	0
Total 53100 · Direct Mail	4,828	1,500	-3,328
53200 · Advertising			
53210 · Advertising Print	29,164	28,350	-814
53215 · Advertising Jazz Publications	0	0	0
53220 · Advertising Radio/TV	4,457	6,000	1,543
53222 · Advertising Digital	12,878	6,250	-6,628
53225 · Production/Art Work	20,250	20,000	-250
53230 · Website	0	25,000	25,000
53232 · Program Distribution	0	0	0

53235 · Other-Advertising	279	0	-279
Total 53200 · Advertising	67,027	85,600	18,573
53250 · Photo/Video	24,850	28,000	3,150
53300 · Printing-General Marketing	485	1,000	515
53400 · Marketing/PR Consultant	24,000	24,000	0
53500 · Poster	2,429	2,500	71
Total 53000 · Marketing	123,619	142,600	18,981
54000 · Promotion			
54050- Comp Lodging	686	0	-686
54075 · Discounts-Tickets and Reception	0	0	0
54100 · Promotional Items	3,204	1,000	-2,204
54700 · Other Promotional Expense	250	0	-250
Total 54000 · Promotion	4,140	1,000	-3,140
54800 · Information Technology			
54810 · Software	14,865	16,500	1,635
54812 · Consultants	0	1,500	1,500
54815 · Service Fees	0	0	0
54850 · Other-IT	3,995	3,450	-545
Total 54800 · Information Technology	18,860	21,450	2,590
55000 · Fund Raising			
55200 · Cocktail Parties/Events	6,042	5,500	-542
55250 - Events	0	0	0
55300 · Entertainment	5,838	3,000	-2,838
52275 · Annual Funding Request	11,081	7,500	-3,581
55350 · Postage	0	250	250
55400 · Other Fund Raising Expenses	3,321	3,500	179
Total 55000 · Fund Raising	26,282	19,750	-6,532
56000 · Administration			
56100- Accounting	0	0	0
56104 · Auto	3,274	5,400	2,126
56108 · Bank Charges	18,896	15,500	-3,396
56114 - Deprec./Equipp. Disposal	1,497	1,500	3
56116 · Dues/Subscriptions	510	965	455
56119 · Employee Benefits	0	6,600	6,600
56121 · Employee Benefits-Med Reimb	9,001	19,000	9,999
56124 · Employee Relations	4,928	3,859	-1,069
56126 · Entertainment	1,094	1,000	-94
56128 · Equipment Rental	2,660	20	-2,640
56136 · Insurance-Liability	1,225	1,500	275
56138 · Insurance-Workers Comp.	587	1,000	413
56139 · Legal	20	250	230
56140 · Office Supplies	4,583	5,000	417
56144 · Overnight Service	0	0	0
56150 · Independent Contractor Fees	0	15,000	15,000
56168 · Postage	1,316	1,500	184
56172 · Printing and Forms	2,590	3,000	410
56173 · Professional Development/Ed	667	1,000	333

56174 · Rent	27,000	27,000	0
56176 · Suspense	0	0	0
56180 · Telephone Charges	4,170	4,500	330
56188 · Miscellaneous	6,371	5,000	-1,371
56195 · Prior Period Expense	0	0	0
Total 56000 · Administration	92,384	118,594	26,210
6560 · Payroll Expenses			
Processing Fee	1,317	2,100	783
56148 · Payroll	368,581	586,000	217,419
56152 · Payroll Taxes	33,624	53,500	19,876
6560 · Payroll Expenses - Other	0	0	0
Total 6560 · Payroll Expenses	403,522	641,600	238,078
Total Expense	1,399,039	1,620,279	221,240
Net Ordinary Income	-41,622	-120,279	-78,657



ORGANIZATION DIRECTORY

Updated as of September 10, 2020

STAFF

Amanda Blevins, *Development Director*

Email amanda@vailjazz.org

Mobile (303) 885-1051

Brittney Wong, *Development Manager*

Email bwong@vailjazz.org

Mobile (916) 475-6694

Mary DiLuccio, *Administrative & Volunteer Coord.*

Email mary@vailjazz.org

Mobile (970) 331-2941

BOARD OF DIRECTORS

Howard L. Stone, *Chairman*

Real Estate Attorney & Investor, Retired

Term Expiration: 11/15/2020

Committee Participation: Executive; Development

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CO home (970) 476-6266

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615 Palisades Ave, Santa Monica, CA 90402-2723

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Catherine A. Stone, *Secretary & Treasurer*

Interior Designer, Retired

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John Clayton, Jr., *Director of Education*

Professional Musician & Educator

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SVP HR & Labor Relations at Filene's/Kaufmann's, Retired

Term Expiration: 11/15/2020

Committee Participation: Executive

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ORGANIZATION DIRECTORY

Updated as of September 10, 2020

Garret Davies *Co-Chairman*

Chair of Executive; Chair of Strategic Planning

Strategy & Business Development, FiberVisions Corp.

Term Expiration: 11/15/2020

Committee Participation: Strategic Planning

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Investor

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Investor

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Journalist, Trains Magazine

Term Expiration: 11/15/2021

Committee Participation: Marketing

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JoAnn Hickey

Fine Art Collector

Term Expiration: 11/15/2022

Committee Participation: Workshop;

Strategic Planning

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Chairman of the Board & CEO, Russell Standard Corp.

Term Expiration: 11/15/2020

Committee Participation: Nominating

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12 Vail Road, Gateway Building R1, Vail, CO 81657

ORGANIZATION DIRECTORY

Updated as of September 10, 2020

Carolyn Pope *Chair of Marketing
Flight Attendant & Writer*

Term Expiration: 11/15/2021

Committee Participation: Workshop

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Attorney, Stewart Tilghman Fox Bianchi & Cain, P.A.

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*President & Managing Director, Verity Investment
Partners*

Term Expiration: 11/15/2021

Committee Participation: Executive; Nominating

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Home..... (843) 525-9010

Work..... (843) 379-6661

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ORGANIZATION DIRECTORY

Updated as of September 10,

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Vail Daily

BRINGING COMMUNITIES TOGETHER
SATURDAY, 7 • 18 • 20 | VAILDAILY.COM | FREE

Classic hits the brakes

All-female cycling race was set to run through Avon, but will have to wait until 2021 due to COVID-19 concerns. **A3**

I GOT RHYTHM



Vail Jazz kicks off its first Jazz in the Park with the Dexter Payne Quartet Friday in Vail. The venue is spaced out 85 squares and capped at 175 attendees to adhere to the most recent social distancing guidelines. The concert series takes place weekly on Fridays in Vail.

COVID-19 TRACKER

COLORADO
CASES: 39,344 (+618)
HOSPITALIZATIONS: 5,904
DEATHS: 1,615*

EAGLE COUNTY
CASES: 822 (+7)
TESTED: 5,446 (+114)
DEATHS: 0

*State data from the Colorado Department of Public Health & Environment; only includes data through July 16. Eagle County data is available at [www.eaglecounty.us](#) by clicking on "Eagle County COVID-19 Dashboard." Data is cumulative. *This data represents the total number of people whose death was attributed to COVID-19 as indicated on a death certificate as opposed to deaths among people with COVID-19.

LOCAL & REGION

Eagle Bahn Gondola opens for this summer in Leadville. FOR PHOTOS OF OPENING DAY, SEE PAGE A2.

walking mountains
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

WEATHER
BEN KRONHOLM
Stone Creek Charter School
Partly cloudy, chance of rain
High 89; low 53 — Weather, B12

YOUR NEWS
SUMMER SHOTS
Use #VailLive on Instagram to see your photos on Page A10 of the Vail Daily each day.

HIGH LIFE
Landscape artist John Tait celebrates 30 years at Vail International Gallery with weekend art show. FOR THE FULL STORY, SEE PAGE B1.

FOUR SEASONS PRIVATE RESIDENCES VAIL

OWN THE ICONIC ADDRESS
New luxury real estate opportunities at Four Seasons

SHOWROOM OPEN DAILY 10-5

Ski for South & Frontpoint Real Estate at Four Seasons Vail
Dana Dennis Gumbel, broker | 1 (970) 390-2787
VailPrivateResidences.com

Users: amanda@vailjazz.org

Email:

amanda@vailjazz.org

2021 Annual Contribution: Vail Valley Foundation Martha Brassel

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

mbrassel@vvhf.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 Cash Contribution Requested

\$59,325

In-Kind Contribution Requested

Complimentary rent for "the nest" parking for all VDF performances @ GRFA

What is the name of your event?

Vail Dance Festival

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$7,500

Proposed Event/Program Start Date

07/30/2021

Proposed Event/Program End Date

08/10/2021

Name of person completing the application

Martha Brassel

Title of person completing the application

Development Director

Provide name of person or entity to whom the funding check will be cut.

Vail Valley Foundation

Mailing Address Street

PO Box 6550/90 Benchmark Rd, 3rd Floor

City

Avon

State

Colorado

Zip Code

81620

Telephone number

9707772015

Email address

mbrassel@vvf.org

Event/program and/or organization website

vaildance.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.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

VVF IRS Tax Exempt Letter 501(c)(03).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?

32

How does your request support item 1C of the Contribution Policy (See above)

The Vail Dance Festival has an international reputation for excellence and innovation. It is known as a summer home for dancers at the top of their class from a diverse background performing a variety of dance genres.

Please describe the location(s) of the event or program in previous years.

The Festival mainly takes place at the Gerald R. Ford Amphitheater, but we also have Vail Village pop up events like Dancing in the Streets. We generally have 2 performances at the Vilar Performing Arts Center and 1 free performance at the Avon Performance Pavilion, but the bulk of the Festival takes place in Vail.

Please provide a detailed description of the event/program and its activities.

The Vail Dance Festival generally runs over the span of two weeks and presents 12 performances with a wide range of genres including Memphis jookin', modern, tap, and classical ballet. The Festival brings world-renowned companies, dancers, musicians, and choreographers to Vail to create and collaborate on new and existing works. In 2019, we commissioned and premiered 7 new works.

In addition to the performances, we also host numerous ancillary events during the Festival window:

- Dancing in the Streets: performers take to the streets of Vail for two free, interactive performances
- Festival Forums: a live podcast recording where artists from the Festival are interviewed by the hosts of Conversations On Dance, a national podcast series
- Celebrate the Beat: a free week-long dance camp for children in Eagle County that culminates in a performance on stage during International Evenings of Dance
- Tutu Tea Party: an afternoon of dance and activities for young aspiring dancers
- Community Arts Access: we partner with community organizations to eliminate socioeconomic barriers to the arts by providing free tickets to each of the performances (over 300 distributed in 2019).
- Kids 12 & Under receive free lawn access (912 distributed in 2019).
- Master Class Series: Festival artists share their talents with local and regional dance students (in 2019 244 students attended 11 classes).

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.

We generally have two performances that take place at our sister venue, the Vilar Performing Arts Center as well as a free performance at the Avon Performance Pavilion in an effort to bring dance entertainment to a wider range of people in Eagle County.

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., Ban use of plastic bags, Remind guests to bring re-usable bags and water bottles, Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event, Recycling required in all areas of event, Ban styrofoam, not allowed within town limits, Provide water bottle filling stations, Provide secure bike parking area

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.

We continue to work to improve the overall environmental footprint of the Festival.

EVENT/PROGRAM INFORMATION

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

183

Number of volunteers needed

128

Number of event/program staff

100

Estimate of total number of spectators/attendees anticipated

20,000

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

8,200

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

6,400

Estimate the number of international guests your event/program will bring to Vail

200

How will your event/program increase sales tax in Vail?

By attracting tourists and front range guests to the Valley for multiple night stays and driving guests into Vail restaurants & bars prior to and following each Festival performance. 36% of Festival attendees are out-of-state guests, with an additional 36% of guests that are in-state overnight. Additionally, the Festival brings in over 100 artists and staff members that all stay, shop and dine in Vail.

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

By offering unique programming that attracts an array of demographics as well as commissioned world premieres that happen right on the Vail stage. Many times, the premieres go on to be showcased in other cities and continue to create exposure for Vail and the cultural experiences it has to offer.

Brand Fit: How will your event or program support the Vail brand identity?

By offering a world-class cultural experience in an intimate, accessible, and beautiful setting.

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

By providing a wide range of programming that takes place in multiple locations. Programming includes a performance evening that's accessible to everyone at a very low price point and free performances in the streets of Vail throughout the Festival window. We also offer free lawn tickets for children 12 and under as well as a Community Arts Access program that provides tickets to families that otherwise might not be able to afford attending.

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

Each year, the Festival brings in new artists to create and collaborate on a unique material including several world premieres created specifically for the Vail Dance Festival.

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

Damian Woetzel takes a very thoughtful approach to programming so that our end result is positive and impactful. We will host fun pop-up style events in Vail Village so guests are able to interact with Festival artists outside of their normal setting. We hope to be able to host a closing night celebration with live music and dancing.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support?

Strong. We have an experienced sponsorship team working year-round to bring in sponsors as well as a talented marketing & PR team who are consistently working on thoughtful communications strategies, plans and relationships to drive awareness, coverage and reach. In 2020, we received major media coverage from the New York Times, The New Yorker, The Wall Street Journal, Harper's Bazaar and more.

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

The Vail Dance Festival employs a variety of local students throughout the summer season. Through that employment, they are able to gain experience in an entry-level position that requires them to develop important organizational and social skill sets. We also offer a variety of volunteer opportunities for those looking to donate their time and learn more about dance, the arts & entertainment.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

Accessibility. We offer numerous programs including Community Arts Access where we partner with community organizations to eliminate socioeconomic barriers to the arts by providing free tickets to each of the performances. We also offer free lawn tickets for children 12 and under as well as an evening performance where all tickets are only \$20.21. Another community event that is a hit for all ages is the free Dancing in the Streets activation in Vail.

How will the event or program leverage media and attract donor and sponsorship support?

Vail receives a lot of attention and recognition in the press coverage we've received over the years from publications like the New York Times.

After the Digital Festival took place this summer, general Festival awareness has increased due to the increased accessibility which will attract new donors and sponsors alike.

EVENT ECONOMIC IMPACT

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

3,600

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program.

\$4,700,000

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?

\$81

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.

The \$81 ROI was calculated by dividing the economic impact generated in 2019 by the amount TOV funded. The formula example did not seem correct to generate the true ROI. That said, per the formula example, the dollar amount would be the \$4.7M listed in the economic impact line above.

We will track the lodging by conducting a survey. We'll promote attendees to book lodging in Vail through our website and email marketing.

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?

Funds will be used to support all aspects of the festival operations with the exception of one direct allocation of \$5,000 to the Festival Forums/Conversations on Dance national podcast.

Please upload event/program/organization budget.

2020-2021 Vail Dance Festival Budget.xlsx

Who currently funds the event/program?

Donors, Underwriters, Sponsors, Ticket Sales, Municipal Funding

Who currently funds your organization?

Donors, Sponsors, Ticket Sales, Municipal Funding, Grants

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

2

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

Reductions will be made across all expense categories.

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.)

1,030,000

Do you intend to host the event or program in Vail beyond 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

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, Posters, Rack Cards, Signage - Banners, etc, Co-promotions, Partnerships, Local Vail Businesses, Concierge Visits, Other

Please explain "Other".

We also work with companies and artists involved to promote the event to their markets as well as local and front range dance studios.

SPONSORSHIPS & PARTNERSHIPS

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

\$175,000

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

\$75,000

2. Please list your confirmed sponsors or partners.

The \$175,000 listed above in "1." is the forecasted sponsorship revenue for the 2021 Festival based on historical data not including the cancelled 2020 Festival. There was no sponsorship revenue brought in for the 2020 Virtual Festival. Current contracted sponsors for the 2021 Festival include GMC, TIAA Bank, Nature Valley, Pacifico, & Meoimi Wines.

3. Please explain the potential for additional sponsorships or partners.

The VVF sales and sponsorship team works year round to secure corporate partners. As Events begin to return in 2021 there is potential for new Brand Partners to sign on as sponsors of the VDF to reach the affluent demographic both on-site experiential and branding opportunities and via content and media efforts.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

Should social activates return to pre-pandemic status by summer 2021 we anticipate the Vail Dance Festival will be one of the first major dance productions to take place in the United States. Dance companies and festivals across the country have cancelled programming through spring 2021. The Vail Dance Festival may be one of the first programs in which dancers return to the stage and audiences to a theater which will create a very robust environment for the 2021 festival.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

VVF Roster 2020 for TOV Funding (VDF).pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

vaildance.org

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

VDF20 - Stakeholders_TOV.pdf

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

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

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.<---

Number

Linked Users

mbrassel@vvf.org

Submission Date

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

VVF IRS Tax Exempt Letter 501(c)(03).pdf

Please upload event/program/organization budget.

2020-2021 Vail Dance Festival Budget.xlsx

Organization rosters naming all officers, board of directors and respective positions as relevant

VVF Roster 2020 for TOV Funding (VDF).pdf

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

VDF20 - Stakeholders_TOV.pdf

CINCINNATI OH 45999-0038

In reply refer to: 0248222395
Dec. 02, 2013 LTR 4168C 0
74-2215035 000000 00
00020145
BODC: TE

VAIL VALLEY FOUNDATION INC
PO BOX 309
VAIL CO 81658



021027

Employer Identification Number: 74-2215035
Person to Contact: MISS CONVERSE
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 20, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in March 1982.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0248222395

Dec. 02, 2013 LTR 4168C 0
74-2215035 000000 00

00020146

VAIL VALLEY FOUNDATION INC
PO BOX 309
VAIL CO 81658

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Richard McKee

Richard McKee, Department Manager
Accounts Management Operations

2020-2021 VAIL DANCE FESTIVAL BUDGET		
	Revenue	
	Individual Gifts	\$1,345,500.00
	Sponsorship	\$175,000.00
	Govt Support	\$80,000.00
	Ticket Sales	\$950,000.00
	MISC Earned Income	\$80,000.00
	Grants	\$225,000.00
	TOTAL	\$2,855,500.00
	Expenses	
	Labor & Benefits	\$738,841.00
	Marketing	\$191,764.00
	Membership & Sales Team Expenses	\$30,540.00
	Production Costs	\$1,742,035.00
	Social & Fundraising Events	\$65,500.00
	Supplies/Software/Legal/Ins./Mail	\$60,974.00
	Total	\$2,829,654.00
	Net Profit (Loss)	\$25,846.00

VAIL VALLEY FOUNDATION

Officers

- Ann Smead, Chairman
- Mike Imhof, President
- Bob Ford, Treasurer
- Heidi Elzinga, Secretary
- Sarah Johnson, Senior Vice President, YouthPower365

Board of Directors

- Andy Arnold
- John Arnold
- Carrie Besnette Hauser
- Sam Bronfman
- Linn Brooks
- Susan Campbell
- Charlene Chen
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- George Gillett
- Donna Giordano
- Pepi Gramshammer, In Memoriam
- Steve Haber
- Martha Head
- Mike Herman
- William Hybl
- Elaine Kelton
- Kent Logan
- Peter May
- Eric Resnick
- Doug Rippetto
- Mike Shannon
- Stanley Shuman
- Oscar Tang
- Stew Turley
- Betsy Wiegers

Vail Dance Festival Staff

1. Mike Imhof – President
2. Sarah Johnson – SVP Arts & Education
3. Sarah Franke – VP Marketing & Operations
4. Martha Brassel – Development Director
5. Dave Dressman – VP Sales & Sponsorship

Users: mbrassel@vvf.org

Email:

mbrassel@vvf.org

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

ddressman@vvf.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 Cash Contribution Requested

\$75,000

In-Kind Contribution Requested

\$3,000

What is the name of your event?

Gerald Ford Amphitheater - Live Music & Entertainment

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$57,050

Proposed Event/Program Start Date

06/01/2021

Proposed Event/Program End Date

09/17/2021

Name of person completing the application

Dave Dressman

Title of person completing the application

VP Sales

Provide name of person or entity to whom the funding check will be cut.

Vail Valley Foundation

Mailing Address Street

PO Box 6550/90 Benchmark Rd, 3rd Floor

City

Avon

State

Colorado

Zip Code

81620

Telephone number

9707772015

Email address

ddressman@vvf.org

Event/program and/or organization website

grfavail.com

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.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

VVF IRS Tax Exempt Letter 501(c)(03).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?

33

How does your request support item 1C of the Contribution Policy (See above)

The Gerald R. Ford Amphitheater, now heading into its 35th year, provides one of the most beautiful performing arts spaces imaginable, and is a centerpiece of summer in Vail for locals and visitors. The VVF continues to work tirelessly to position the GRFA as a premier entertainment bucket list venue through marketing, PR, on-site customer experience, ticketing and talent programming. We are committed to thoughtfully programming an amazing summer schedule of GRFA events which will drive economic vitality, enrich our community and providing our citizens and guests with exceptional cultural and entertainment options.

Please describe the location(s) of the event or program in previous years.

Gerald R. Ford Amphitheater, Vail CO

Please provide a detailed description of the event/program and its activities.

In the past, this application has been specific to funding for Hot Summer Nights free concert series only. This year, and in the years going forward, the VVF would like to approach this funding request as an overall GRFA Live Music & Entertainment funding request inclusive of Hot Summer Nights, Amp Summer Concerts, a new end of Summer Community Concert and other events like Movie Nights and one-off community events. The Vail Dance Festival and the Bravo! Music Festival will continue to be standalone event funding requests from VVF for Dance and from Bravo! Vail. Over the past few years, we have increased the quantity of events at the GRFA through a unique partnership with AEG. We also refreshed the creative brand identity and logos to focus on the beauty of the venue and the experience it provides. We want to continue our upwards trajectory with added programming and a continued focus on national/international marketing, branding and PR efforts to further position the GRFA as a can't miss experience for all those who visit the Vail Valley. Descriptions:

Hot Summer Nights free concert series: a summer long series of 6-8 concerts held mainly on Tuesday nights which are family friendly and free to attend. HSN brings regional and national touring acts to Vail for locals and visitors alike to enjoy at no cost.

Amp Summer Concerts, in partnership w/ AEG Presents: This unique partnership allows the VVF to capitalize on another world class Colorado venue; Red Rocks. AEG is the primary booking agent for Red Rocks summer concerts and due to our partnership with them, we have been able to secure top tier acts who normally play much larger venues than the GRFA. Over the past few Summers, we have had the pleasure of hosting legends like Robert Plant, Steve Miller Band & Steve Martin & Martin Short as well as current superstars like Trey Anastasio, Bon Iver and Nathaniel Rateliff. These concerts are programmed throughout the summer around the Vail Dance Festival & Bravo! Vail and are ticketed events which drive significant media and PR exposure. VVF has full control and approval rights over which artists AEG can program into the venue.

NEW End of Summer Community Concert: The VVF plans to launch a new, annual 'Community Concert' in 2021. The concept is to offer locals (and guests) the ability to come celebrate the end of summer and gather to send major snow vibes into the atmosphere for a big winter season. The event would take place at the end of August or beginning of Sept. Eagle County locals would be able to 'claim' their free ticket prior to tickets being available to the general public. The event would be a movie and music extravaganza and would feature drink specials, a winter ski film from TGR, Warren Miller, Red Bull (or similar) followed by a Hot Summer Nights style concert.

Additional live music and entertainment programming at the GRFA may include Movie Nights at the Amp, 3rd party events, and private events.

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.

N/A

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., Ban use of plastic bags, Remind guests to bring re-usable bags and water bottles, Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event, Recycling required in all areas of event, Use eco-friendly serving utensils (compostable or recyclable), Ban styrofoam, not allowed within town limits, Provide water bottle filling stations, Provide secure bike parking area

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.

We continue to work to improve the overall environmental footprint of the venue through a variety of different practices.

EVENT/PROGRAM INFORMATION

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

750

Number of volunteers needed

50

Number of event/program staff

50

Estimate of total number of spectators/attendees anticipated

55,000

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

8,500

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

6,000

Estimate the number of international guests your event/program will bring to Vail

500

How will your event/program increase sales tax in Vail?

By providing world class entertainment options in a unique, intimate venue that embodies the beauty of summer in the Rocky Mountains and attracting tourists and front range guests to the Valley who will book lodging and populate the Vail Village restaurants and bars prior to and following concerts and events.

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

By further positioning the GRFA as a 'bucket list' venue for live entertainment, the VVF will complement the Town Council's mission to make Vail the premier international mountain resort community, and continue to be a certified Sustainable Destination. Music and entertainment provide a vibrant and attractive option for guests and locals. It is an experience that consumers are willing to travel for, as shown by our large percentage of non-locals who attend our Amp Summer Concerts. As well, the GRFA contributes to a thriving local community through our free events and gives locals a venue to be very proud of.

Brand Fit: How will your event or program support the Vail brand identity?

By delivering world class, premium, entertainment options throughout the summer accented by a top of the line videoboard, unique concessions offerings and delicious food....all of which collectively are the perfect compliment to the fantastic array of existing shopping and dining options in Vail Village.

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

By offering the ability to see some of the best bands and entertainers in the world in a comfortable, accessible and majestic venue that is walking distance from Vail Village. And, by continuing to offer both free and paid entertainment options.

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

Via unique partnerships, thoughtful talent booking, fresh menu offerings, engaging videoboard content, and the creation of a new, end of summer community concert celebration.

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

As we've seen from the challenges of 2020, live music and entertainment are a critical component of life for many and the natural desire to gather and celebrate amongst friends in a setting the GRFA is as strong as ever. As one of the few promoters who hosted live music in the summer of 2020, the GRFA staff saw first hand how valued the GRFA is to the community. The natural result of normal GRFA music and entertainment programming is an atmosphere of vitality, fun and celebration. For both locals and visitors, the GRFA is a necessary ingredient to the overall recipe of fun and celebration in the Summer Season in Vail. Lastly, VVF consciously sources bands, artists, entertainers who align well with the Vail Brand. We take a very thoughtful and creative approach to programming so that our end result is positive and impactful.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support?

Strong. We have an experienced sponsorship team working year-round to bring in sponsors as well as a talented marketing and PR team who are consistently working on thoughtful communications strategies, plans and relationships to drive awareness, coverage and reach which in turn makes the venue more attractive to sponsors and partners.

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

The Amphitheater employs a variety of local students throughout the summer season. Through that employment, they are able to gain experience in an entry level position that requires them to develop important organizational and social skill sets. We also offer a variety of volunteer opportunities for those looking to donate their time to a worthy cause and learn about the arts and entertainment industry and gain general venue operation skills.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

The lasting community benefit is that year after year the GRFA contributes to healthy art and entertainment scene in Vail and brings a diverse group of music and entertainment options for locals and tourists alike. It gives the Vail community a venue to truly be proud of and to show off to the world. The VVF is striving to further position the GRFA as a 'bucket list' venue for live entertainment consumers which will continue to drive tourism and economic impact into the Vail. GRFA programming is chosen in an effort to enhance the quality of life in the Vail Valley through the arts by hosting free concerts, paid concerts with a range of price points, the annual Vail Dance Festival, and providing a venue for Bravo! Vail each summer.

How will the event or program leverage media and attract donor and sponsorship support?

Through the exposure and attractive demographic that the GRFA venue and events will provide to its partners/supporters/sponsors. Additionally, the VVF is motivated and interested in collaborating with VLMD and/or Vail Resorts marketing to 'host' larger influencers & media at the GRFA during the summer while also exposing those media members/editors/influencers to all that Vail Summer has to offer. The end result would be added media coverage which in turn, helps with sponsorship and attendance/tourism.

EVENT ECONOMIC IMPACT

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

1,670

Potential benefits to the Town of Vail - Potential benefits to the Town of Vail - Estimate increased spending generated by your event or program.

\$1,600,000

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?

\$58

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.

The \$58 ROI was calculated by dividing the economic impact generated in 2019 by the amount TOV funded. The formula example did not seem correct to generate the true ROI. That said, per the formula example, the dollar amount would be the \$1.6M listed in the economic impact line above.

We will direct prospective attendees to book lodging within the Town of Vail through our website and marketing emails. There will be a dedicated 'Plan Your Visit' section of the venue website which will feature a variety of lodging options and other tourist information. We will also feature key lodging partners on our Videoboard. We will track the number of lodging nights generated via post-event surveys.

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 funding will be included as part of our overall revenues to offset the very high costs of operating, maintaining and programming the GRFA venue across what is a very short summer season. One of the challenges we have always faced regarding the GRFA is the fact that the venue can only operate successfully for approximately 100 days per year due to weather. This short season limits the financial upside and makes our partners like TOV and our sponsors even more critical the the health and overall vibrancy of the GRFA.

Please upload event/program/organization budget.

GRFA 2020 Budget Snapshot for TOV.pdf

Who currently funds the event/program?

Donors, Underwriters, Sponsors, Ticket Sales, Municipal Funding

Who currently funds your organization?

Donors, Sponsors, Ticket Sales, Municipal Funding, Grants

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

7

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

The overall live music and entertainment talent budget would be reduced.

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.)

450,000

Do you intend to host the event or program in Vail beyond 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

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, Signage - Banners, etc, Co-promotions, Partnerships, Local Vail Businesses, Concierge Visits, Other

Please explain "Other".

Cross marketing efforts with sponsors, artist/band promotion, Merch.

SPONSORSHIPS & PARTNERSHIPS

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

\$525,000

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

\$75,000

2. Please list your confirmed sponsors or partners.

*The above 1 and 1a are based upon a normal (non-covid) summer season.

For the 2021 season, the following sponsors and partners are confirmed: GMC, TIAA Bank, Nature Valley, Pacifico, Meioimi Wines, BluSky Resoration, Deep Eddy Vodka, Outside Magazine, AEG Presents.

3. Please explain the potential for additional sponsorships or partners.

VVF will continuously source like-minded sponsors and partners to support the health and well-being of the GRFA venue and its individual events. We have the ability to offer partners a variety of exposure including sampling, sales, brand recognition and exposure, on-site experiential opportunities, social media & messaging, unique content, and influencer marketing.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

The above budget attachment is the 2020 Covid modified summer budget. However, I have also attached a forecasted 2021 Budget based upon a 'normal' summer including Hot Summer Nights, Amp Summer Concerts in partnership w/AEG and additional events.

Also, in the "Event Program/Entertainment Section" above, the estimated attendance/spectator # of 55,000 does not include Vail Dance Festival or Bravo! attendance and is specific only to live music and other entertainment.

Lastly, VVF is happy to provide TOV Staff and Council with preferred access to purchase tickets for all Amp Summer Concerts (AEG concerts). 20 Town Council tickets & 10 TOV Staff tickets would be held for a two-week period beginning on the on-sale date. Because of our collaboration with AEG Presents, we, unfortunately, cannot guarantee your seating or that tickets will be available after the two-week period has passed. Please understand that after that time, all tickets will be released for purchase by the general public.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

VVF Roster 2020 for TOV Funding (GRFA).pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://grfavail.com/media/>

<http://annual-report.vvf.org/project/ford-amphitheater/>

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

2021 GRFA Sales Deck_FOR TOV.pdf

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

GRFA 2021 Budget Forecast for TOV.pdf

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

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.<---

Number

1

Linked Users

skostick@vfv.org

Submission Date

09/29/2020

Submission Date

Submission Date

09/29/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

VVF IRS Tax Exempt Letter 501(c)(03).pdf

Please upload event/program/organization budget.

GRFA 2020 Budget Snapshot for TOV.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

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2021 GRFA Sales Deck_FOR TOV.pdf

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GRFA 2021 Budget Forecast for TOV.pdf

CINCINNATI OH 45999-0038

In reply refer to: 0248222395
Dec. 02, 2013 LTR 4168C 0
74-2215035 000000 00
00020145
BODC: TE

VAIL VALLEY FOUNDATION INC
PO BOX 309
VAIL CO 81658



021027

Employer Identification Number: 74-2215035
Person to Contact: MISS CONVERSE
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 20, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in March 1982.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

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Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

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Dec. 02, 2013 LTR 4168C 0
74-2215035 000000 00

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VAIL VALLEY FOUNDATION INC
PO BOX 309
VAIL CO 81658

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Richard McKee

Richard McKee, Department Manager
Accounts Management Operations

GRFA 2020 BUDGET FOR TOV

SUMMER 2020 REVENUES

Contributing Member	\$ 19,105.00
Sponsorship	\$ 105,000.00
Gov't Support (TOV)	\$ 57,050.00
Ticket Sales- Program	\$ 71,725.00
Concessions	\$ -
Rental Revenue	\$ 23,115.00
Total Revenue	\$ 275,995.00

SUMMER 2020 LABOR & OPERATING EXPENSES

Salaries & Wages - Direct	\$ 214,055.00
Payroll Taxes - Direct	\$ 15,786.00
Workers Comp - Direct	\$ 1,977.00
Health Insurance	\$ 30,042.00
401(k) Match - Direct	\$ 4,082.00
Cell Phone - Direct	\$ 726.00
Fees - Payroll - Direct	\$ 483.00
Fees - Benefits - Direct	\$ 1,819.00
Bank Charges	\$ 14.43
Bond Fees & Interest	\$ 53,804.90
Security	\$ 6,485.80
Dues/Subscriptions	\$ 1,203.16
Employee Benefits	\$ 6,924.85
Facility	\$ 67,845.38
Insurance	\$ 23,431.00
Internet	\$ 7,693.45
Janitorial & Cleaning	\$ 27,675.00
IT	\$ 3,754.00
Labor - Sales Commission	\$ 5,250.00
Labor - Production	\$ 6,792.61
Labor Security/Golf Carts	\$ 9,479.29
Legal	\$ 1,800.00
Lodging	\$ 736.00
Mail - Postage/Shipping	\$ 150.00
ALL MARKETING	\$ 71,025.00
Non-Social Food	\$ 5,884.90
Production	\$ 15,788.85
Repairs and Maintenance	\$ 17,349.66
Sales Team Expenses	\$ 2,300.18
Software	\$ 778.50
Sound	\$ 32,846.50

Supplies	\$ 6,093.94
Supplies IT	\$ 1,456.83
Talent / Speakers	\$ 48,262.56
Telephone	\$ 1,480.64
Training	\$ 1,000.00
Transportation	\$ 500.00
Trash	\$ 1,620.00
Utilities	\$ 21,000.00
Total Labor & Operating Expenses	\$ 719,397.43
	\$ -
NET PROFIT/(LOSS)	\$ (443,402.43)

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- Pete Frechette, In Memoriam
- Steve Friedman
- John Galvin, In Memoriam
- John Garnsey
- George Gillett
- Donna Giordano
- Pepi Gramshammer, In Memoriam
- Steve Haber
- Martha Head
- Mike Herman
- William Hybl
- Elaine Kelton
- Kent Logan
- Peter May
- Eric Resnick
- Doug Rippetto
- Mike Shannon
- Stanley Shuman
- Oscar Tang
- Stew Turley
- Betsy Wiegers

GRFA Staff

1. Mike Imhof – President
2. Tom Boyd - Venue Director
3. Sarah Franke – VP Marketing & Operations
4. Dave Dressman - VP, Sales & Sponsorship

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
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3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

All applications must be submitted by September 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

ddressman@vvf.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 Cash Contribution Requested

\$140,000

In-Kind Contribution Requested

40000

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 2020? (Please include total funding you received from the CSE and Town Council)

\$15,000

Proposed Event/Program Start Date

06/10/2021

Proposed Event/Program End Date

06/13/2021

Name of person completing the application

Dave Dressman

Title of person completing the application

Event Director / VP Sales & Sponsorship

Provide name of person or entity to whom the funding check will be cut.

Vail Valley Foundation

Mailing Address Street

90 Benchmark Road #300

City

Avon

State

Colorado

Zip Code

81620

Telephone number

9707772015

Email address

ddressman@vvf.org

Event/program and/or organization website

mountaingames.com

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.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

VVF IRS Tax Exempt Letter 501(c)(03).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)

The Mountain Games places Vail on a global stage and is the preeminent event within the world of Adventure Sports and across the Outdoor Industry. The event delivers significant economic impact to the TOV and helps kickstart the economic vitality of the Summer Season. It brings world class athletes, respected corporate brand partners and a far reaching marketing and PR campaign which further places the Vail Brand in the spotlight. Mountain Games has mass appeal. Whether you are a hardcore river rat, professional cyclist, weekend warrior, or an active family, there is something for everyone. The event truly showcases all that is magical about Summer in Vail and delivers a world class experience for both locals and tourists.

Please describe the location(s) of the event or program in previous years.

From Lionshead to Ford Park/GRFA and everything in between.

Please provide a detailed description of the event/program and its activities.

The best all-around mountain experience anywhere in the world returns to Vail when the GoPro Mountain Games get under way June 10-13, 2021.

Thousands of pro and amateur adventure athletes sign up each year and converge upon the mountains and rivers of Vail to compete in 11 disciplines and more than 30 competitions including kayaking, running, slackline, DockDogs, trail running, mountain and road cycling, climbing, photography and more. The total cash prize purse exceeds \$120,000.

The competitions are just the beginning. The event also features the GoPro Mountains of Music concert series throughout the weekend. There are also a host of kids activities and events, a series of yoga sessions, food vendors, art exhibitions, and an expansive sponsor village featuring approximately 150 of the outdoor industry's top brands and including tons of giveaways and activities.

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.

Our Steep Creek Kayak Championship takes place in Red Cliff due to the Class V whitewater. We also host segments of our Disc Golf competition in other areas of the Vail Valley.

ENVIRONMENTAL PRACTICES

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

Use of Zero Hero Tents & staffing, Use of Voltz Wagon for Power, Use of recyclable materials - banners, paper, etc., Ban use of plastic bags, Remind guests to bring re-usable bags and water bottles, Encourage use of bicycles, buses, shuttles, carpools, walking or public transit to event, Enforce no idling policy for staff and guests, Recycling required in all areas of event, Wastewater will be properly disposed of, Use eco-friendly serving utensils (compostable or recyclable), Ban styrofoam, not allowed within town limits, Compost food waste, Provide water bottle filling stations

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.

VVF partners Walking Mountains and hires their staff to help us ensure minimal environmental impact. We also communicate specific environmental/sustainability guidelines to all partners, sponsors and staff and message this information to guests in advance and during the Event.

EVENT/PROGRAM INFORMATION

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

4,000

Number of volunteers needed

300

Number of event/program staff

50

Estimate of total number of spectators/attendees anticipated

80,000

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

30,000

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?

By filling hotels and town restaurants and shops with participants and spectators over the four days of the event, as well as sponsors and staff for numerous days surrounding the event window.

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

The Mountain Games places Vail on a global stage and is the preeminent event within the world of Adventure Sports and across the Outdoor Industry. The event delivers significant economic impact to the TOV and helps kickstart the economic vitality of the Summer Season. It brings world class athletes, respected corporate brand partners and a far reaching marketing and PR campaign which further places the Vail Brand in the spotlight. Mountain Games has mass appeal. Whether you are a hardcore river rat, professional cyclist, weekend warrior, or an active family, there is something for everyone. The event truly showcases all that is magical about Summer in Vail and delivers a world class experience for both locals and tourists.

Brand Fit: How will your event or program support the Vail brand identity?

The Mountain Games highlights the many elements that make Vail amazing; mountains, rivers, dining, trails, lodging, merchants, active lifestyle, live music, dogs, and the overall beauty of our community. The Event is consistently ranked extremely high in customer satisfaction and 'net promoter' score. This means we provide an exceptional experience for our attendees and shine a very positive light on the Vail Brand.

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

Athletes, Art, Music, Mountains is the tagline of the Mountain Games. There is something for everyone. And, by keeping the event free and allowing 'Joes' to compete alongside the Pros, the event is inclusive and inviting to visitors of all shapes, forms and skill levels.

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

We are again working to program a Sunday night concert to help keep people in town for a longer duration. We will continue to add and refresh our competitions and activations as well, to make sure the event continues to evolve and remains a continued draw for those that have been coming since its beginning, as well as those experiencing it for the first time.

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

These are foundational elements of the Mountain Games. From Thursday morning through Sunday night the VVF programs nonstop activity and options for guests across athletics, music, family activities, film, art, shopping, etc...The Mountain Games is a celebration of mountain culture and outdoor lifestyle.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract sponsorship support?

High. We are able to keep the event free due to our sponsors who truly value both the on site experiential component as well as the significant media and content reach. GMG attracts approximately 150 Brand Partners who all pay a sponsorship fee.

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

Through execution of an exceptionally well planned and activated world class event. Through giving local and non-local workers, specialists and volunteers the ability to be a part of a truly special event. By putting pro and joe athletes from around the world, men and women, kids and adults, on the same starting lines.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

For 18 years the Mountain Games has been the gold standard of outdoor, adventure sports and mountain events. Vail is synonymous with the event and receives millions of positive PR and media impressions each year. The event showcases the countless outdoor activities one can participate in during the Summer season in the Vail Valley.

How will the event or program leverage media and attract donor and sponsorship support?

Via the efforts of the VVF sales, development and marketing teams, word of mouth, past reputation, and marketing/communications efforts. Additionally, the reach of our partner brands extends our opportunity to leverage additional media contacts and social/lifestyle influencers.

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.

\$7,000,000

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?

\$50

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.

We will direct prospective attendees to book lodging within the Town of Vail through our event website and email newsletters. Mountaingames.com has a robust 'Lodging & Accommodations' section built out within our main 'Plan Your Visit' page. Each year our team works closely with Vail lodging properties to communicate yearly summer rates and offerings through this webpage as well as highlight various properties in Vail through email communications to our e-newsletter list. We will track the total number of lodging nights generated through our independent on-site intercept survey and the total room nights booked by our event partners and event staff. We also utilized the Vail occupancy reports as a benchmark tool to compare and support our numbers.

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 TOV funds will be used against the overall event Budget. The Event costs the VVF approximately \$2.75m to operate each year, which is funded via 3 revenue streams: 1. Sponsorship and Govt funding 2. Athlete Registrations and 3. F&B. The TOV's \$140,000 will help us fund all of the various components of the event.

Please upload event/program/organization budget.

GMG 2021 Budget Forecast for TOV.xlsx

Who currently funds the event/program?

150 Brand Partners.

Who currently funds your organization?

Sponsors, Donors, Ticket Buyers/Participants, Grants.

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?

Without the TOV funding, we would need to evaluate certain budget cuts in order for the VVF to continue to operate a better than breakeven budget scenario. It would impact our ability to maintain the highest level event, and ensure continued growth and improvement.

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.)

2,900,000

Do you intend to host the event or program in Vail beyond 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

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, Event/Program App, Signage - Banners, etc, Co-promotions, Partnerships, Local Vail Businesses, Concierge Visits, Other

Please explain "Other".

Promo Events, Elements Series

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?

\$250,000

2. Please list your confirmed sponsors or partners.

GoPro, GMC, TIAA Bank, Yeti, Nature Valley, Pacifico, Orijen Dog Food, Go RVing, L.L.Bean, Deep Eddy Vodka, Smartwool, Constellation Wines and many others.

3. Please explain the potential for additional sponsorships or partners.

VVF seeks sponsorship for the event year round.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

As we navigate through the chaos of 2020 and look ahead to how live events will recover, we feel strongly that Mountain Games can continue to be a world class event in 2021 and beyond. One reason we feel this way is that we have had very, very high sponsor retention through the 2020 event cancellation which speaks to the power of the Mountain Games brand and the Vail brand. It is a great indicator that athletes, sponsors and event attendees are excited to return in 2021. 90%+ of our larger sponsors all amended their contracts to stick with us through the pandemic. Additionally, we have had countless athletes, volunteers, attendees and partners reach out to us over the past several months to let us know how excited they are to be back in Vail next June. We greatly appreciate the support of the TOV and Town Council and we are motivated and excited to host a safe and healthy GoPro Mountain Games in 2021.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

VVF Roster 2020 for TOV Funding (GMG).pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

mountaingames.com/highlights/

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

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

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

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.<---

Number

1

Linked Users

ddressman@vvf.org

Submission Date

09/15/2020

Submission Date

09/15/2020

Submission Date

09/15/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

VVF IRS Tax Exempt Letter 501(c)(03).pdf

Please upload event/program/organization budget.

GMG 2021 Budget Forecast for TOV.xlsx

Organization rosters naming all officers, board of directors and respective positions as relevant

VVF Roster 2020 for TOV Funding (GMG).pdf

CINCINNATI OH 45999-0038

In reply refer to: 0248222395
Dec. 02, 2013 LTR 4168C 0
74-2215035 000000 00
00020145
BODC: TE

VAIL VALLEY FOUNDATION INC
PO BOX 309
VAIL CO 81658



021027

Employer Identification Number: 74-2215035
Person to Contact: MISS CONVERSE
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 20, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(03) of the Internal Revenue Code in a determination letter issued in March 1982.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

0248222395

Dec. 02, 2013 LTR 4168C 0
74-2215035 000000 00

00020146

VAIL VALLEY FOUNDATION INC
PO BOX 309
VAIL CO 81658

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Richard McKee

Richard McKee, Department Manager
Accounts Management Operations

GoPro Mountain Games 2021 Budget Forecast		
Revenues		
4300	Title Sponsor	400,000.00
4310	Platinum Sponsor	650,000.00
4315	Gold Sponsor	500,000.00
4320	Silver Sponsor	300,000.00
4325	Special Contributor	300,000.00
4330	Community Sponsor	10,000.00
4335	Official Supplier Sponsor	130,000.00
4340	Government Support	140,000.00
4420	Participant (Athlete) Fees	100,000.00
4430	Credentials	7,500.00
4480	Miscellaneous Income / F&B	30,000.00
	Total w/o trades	\$2,567,500.00
4900	Traded Gifts	35,000.00
4905	Traded Goods	9,000.00
4910	Traded Lodging	20,000.00
4915	Traded Marketing	300,000.00
	Total with Trades	\$2,931,500.00
Expenses		
5010	Announcers	10,950.00
5065	Bank Fees	500.00
5090	Bibs	19,275.00
5125	Construction Materials	3,600.00
5135	Contract Labor	17,500.00
5145	Credentials	2,350.00
5154	Security and Safety	76,801.50
5175	Dues & Subscriptions	1,030.00
5200	Entertainment	150,665.00
5205	Equipment Rental	154,701.91
5208	Event Specialist	150,112.50
5235	Gifts	49,640.98
5260	Insurance	75,000.00
5350	Labor	575,858.57

5375	Commissions	187,544.00
5405	Lodging	38,734.26
5420	MKTG/PR/VIDEO/ADV	175,000.00
5475	Media TV	165,000.00
5525	Non-Social Food	12,425.00
5535	Permits	29,953.00
5555	Prizes - Cash and non Cash	127,000.00
5630	Sales- Contract Fulfillment	70,000.00
5635	Sales Team Expenses	40,000.00
5645	Signs	55,666.36
5646	Sod & Other Property Damage	27,500.00
5670	Social - Food & Beverage	48,160.50
5690	Sound	31,425.00
5700	Supplies	2,650.00
5715	Telephone	1,500.00
5740	Transportation	5,395.00
5745	Trash	28,750.00
5750	Utilities	1,500.00
	Subtotal Expense w/o trades:	\$2,336,188.58
5900	Trade Gifts	35,000.00
5905	Trade Goods	9,000.00
5910	Trades Lodging	20,000.00
5915	Trades Marketing	300,000.00
	Subtotal Expense:	\$2,700,188.58
	Net Profit (Loss)	\$231,311.42

VAIL VALLEY FOUNDATION

Officers

- Ann Smead, Chairman
- Mike Imhof, President
- Bob Ford, Treasurer
- Heidi Elzinga, Secretary
- Sarah Johnson, Senior Vice President, YouthPower365

Board of Directors

- Andy Arnold
- John Arnold
- Carrie Besnette Hauser
- Sam Bronfman
- Linn Brooks
- Susan Campbell
- Charlene Chen
- Alejandra Cortés de Milmo
- Steve Coyer
- Matt Donovan
- Johannes Faessler
- Tim Finchem
- Margie Gart
- Sheika Gramshammer
- Nadia Guerriero
- Beth Howard
- Al Hubbard
- B.J. Hybl
- David Hyde
- Mike Imhof
- Chris Jarnot
- Cheryl Jensen
- Alexia Jurschak
- Anne-Marie Keane
- Sarah Millett
- Ellen Moritz
- Kaia Moritz
- Dan Pennington
- Jill Plancher
- David Salvin
- Ken Schanzer
- Susanna Shannon
- Rod Slifer
- Ann Smead
- Hap Stein
- Kristin Tang
- Fred Tresca
- Gary Woodworth
- Kristy Woolfolk

Life Trustees

- Adam Aron
- Judy Berkowitz
- Marlene Boll
- Bjorn Erik Borgen
- Berry Craddock
- Jack Crosby, In Memoriam
- Andy Daly
- Bill Esrey
- President Gerald R. Ford, In Memoriam
- Harry Frampton
- Pete Frechette, In Memoriam
- Steve Friedman
- John Galvin, In Memoriam
- John Garnsey
- George Gillett
- Donna Giordano
- Pepi Gramshammer, In Memoriam
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- Elaine Kelton
- Kent Logan
- Peter May
- Eric Resnick
- Doug Rippetto
- Mike Shannon
- Stanley Shuman
- Oscar Tang
- Stew Turley
- Betsy Wiegers

GoPro Mountain Games Event Staff

1. Mike Imhof – President & CEO
2. Dave Dressman - Event Director, VP Sales & Sponsorship
3. Tom Boyd - Communications Director
4. Sarah Franke - VP, Operations & Marketing

Users: ddressman@vvf.org

Email:

ddressman@vvf.org

Town of Vail 2021 Annual Council Contribution Request

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 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

jen@snowsportsmuseum.org

What is the name of your organization?

Colorado Snowsports Museum & Hall of Fame

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

Services

Type of Funding Requested

Cash and In-kind

Amount of Cash Contribution Requested

\$65,903

In-Kind Contribution Requested

9,000 Rent & One silver parking pass and one blue parking pass

What is the name of your program?

Through the Lens

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$52,207

Will you also apply for 2021 funding from the CSE?

Yes

How much funding will you request for 2021 from the CSE?

10,000

What program are you requesting CSE funding for? Please describe.

Through the Lens, we are hoping to host this program virtual.

Name of person completing the application

Jen Mason

Title of person completing the application

Executive Director

Provide name of person or entity to whom the funding check will be cut.

Colorado Snowsports Museum

Mailing Address Street

PO BOX 1976

City

Vail

State

Colorado

Zip Code

81657

Telephone number

970-476-1876

Email address

Museum@snowsportsmuseum.org

Event/program and/or organization website

www.snowsportsmuseum.org

Number of years organization has been in business

44

Organization's Mission Statement

To Celebrate Colorado Snowsports by telling stories that educate and inspire others to seek adventure.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

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?

2

How does your request support item 1C of the Contribution Policy (See above)

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. The Museum is an educational facility located in the heart of Vail Village. The museum is a vital part of the community, when Pepi passed away the Museum quickly became a gathering place for locals to learn about his life. We are serve thousands of Vail guest by educating and celebrating the snowsports industry. Vail is a SKI town born and raised, we are telling the Vail story daily. Vail was developed by a 10th Mountain soldier, with a close proximity to Camp Hale the museum has become an attraction that is drawing many historians. We educate the masses of the stories of the 10th Mountain Division. The Museum has become a resource of knowledge on the 10th Mountain Division. We hosted many events in February 2019 on the 75th anniversary of battle of Riva Ridge with both the current 10th Mountain soldiers and World War II veterans. The Museum is quickly becoming a community center that is hosting events of up to 200 people. We hope we can host events that size in the future. Until then we are a safe environment to spend a few hours learning about Colorado's rich snowsports history.

Please describe the location(s) of the event or program in previous years.

We have hosted the Through the Lens series in the Colorado Snowsports Museum. The museum is quickly become a venue of education and small events.

Please provide a detailed description of the event/program and its activities.

The Colorado Snowsports Museum is an extraordinary cultural and educational facility, featuring 6 primary new exhibits with many interactive components. The presentation series is way to bring the museum to life. With the individuals who have shaped this industry we all love into what is it today.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

We host no events outside of the town of Vail

EVENT/PROGRAM INFORMATION

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

A healthy museum community increases the sophistication of its residents and elevates the cultural experience of its visitors.

Brand Fit: How will your event or program support the Vail brand identity?

The highly innovative and entertaining museum adds vibrancy to Vail; especially during the off season when fewer establishments are open or inclement weather days. The level of excellence and use of technology as a result of the renovation has elevated the museum to a standard that both residents and Vail guest expect.

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

We advertise and promote the Museum's programs through a local and regional newspapers and through direct contact with to our members and visitors. Since the global shut down we have been experiencing an influx of local residents, that say I have always wanted to visit. Once they walk through the doors they are amazed by the technology and extensive amount of information in the museum.

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

The Colorado Snowsports Museum has an extensive artifact collection. The museum is attempting to digitize the entire collection. This will take years but as we expand our digital collection we share this collection online with all of our visitors and members.

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

Our mission begins with Celebrate Colorado Snowsports. We have a very energetic staff, that keeps the guests of the Museum entertained for hours on end with stories of the past. We have hosted Vail Walking tours since mid May 3 days a week. We have had many locals attend the tours along with many guests. It is a fun way to spend an hour and learn something new.

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

As museums are functioning more and more like community centers in providing access to current trends and new ideas, the Colorado Snowsports Museum has become a hot spot for civic engagement. Our work with the Cultural and heritage committee at the town of Vail has proven the museum as a leader both locally and nationally.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

The Colorado Snowsports Museum and its involvement with the 10th Mountain Division is putting Vail on the map as the public interests in the 10th Mountain Division continues to grow. The famed 10th Division has been embraced by Vail Resorts with their legacy day parades.

How will the event or program leverage media and attract donor and sponsorship support?

We are the Colorado Snowsports Museum, we celebrate all of the resorts. We are featured in many Colorado newspapers, social medial outlets nationwide and the Vail Daily features events happening at the museum frequently.

Please upload course syllabus, class descriptions or program details.

Brochure Final.pdf

BUDGET

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

Are your books audited?

No

Describe how you will use the funds requested?

The museum is an extraordinary cultural and education facility, featuring six primary exhibits with interactive components. Using the latest museum technology, with our touchscreen displays it allows visitors to explore far beyond the walls of the Museum. Following a 2.6 million dollar renovation, the Colorado Snowsports Museum, Vail's only museum, is positioning itself as "must see" museum in the state of Colorado. The Museum currently offers free admission for our guests, theater screening of industry documentaries, curator museum tours, Vail walking history tours of Vail Village and online digital presentations will be hosted this winter. Our event series Through the Lens was a very successful series for the Museum on Wednesday evenings last winter. We hope to continue that series in the winter of 2021/2022 for the upcoming season we will be hosting this series virtually. We will be hosting the series on Wednesday's throughout the winter.

Please upload event/program/organization budget.

Updated fiscal year budget 20-21.xlsx

Who currently funds the event/program?

Town of Vail, Vail Daily, West Vail Liquor Mart and private donations

Who currently funds your organization?

The Colorado Snowsports Museum receives funding from numerous sources. The Hall of Fame gala, golf tournament and the 10th Mountain event located at the 10th Mountain restaurant last year were a net revenue to the Museum of over 100K. Without these events in the fiscal year 20/21 are revenues are substantially down.

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

12

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

At this time I am not sure what will occur with the loss of revenue. The museum we are still working very hard at all revenue sources.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

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

First time visitors, Returning guests, 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?

\$15,000

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

\$3,500

2. Please list your confirmed sponsors or partners.

Vail Resorts Epic promise, CRH America, 10th Mountain Division Foundation, the Greenwood Fund, National Endowment for Humanities

3. Please explain the potential for additional sponsorships or partners.

Alpine Bank, First Bank of Vail, Slifer Smith & Frampton Real Estate, We are seeking both in-kind and trade.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

The museum is an vital partner with the sustainable destination certificate. The Museum checks off many boxes that are a requirement to have this prestige honor.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

CSSM BOD Members as of June 2020 with committees.xlsx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

2020 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.

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

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

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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.<---

Number

Linked Users

jen@snowsportsmuseum.org

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

melissa@bettyfordalpinegardens.org

What is the name of your organization?

Betty Ford Alpine Gardens

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

Services

Type of Funding Requested

Cash and In-kind

Amount of Cash Contribution Requested

\$95,000

In-Kind Contribution Requested

2 designated parking spots in Ford Park, 1 blue parking pass in winter for use of the Director

What is the name of your program?

Gardens Care and Upkeep and Capital Request for the Rooftop Outdoor Classroom

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$90,000

Will you also apply for 2021 funding from the CSE?

Yes

How much funding will you request for 2021 from the CSE?

30,000

What program are you requesting CSE funding for? Please describe.

Summer 2021 Exhibit - Plants Are an Answer

There can be a general feeling of hopelessness when it comes to solutions for a changing climate due to increasing greenhouse gases. Plants Are an Answer gives positive, approachable ways to make an impact. The exhibit will include 16 stunning indoor panels focused on Project Drawdown's plant-based solutions and the outdoor panels will bring different worldwide ecosystems to life. The exhibit will be supported by an expert speaker series and training workshops.

Name of person completing the application

Melissa Ebone

Title of person completing the application

Director of Development

Provide name of person or entity to whom the funding check will be cut.

Betty Ford Alpine Gardens

Mailing Address Street

183 Gore Creek Drive

City

Vail

State

Colorado

Zip Code

81657

Telephone number

970-476-0103

Email address

melissa@bettyfordalpinegardens.org

Event/program and/or organization website

bettyfordalpinegardens.org

Number of years organization has been in business

34

Organization's Mission Statement

This mission of Betty Ford Alpine Gardens is to deepen understanding and promote conservation of alpine plants and fragile mountain environments. Our mission aligns with the Town of Vail's mission to preserve our surrounding natural environment and to provide citizens and guests with an abundance of recreational and educational opportunities.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

CO Tax exempt.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?

34

How does your request support item 1C of the Contribution Policy (See above)

Betty Ford Alpine Gardens is one of Vail's iconic destinations. Undisputedly world class, it is a recreational, cultural and educational opportunity. The Gardens themselves draw visitors and locals with their beauty, the educational signage and programming enriches the experience. Multiple self-guided tours allow the visitor to interact with the gardens in a way that draws them in and beckons for a return visit. Not only is this one of Vail's most loved and admired experiences, it is also completely free of charge.

Please describe the location(s) of the event or program in previous years.

The Town of Vail has been contributing towards the care and upkeep of Betty Ford Alpine Gardens since its inception in Ford Park in 1986.

Please provide a detailed description of the event/program and its activities.

We have 2 Grant Requests:

- 1. Garden Care and Upkeep Program - Requested \$75,000
- 2. Capital Project - Rooftop Outdoor Classroom - Requested \$20,000

The reputation of Betty Ford Alpine Gardens as one of the nation's best public gardens exists because of the attention to its care each year.

Starting after the snow melts, gardens are raked and cleaned. Pathways are swept and blown clear of leaves. When temperatures rise, the gardens are readied for planting and then freshly mulched with compost. Bridges and pathways are inspected for winter damage and repaired. New garden areas are designed and planned. In late spring, new plants arrive and are laid out and planted. Irrigation is checked for winter damage and repaired as needed. Water features are primed, pumps started and repaired as needed. As summer goes on, plants are staked and fertilized and beds weeded and plants are deadheaded when they finish blooming. In the fall, the gardens are cut back, bulbs are planted for the next year, seeds are harvested for future propagation and the irrigation is blown out and turned off. All of these preparations help the gardens prepare for the long winter under the snow.

It is only with this attention to detail that the gardens remain in the world-class condition that has made them famous.

Rooftop outdoor classroom capital request - The Gardens have observed an increased demand for outdoor programming, from family and children's activities to senior groups . We believe that this demand will only increase as the need for safe outdoor activities rises. The space on the rooftop provides a perfect opportunity to fill this need. Going forward, we are proposing to extend the Education Center rooftop trellis to cover the whole roof and upgrade the weather system to create an outdoor family classroom that has both shade and protection from rain. The Gardens have contracted with the original architect team at Zehren and the project has been approved by Town of Vail's Design and Review Board. An initial estimate from R.A. Nelson prices the project for the trellis extension and weatherproofing at \$60,000. We are asking the town for 1/3 of this estimate for a total grant request of \$20,000. With the town's initial support, we will enlist the help of other grantors and individuals to raise the rest of the funding.

The rest of this application will focus on the application for council contribution #1.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

N/A

EVENT/PROGRAM INFORMATION

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

The Garden Care and Upkeep Program is committed to preserving the natural environment in Vail and inspiring citizens and guests throughout their experience. Betty Ford Alpine Gardens and the Vail Town Council have alignment of missions for deepening understanding of the surrounding natural environment.

The Gardens welcomes over 100,000 visitors in the summer alone and is a centerpiece of Vail's world class cultural and educational excellence.

Brand Fit: How will your event or program support the Vail brand identity?

The Gardens prides itself in world-class excellence and has been recognized nationally and internationally by numerous organizations. It continues to be #2 of "Top Attractions in Vail" on Tripadvisor in 2020, one of the 50 "must see" public gardens in the US by the Active Times, #3 on the US News & World report, "Best Things to do in Vail," and on the AARP 2019 'bucket list' among many citations.

Vail Brand's natural grandeur is a result of being located within mountain environments. The intentional design of the Gardens showcases the beauty and fragility of alpine environments, both here and beyond and highlights to guests how plants in these ecosystems can exist and thrive. An article in the Washington Post this March emphasized the importance of public gardens as a place to remind us of the restorative power of nature.

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

The Gardens Care and Upkeep program is the keystone activity responsible for the Gardens' spectacular condition which attracts visitors and the community. Professional-level maintenance and expertise makes the Gardens world-class, resulting in the national and international accolades the Gardens receive every year.

The ranking as one of the top things to do in Vail will continue to draw visitors and locals into the Gardens. As one of 30 MUST SEE public gardens in the United States, Betty Ford Alpine Gardens is a destination. The Gardens markets to the front range on Colorado Public Radio and to guests and locals alike in the Vail Daily. According to recent Town of Vail surveys, a visit to the Gardens is one of the main reasons that many people plan their visit to Vail.

Recognition by AAA, AARP, Tripadvisor, Active Times and many others continues to promote its prominence as a place of beauty aligned with the world-class experience that Vail offers its visitors and locals.

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

The reputation of the Gardens grows by the year with increased visitation from both local and destination visitors. A garden is a changing stage that evolves and reinvents itself each year and throughout the season.

Funding from the Town of Vail supports the year-round, ongoing efforts to prepare the Gardens for a brilliant display for all of the visitors to Ford Park to discover the beauty during the summer. Beyond the beauty, the Gardens curates and stewards rare plant specimens that have a global significance and an impact on conservation efforts in the scientific community.

Many areas in the Gardens contain unique and rare plants that return year after year. As a part of the Gardens' strategic plan, the Gardens is committed to revitalizing areas and building gardens to increase the botanical collections. Each new plant is recorded into an international specialized plant database and shared internationally to allow scientific assessments of biological collections worldwide. A master plan of garden renovations guides the upgrade process. New ideas and garden trends from professional networks influence the program each spring.

Guests are delighted to discover rare and endangered plants found in no other botanical collection in the world. With the new interpretation installation, visitors can understand the importance of these plants and the role we, as individuals, can have to sustain the biodiversity of the planet.

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

The Gardens is a celebration of the vitality of this valley, demonstrating the investment of many, including the Town of Vail. For many community members, it provides an important place of enjoyment, peace, joy and relaxation. The process to develop that environment needs to be nurtured continuously. The Garden staff can't take a year off and expect the gardens to showcase the botanical brilliance and beauty that it has had in the past. This place is a labor of love and professional expertise. Together, when the plants and flowers begin to come into bloom, we as a valley can celebrate another summer season, another season of hope.

Each year, the Gardens Care and Upkeep Program renews vibrancy and beauty incorporated into a multi-sensory experience. The look, smell and feel of the Gardens creates a unique atmosphere found nowhere else in Vail. We've been told 'the Gardens gives Vail its soul' and we agree completely.

A visit to the Gardens is one of the highlights of a Vail vacation for many visitors. For many visitors, this is the first and sometimes only opportunity in their lifetime to witness the wonder of alpine and other mountain plants.

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

Betty Ford Alpine Gardens is repeatedly ranked as a top public garden. Garden staff are frequently requested to give talks and presentations nationally and internationally about the gardens here, alpine plants and their environment and how a small garden is making a big impact on conservation. Betty Ford Alpine Gardens is a leader and author of the North American Strategy for Alpine Plant Conservation, a blueprint for protecting alpine plants and ecosystems in the U.S. and Canada. The strategy is a guide for botanic gardens worldwide to follow. Host to the National Collection of Colorado's Alpine Flora and hundreds of unique plant species, staff from Gardens throughout the world travel to Vail to learn and be inspired.

The gardens create a foundation for educating and connecting visitors to the unique diversity specific to this region and to mountain environments of the world. Locals can use this as a demonstration garden to study what they can grow in their own yards. The abundant beauty of the gardens garners the attention of visitors and creates a genuine appreciation for the importance of the alpine and fragile mountain environments.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

The gardens are an asset of the Town of Vail and continue to be an anchor for the community. Free of charge, this world class botanical experience is accessible to all and multiple studies have shown that even a single visit to a botanic garden can have a positive influence on environmental attitudes. The community benefits from empowering locals and visitors to take action to preserve all ecosystems. Our volunteer gardening program gives locals and visitors alike the opportunity to have a direct impact on our community.

In alignment with Eagle County's commitment to behavioral health, the documented health benefits and stress relief from connecting with plants and nature benefit the entire community.

How will the event or program leverage media and attract donor and sponsorship support?

The Gardens is the backdrop for all promotions in a media campaign in partnership with the Vail Daily, CPR radio, local and national media features, as well as a self-published online newsletter and website. The Gardens continues to be promoted on all local calendars around the valley and as a destination by hotel concierge staff.

The Gardens are the keystone upon which the organization raises all sponsorships and funds. Without them and their infinite beauty, there would be no leverage to raise funds for the other programs and educational aspects of the institution. This year's two major renovation projects - the perennial pond upgrade project and the Caucasus Mountain Garden were funded by \$85,000 in gifts from individual donors. It is through the professional level of upkeep and care that the Gardens garners the confidence of funders to continue to invest in improvement and installation projects in the Gardens.

Please upload course syllabus, class descriptions or program details.

Program Details_Gardens Care and Upkeep.pdf

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?

Funds will be used to ensure the magnificence of the Gardens. This includes the purchase of plant materials, tools, soil and compost. It includes upgrading gardens and replanting and the management and supervision of the volunteer team and summer garden interns.

Please upload event/program/organization budget.

2019-2020 Budget.xlsx

Who currently funds the event/program?

Town of Vail, Frechette Family Foundation, our general operating income (see budget)

Who currently funds your organization?

Individual donors are the primary source of revenue through outright donations and memberships, Earned income - gift shop purchases, tours, weddings, yoga etc and endowment distribution funds general operations

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

30

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

The Gardens will limit the amount of improvements it can make this year. The condition of the Gardens will be maintained for function and some areas of the Gardens may deteriorate, impacting the visitor experience. Funding may be supplemented by pulling from another program and reducing educational programming and special offerings that elevate the guest experience.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

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

First time visitors, Returning guests, 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?

\$172,000

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

2. Please list your confirmed sponsors or partners.

Our Garden Care and Upkeep Program is supported by the Frechette Family Foundation Internship endowment. This funds two horticulture interns and a supervising horticulturist.

3. Please explain the potential for additional sponsorships or partners.

The Gardens is supported by members and donors. We continue to ask our members to renew their support and invite visitors to the gardens and community members to become donors. With the professional level of the gardens and the plans for future projects, we apply for grants from foundations and ask individuals for their support for specific initiatives.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

When you are considering this request, please remember that this funding comes from RETT.

As one of Vail's main destinations, Betty Ford Alpine Gardens adds economic impact to the associated organizations and services in town.

Because the council members are so familiar with Betty Ford Alpine Gardens, for the recap of funding use, a copy of a summer community newsletter highlighting the Gardens is attached.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

2020 Board Members and Staff List.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

Gardens Impact Report_TOV Funding.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://www.vaildaily.com/entertainment/more-than-just-a-garden-betty-ford-alpine-gardens-continues-commitment-to-research-education-and-nature-during-covid-19/>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
24651 Betty Ford Alpine Gardens - GENERAL JT.wav

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

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

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---> 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.<---

Number

Linked Users

nicola@bettyfordalpinegardens.org

Submission Date

09/30/2020

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

CO Tax exempt.pdf

Please upload course syllabus, class descriptions or program details.

Program Details_Gardens Care and Upkeep.pdf

Please upload event/program/organization budget.

2019-2020 Budget.xlsx

Organization rosters naming all officers, board of directors and respective positions as relevant

2020 Board Members and Staff List.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

Gardens Impact Report_TOV Funding.pdf

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

24651 Betty Ford Alpine Gardens - GENERAL JT.wav

Town of Vail 2021 Annual Council Contribution Request

CONTRIBUTION POLICY

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- 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.

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1. No money will be disbursed until March 1st, 2021.
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3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

All applications must be submitted by September 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

smith@erwc.org

What is the name of your organization?

Eagle River Watershed Council

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 Cash Contribution Requested

\$40,000

What is the name of your program?

Eagle River Watershed Council Service Funding Request

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$40,000

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Melanie Smith

Title of person completing the application

Development & Communications Coordinator

Provide name of person or entity to whom the funding check will be cut.

Eagle River Watershed Council

Mailing Address Street

PO Box 1477

City

Gypsum

State

Colorado

Zip Code

81637

Telephone number

9708275406

Email address

smith@erwc.org

Event/program and/or organization website

www.erwc.org

Number of years organization has been in business

16

Organization's Mission Statement

Eagle River Watershed Council advocates for the health and conservation of the Upper Colorado and Eagle River basins through research, education and projects. The Watershed Council strives to protect and enhance the high-quality natural, scenic and economic values that our rivers and tributaries provide to the citizens, visitors and wildlife of the Eagle River and Colorado River watersheds located in Eagle County.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

Colorado Cert of Tax Exemption.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?

16

How does your request support item 1C of the Contribution Policy (See above)

The health of Gore Creek is important to the Town of Vail's full-time residents, as well as to seasonal homeowners and visitors. Our recreation-based economy relies upon excellent water quality and quantity and people expect to see a beautiful stream and drink clean water when they are in Vail. Eagle River Watershed Council works in partnership with the Town to ensure that Gore Creek is monitored and protected from future impacts and that past degradation is addressed so that water quality can be restored. Without such efforts, the diverse economy and community will not continue to grow and citizens and guests will begin to see a decline in their recreational opportunities. We champion the work that the Town has done already to improve conditions on Gore Creek, and we strive to continue our role as an active collaborative partner.

Please describe the location(s) of the event or program in previous years.

The Water Quality Monitoring & Assessment Program (WQMAP) assessed data from 12 entities that collect data in various locations throughout Eagle County, including two paired monitoring locations on both Mill and Booth Creeks, four locations on Black Gore Creek and eight on Gore Creek. The Community Pride Highway Cleanup traditionally places teams of volunteers along 140 miles of I70 and highways 6, 24 and 131 from Vail to Dotsero. The Eagle River Cleanup had teams of volunteers cleaning up 68 miles of streams throughout Eagle County, including Gore Creek. The sediment source monitoring (TMDL) and bio-monitoring occurs on Gore and Black Gore Creeks. The Gore Creek Strategic Action Plan projects have been completed on public and/or private properties along Gore Creek, beginning in 2016.

Please provide a detailed description of the event/program and its activities.

Eagle River Watershed Council takes an integrated approach to protecting the streams of Eagle County, including Gore Creek and its tributaries, through monitoring water quality, educating the community and managing riparian restoration efforts. Specifically, the contribution from the Town of Vail is used for the following programs and projects.

Water Quality Monitoring & Assessment Program (WQMAP) (\$13,000) - This program coordinates water quality and biological data collection to identify trends in water quality, as well as defines emerging threats to water quality and riparian zone health. The Watershed Council leads this partnership program with Eagle County, United States Geological Survey, the Colorado River District, Eagle River Water & Sanitation District and other municipal and agency stakeholders to provide a central and easily-accessible repository for water quality data. This ensures that data collection is not duplicative and that there are no gaps in monitoring efforts. Funding supports the coordination of the program, data collectors, data analysis, annual reporting to stakeholders and the community, a shared database and the maintenance/updating of an interactive web-based report card with visual interpretations of the data trends. Additional program support is from Eagle River Water & Sanitation District, Upper Eagle Regional Water Authority, Homestake Partners (Aurora and Colorado Springs), Vail Resorts, Battle Mountain, the Towns of Gypsum, Eagle, Avon, and Minturn, and the Colorado River Water Conservation District.

Community Pride Highway Cleanup (\$2,500) & Eagle River Cleanup (\$2,500) (Total \$5,000) - The coordination of these two annual community cleanup events requires event marketing and substantial planning, as well as volunteer recruitment and coordinated management of a total of more than 1,300 volunteers. Although the COVID-19 pandemic called for the cancellation of the 20th Annual Community Pride Highway Cleanup and Thank You BBQ for 2020, in typical years, approximately 12 tons of trash are collected along 140 miles of highways by the volunteers. It is reasonable to expect that 2021's event will require the removal of significantly more trash and debris, as it will account for two years' accumulated waste. Eagle River Cleanup teams cover about 70 miles of river and streams throughout the watershed each fall, and 2020's event was modified to adhere to COVID-19 regulations. These popular volunteer events build community throughout the entire Eagle Valley, offering community members the chance to participate in the maintenance of our landscape and ecosystems. Substantial additional benefits include the beautification of the valley's major roadway in time for the arrival of summer guests and the removal of trash and debris from our waterways in time for the winter ski season. Additional support for these cleanup events comes from local businesses, individuals, corporations, clubs, foundations, Eagle County and local municipalities. We respectfully request an increased contribution in this category from the Town of Vail for 2021. The amount of Town of Vail support for these events has remained the same since at least 2014 and the amount of staff time, coordinating efforts, logistics, outreach, marketing and impact has increased substantially in those 6+ years. Additionally, we anticipate coordinating a larger number of participants who would have, in past years, volunteered at the discontinued Town Clean Up Day and now will be volunteering with the Watershed Council's cleanup events.

Sediment source monitoring (TMDL) and Bio-monitoring of Black Gore Creek (\$16,000) - Eagle River Watershed Council coordinates the activities of the Black Gore Creek Steering Committee, a broad-based community group dedicated to ensuring the aquatic health of Black Gore Creek and the safe operation of the interstate beside the stream. A tributary to Gore Creek, Black Gore Creek flows approximately 10 miles along Interstate 70 and was placed on the State of Colorado's list of impaired streams in 2002. The impaired condition is the result of excessive sediment-loading sourced from winter highway maintenance activities. In 2014, Black Gore Steering Committee determined that annual sediment monitoring on Black Gore Creek could be reduced to occur every other year, as the results were not changing significantly from year to year. This allowed the Watershed Council to reallocate the funds for monitoring in the off years to bio-monitoring on other Gore Creek tributaries surrounding Vail.

Macroinvertebrate data collected on tributary streams is an important indicator of the relationship between land use and surface water quality. This monitoring may also form the basis for long-term assessments of water quality conditions following implementation of recommendations included in the Gore Creek Strategic Plan. Funding supports program coordination, field collection, analysis, assessment and reporting.

Gore Creek Strategic Action Plan projects (\$6,000) - Eagle River Watershed Council works with Town of Vail staff annually to select projects identified as priorities for restoration in the Gore Creek Strategic Action Plan. At the time of this document's submission, 2021's projects are still in the identification phase. Efforts from 2016, at the program's inception, through 2020, have grown to be enormously successful, in terms of effective rehabilitation work with noticeable results on streambank stabilization, mosquito control issues, replanting of beneficial native vegetation and more. Notably, the most successful efforts to date have incorporated significant outreach to private-property owners and HOA's and offered education and hands-on volunteering opportunities. As outreach efforts expand and relationships with property owners deepen, the Watershed Council seeks to continue its role as a partner in providing outreach, support and possibly securing grant funds for these private streambank projects. We have a strong track record of supporting the Town on these types of projects - Sundial Condominiums, the Vucich residence, Cedar Point Townhomes and Gore Creek Meadows are all examples. Additionally, these collaborative Gore Creek Action Plan projects have increased community support and visibility of the importance of water-quality and riparian zone improvement efforts by the Town and by the Watershed Council. Funding supports program coordination, project development and project implementation.

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 Water Quality Monitoring & Assessment Program (WQMAP) assesses data from 12 entities that collect data throughout Eagle County, including two paired monitoring locations (upstream and downstream) on both Mill and Booth Creeks, four locations on Black Gore Creek and eight on Gore Creek. By assessing all water quality data collected throughout Eagle County as one body of information, we are able to detect threats as they arise and identify gaps and redundancies in data collection. This provides a more complete picture of water quality in the county and informs decision-making.

The Community Pride Highway Cleanup places teams of volunteers along 140 miles of I-70 and Highways 6, 24 and 131 from Vail to Dotsero. The Eagle River Cleanup assigns teams of volunteers to clean 68 miles of streams throughout Eagle County, including Gore Creek.

EVENT/PROGRAM INFORMATION

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

Eagle River Watershed Council's mission is to protect and enhance the high-quality natural, scenic and economic values that our rivers and tributaries provide to the citizens, visitors and wildlife of the watersheds of Eagle County. This is tied inextricably to the mission and vision of Vail, because water from melting snow, springs and creeks flows into the Eagle River through its main tributaries. These streams not only supply the water for all of Eagle County's population, as well as several Front Range communities, but also offer opportunities for an incredible array of commercial, recreational, educational and scenic experiences for visitors and community members alike. Watershed Council programs, projects and initiatives protect the valley's water and the recreational, economic, social and natural values that make Vail and the Eagle River Valley what it is.

Brand Fit: How will your event or program support the Vail brand identity?

The work of Eagle River Watershed Council ensures that Gore Creek and all of its tributaries, as well as the Eagle and Colorado Rivers, remain part of the identity of Vail and the Eagle Valley community. The recreation that is possible due to the robust flows of spring runoff contributes to nationally-recognized events and brings thousands of tourists to the Town and region to enjoy the world-class opportunities possible in our natural surroundings. Water from local rivers and streams additionally augments the slopes of Vail Mountain; the rafting and fly fishing industries depend on the riparian ecosystems; and the scenery that has inspired society and cultures for hundreds of years and generations to come is dependent on vibrant natural surroundings, which is, for many, the foundation of Vail's identity and perceived brand.

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

Without landscapes of crystal-clear flowing water, snowy peaks that melt into high-alpine lakes and streams where native fish spawn, Vail would not be the same caliber of world-class destination that it enjoys today. The Watershed Council's work protects local waterways and the ecosystems on which wildlife and humans depend. Tourism, commerce and the mountain lifestyle to which visitors and the community are drawn hinge on the presence of our valley's waterways. Watershed Council programs, from Gore Creek Strategic Action Plan projects to water quality monitoring programs to community clean-ups all ensure that Vail is a place where both visitors and community members will thrive.

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

Eagle River Watershed Council is committed to its mission to protect and conserve our watershed, and our organization is made more effective in pursuit of this principle by maintaining its ability to adapt to the needs of the community. For example, at the onset of the COVID-19 pandemic, our team re-adjusted our priorities from planning engaging in-person events to creating accessible and fun virtual education programs for a variety of ages. We invested in technology and online infrastructure to better reach our community, called our community's donors and business partners and altered our plans for spring, summer and fall events to continue to positively impact our waterways and water quality, while minimizing chance of virus spread. The Watershed Council will continue to seek out creative ways to structure our programs and initiatives to be as inclusive and welcoming as possible, adapting to the demands of whatever circumstances we may face.

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

The outcomes of the Watershed Council's efforts to protect local rivers and streams promote extraordinarily vibrant displays of friendly, cross-generational fun and recreational pursuits. Whether biking up Vail Pass to the Gore Range viewpoint near the Black Lakes, celebrating a wedding on the banks of Piney Lake, cheering on kayakers and paddleboarders as they race along the waves and surges of Gore Creek or spending a quiet afternoon in waders with a fly rod, the work of the Watershed Council plays an integral role.

Traditionally, following each of the two community cleanup events held annually, a Thank You BBQ takes place as an opportunity for volunteers to gather and celebrate their collaborative work. We hope this tradition will again occur as a large gathering in the future and will adapt as needed to maintain high-energy engagement of volunteers and ensure the event remains an enjoyable tradition for years to come.

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

Opportunities are ample for community members and for Watershed Council staff and board members to grow leadership skills. We support volunteers taking an influential role in our cleanup events by becoming team leaders. Additionally, we encourage the community to become involved in other volunteer opportunities, whether organizational, volunteer-based, administrative or supportive. Leadership skills are gained by high-school and AmeriCorps interns, through presentations to boards and municipalities, as well as among our staff as we engage in continued development and collaborative opportunities.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

There are benefits to tradition, and our Highway and River Cleanup events have been around for 21 and 26 years in 2020, respectively. Approximately 1,500 volunteers consider these annual events to be part of their identity in relation to their landscape. Additionally, efforts to monitor, track and improve water quality can create a lasting tradition of stewardship and science-backed decision-making that protects invaluable and essential resources.

How will the event or program leverage media and attract donor and sponsorship support?

- Ads and editorial content will be shared by working collaboratively with Vail Daily and other media outlets for coverage of our initiatives
- Ensuring that documentation and marketing materials captured by both amateur and professional photographers and videographers is leveraged when possible to increase our marketing and storytelling impact.
- Leveraging the role of social media and other technology to garner awareness and support of events and initiatives to advance visibility of sponsorship and supportive opportunities, such as giving campaigns.
- Developing and adapting existing sponsorship programs and partnerships to offer value to businesses and the Watershed Council alike - especially by including bios from partner businesses and logos on marketing materials.
- Encouraging Board of Directors use of personal and professional networking within their communities on behalf of Watershed Council events and initiatives.

Please upload course syllabus, class descriptions or program details.

Program Details 2021.pdf

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 requested funds will support the coordination of the Water Quality Monitoring and Assessment Program, the Highway and River Cleanups, the Sediment source monitoring (TMDL) and Bio-monitoring of Gore/Black Gore Creeks, 2021 Gore Creek Strategic Action Plan efforts. More details are provided throughout this funding request.

Please upload event/program/organization budget.

2021 ERWC Funding Request budgets.pdf

Who currently funds the event/program?

Support for WQMAP comes from Eagle River Water & Sanitation District, Upper Eagle Regional Water Authority, Homestake Partners (Aurora and Colorado Springs), Vail Resorts, Battle Mountain, the Towns of Gypsum, Eagle, Avon, Minturn and Vail, and the Colorado River Water Conservation District. Support for the Community Pride Highway Cleanup & Eagle River Cleanup comes from 22 local businesses as well as Eagle County, and the towns of Avon, Eagle, Gypsum, Vail and Edwards Metro District. Sediment-source and bio-monitoring of Black Gore Creek is supported by the Town of Vail. Eagle River Water and Sanitation District supports monitoring of other locations on Black Gore Creek adding to the data available in the area. The Gore Creek Strategic Action Plan project is supported by the Colorado Water Conservation Board, a state agency and the Town of Vail.

Who currently funds your organization?

Eagle River Watershed Council is funded by private foundations, Colorado Water Conservation Board, Eagle County, local municipalities, Eagle River Water and Sanitation District (ERWSD), Upper Eagle Regional Water Authority (UERWA), local businesses and individuals.

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

13

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

The sediment source monitoring (TMDL) and bio-monitoring of Gore/Black Gore Creeks and the projects from the Gore Creek Strategic Action Plan have the greatest and most direct benefit to the Town of Vail and its residents. Those projects would likely be significantly reduced in scope and possibly eliminated, if not funded in full by the Town of Vail. WQMAP and the cleanups would require adjustment to the geographical area covered by each, but both would continue.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

No

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

First time visitors, Returning guests, 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?

\$227,666

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

\$17,500

2. Please list your confirmed sponsors or partners.

Support for WQMAP comes from Eagle River Water & Sanitation District, Upper Eagle Regional Water Authority, Homestake Partners (Aurora and Colorado Springs), Vail Resorts, Battle Mountain, the Towns of Gypsum, Eagle, Avon, and Minturn, and the Colorado River Water Conservation District. Support for the Community Pride Highway Cleanup & Eagle River Cleanup comes from 24 local businesses, as well as Eagle County and the towns of Avon, Gypsum and Edwards Metro District. The Gore Creek Strategic Action Plan project is supported by the Colorado Water Conservation Board, a state agency.

3. Please explain the potential for additional sponsorships or partners.

Eagle River Watershed Council regularly looks for funding opportunities through foundation, corporate and government grants. The Watershed Council also fosters relationships with our Business Partner Program and donors to leverage additional support for projects, programs and events.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

Eagle River Watershed Council enjoys working in partnership with the staff at the Town of Vail on water quality monitoring, river restoration and protection projects. We commend the Town of Vail for your efforts to improve water quality and hope to continue this partnership which benefits not only the Town of Vail, but everyone downstream. The improvements in aquatic life scores in Gore Creek is exciting and must be attributed to these efforts. The work being done in Vail is being replicated by downstream communities with the help of the Watershed Council, thank you for leading the way on this important issue.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

BOD list 2020 Name Affil Joined City 7.13.2020.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

2020 Funding Use Report.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

- Eagle River Watershed Council Website: www.erwc.org
- 2019 Water Quality Report Card (product of WQMAP) <https://www.arcgis.com/apps/Cascade/index.html?appid=a60f25acb6a049f6842f575a17c37810>
- Eagle River Watershed Council YouTube Channel https://www.youtube.com/channel/UCAIcqsWaF5_pxaeiM3hoHrg
- Coverage of 26th Annual Eagle River Cleanup article: <https://www.vaildaily.com/news/different-circumstances-same-goal-eagle-river-cleanup-attracts-hundreds-of-volunteers/>

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

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

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

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.<---

Number

Linked Users

smith@erwc.org

Submission Date

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

Colorado Cert of Tax Exemption.pdf

Please upload course syllabus, class descriptions or program details.

Program Details 2021.pdf

Please upload event/program/organization budget.

2021 ERWC Funding Request budgets.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

BOD list 2020 Name Affil Joined City 7.13.2020.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

2020 Funding Use Report.pdf

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

cromer@vailvalleypartnership.com

What is the name of your organization?

EGE Air Alliance

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 Cash Contribution Requested

\$75,000

What is the name of your program?

EGE Air Alliance

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$75,000

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Chris Romer

Title of person completing the application

President & CEO

Provide name of person or entity to whom the funding check will be cut.

EGE Air Alliance

Mailing Address Street

28 Second Street, Suite 213

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

9704774016

Email address

cromer@vailvalleypartnership.com

Event/program and/or organization website

<http://flyvail.com>

Number of years organization has been in business

19

Organization's Mission Statement

To build a robust flight program at the Eagle County Regional Airport

Organization's Tax Status

Not-for-Profit (501C-6)

If applicable, please attach current State Department of Revenue Certificate with this application.

20131112530.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?

17

How does your request support item 1C of the Contribution Policy (See above)

The air service development program benefits the economic vitality of the Town of Vail. Guests utilizing the Eagle County Regional Airport stay longer, spend more, and have a higher likelihood of repeat visitation.

Please describe the location(s) of the event or program in previous years.

The Air Alliance contracts with airline partners for minimum revenue guarantee programs. These have supported nonstop air service from Phoenix, Washington DC, and Dallas (spring and fall) in the past.

Please provide a detailed description of the event/program and its activities.

As in prior years, the Alliance's funds will be used to attract new flight service, to provide continued support for developing markets as required, and we also continue working to secure long term funding.

- EGE Air Alliance continues to work with American Airlines to fill the fall and spring gaps in service to achieve daily year-round service to EGE from Dallas/Ft. Worth. Spring 2020 service was cancelled due to COVID and fall service is scheduled and loaded.
 - o We anticipate maintaining support for the year-round service in 2021
- EGE Air Alliance, in partnership with Volaire Aviation (air service consultant retained by Eagle County Regional Airport), is pursuing new carriers and new markets to the Eagle County Regional Airport to supplement and support our air service development goals. For example, we met with Southwest Airlines in January and continue to develop relations with airline partners such as Alaska.
 - o We hope to add new service from a new market and/or a new airline partner for the winter 2021-22 season

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 County Regional Airport, with visitors and second homeowners primarily utilizing services in Vail and Beaver Creek.

EVENT/PROGRAM INFORMATION

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

Air service benefits the local community and supports our tourism economy.

Brand Fit: How will your event or program support the Vail brand identity?

Ease of access to Vail is increasingly important as guests indicate that their likelihood to visit decreases significantly if they have to fly to Denver.

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

Air service at the Eagle County Regional Airport benefits the local community through convenience, and benefits our tourism and second homeowner community from a competitive standpoint.

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

Year-round air service to Dallas provides options for locals and visitors; new airline partners and new markets provide opportunity to grow our market share.

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

Increased access for visitors creates increased economic vitality to our resort communities.

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

Air service development does not directly benefit leadership skills.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

The primary benefit is the economic benefit of the airport and visitors who stay longer and spend more.

How will the event or program leverage media and attract donor and sponsorship support?

The EGE Air Alliance is funded by both public and private partners throughout the valley.

Please upload course syllabus, class descriptions or program details.

2021 funding request Vail.pdf

BUDGET

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

Are your books audited?

No

Describe how you will use the funds requested?

To attract new airline partners and new markets to fly into the Eagle County Airport.

Please upload event/program/organization budget.

EGE Air 2020 Budget (as of June 29) UPDATED FORECAST.xlsx

Who currently funds the event/program?

A variety of public (Eagle County, Beaver Creek, Avon, Gypsum, Eagle) and private partners

Who currently funds your organization?

A variety of public and private partners

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

18

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

We will work within the allotted budget; lower budget from partners will limit the number of new flight opportunities we have in the future.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

No

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

First time visitors, Returning guests, 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?

\$370,000

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.

Eagle County, Town of Avon, Beaver Creek Resort Company, Town of Eagle, Town of Gypsum, Vail Valley Partnership, and numerous private businesses.

3. Please explain the potential for additional sponsorships or partners.

We continue to pursue new private partners as EGE Air Alliance supporters.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

EGE Air Alliance Board of Directors (Proposed Terms).xlsx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

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

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Number

Linked Users

cromer@visitvailvalley.com

Submission Date

08/28/2020

Submission Date

08/28/2020

Submission Date

08/28/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

20131112530.pdf

Please upload course syllabus, class descriptions or program details.

2021 funding request Vail.pdf

Please upload event/program/organization budget.

EGE Air 2020 Budget (as of June 29) UPDATED FORECAST.xlsx

Organization rosters naming all officers, board of directors and respective positions as relevant

EGE Air Alliance Board of Directors (Proposed Terms).xlsx

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3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

All applications must be submitted by September 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

jk@highfivemedia.org

What is the name of your organization?

High Five Access Media

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 Cash Contribution Requested

\$112,000

What is the name of your program?

Community Access Media

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$103,000

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

J.K. Perry

Title of person completing the application

Executive Director

Provide name of person or entity to whom the funding check will be cut.

High Five Access Media

Mailing Address Street

PO Box 5600

City

Avon

State

Colorado

Zip Code

81620

Telephone number

970-949-5657

Email address

jk@highfivemedia.org

Event/program and/or organization website

highfivemedia.org

Number of years organization has been in business

37

Organization's Mission Statement

Our mission is to empower the local community, through media education and technology, to become civically engaged, express ideas, and advocate for causes.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

SOSCertStanding2020.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?

37

How does your request support item 1C of the Contribution Policy (See above)

High Five Access Media provides quality coverage, as well as television, internet and over-the-top (OTT) distribution of council meetings so residents and guests may become civically engaged in local government and issues affecting our community.

We also offer residents, students, nonprofits and government representatives media education, free equipment to checkout, and free channel (and internet) time, thus creating a vibrant and diverse opportunity for expression of speech on topics important to the community. We strive to create an access center commensurate with the high standards of the Town of Vail.

Please describe the location(s) of the event or program in previous years.

High Five Access Media is located in Avon. We provide residents of Vail program and education opportunities.

Please provide a detailed description of the event/program and its activities.

High Five Access Media offers several programs specific to the town of Vail that are funded through franchise fees provided by Comcast in return for using public rights-of-way:

Coverage of Vail Town Council. Meetings are shown live and replayed on local cable (Comcast) Channel 5 and on the internet at highfivemedia.org. Video is subsequently available on demand at the HFAM website. Live and on demand video also is available on Roku and Apple TV. This program requires funding for an operator, editing, cloud video distribution, related production equipment, and operation of the channel.

Community media access. HFAM conducts free basic video production workshops to Vail residents, nonprofits, and government representatives. Once participants complete a workshop, they may check out equipment at no cost to create video that exercises their right to free speech and is shared on a hyperlocal level with neighbors and guests on cable television and the internet. This program requires funding for both teachers, equipment for checkout, and operation of the channel.

Summer Youth Camp. HFAM holds a week-long, media-making camp for students ages 14 to 18. The goal is for youth to create media that gives voice to their viewpoints on issues that affect the community. The culmination of the camp includes a final video project on an issue decided upon and produced by students.

Coverage of Vail America Days Parade. HFAM provides live coverage on cable and highfivemedia.org of the parade from Lionshead. We also offer volunteer opportunities to community producers to get involved in the production.

In addition, High Five provides low-cost video production services to area nonprofits, so they might create videos that advocate for their cause.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

High Five Access Media is located in Avon. We produce video throughout the county, including Vail. We plan to partner with other entities in the coming years to offer our video production workshops at satellite locations in Vail and Avon, such as libraries and other public spaces.

EVENT/PROGRAM INFORMATION

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

Please see above "How does your request support item 1C of the Contribution Policy?"

Brand Fit: How will your event or program support the Vail brand identity?

Please see above "How does your request support item 1C of the Contribution Policy?"

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

High Five Access Media serves residents and guests with coverage of Town of Vail government meetings, and residents, students and nonprofits with access to media training, equipment, and cable access. Indirectly, this allows nonprofits that serve a larger market to leverage their message among residents and guests.

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

High Five is exploring a move to the valley floor near a bus route to better serve folks without vehicles. A location in town would also allow us to be publicly visible and within close proximity of capturing town-related content. This would require partnership with another entity, as the cost of being located on the valley floor is out of our grasp.

We also are in the process of expanding existing programs and offering new opportunities. These include a permanent youth program, satellite workshops throughout Vail and Avon, creating new workshops such as advanced camera operation, civic engagement and activism, TV studio production, and more. We have started to offer expanded coverage of community events aided by volunteer community producers, such as Vail America Days Parade, concerts, lectures and more.

We also hope to expand coverage to show on additional social media platforms, such as Youtube Live and Facebook Live. This might include council meetings and other town meetings and events.

High Five Access Media intends to roll out a new, more user-friendly and user-driven website in 2020 or 2021.

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

High Five Access Media provides an opportunity for residents to make their community strong by sharing their voice, ideas and passions with their neighbors in the hopes of creating a dynamic dialogue on the issues and values of our mountain community.

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

One of our goals as an access station is to o

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

Our vision is to empower all residents to express their right to free speech via media on a focused, hyper local platform. This levels the playing field so all voices may be heard and effect change that reflects their values.

How will the event or program leverage media and attract donor and sponsorship support?

Local media is what we do. We showcase our programs on cable, the internet and on emerging platforms.

In the coming years, one of our goals at High Five is to prove to the community our value as a neighbor through expanded opportunities and coverage that allows us to garner resources through fundraising and underwriting.

Please upload course syllabus, class descriptions or program details.

HFAM-Brochure.pdf

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?

Franchise fees passed along from Comcast subscribers fund equipment purchases and production of council meetings; free access for Vail residents to membership, basic media education, video production equipment and and cable and internet distribution of video. Funds also are used to purchase capital equipment or pay for ongoing costs for cablecast and webcast of programming to Comcast subscribers and and internet users, and support of all High Five Access Media programs, in-house productions, and more.

Please upload event/program/organization budget.

Budget2020.pdf

Who currently funds the event/program?

See below.

Who currently funds your organization?

The towns of Vail and Avon provide the bulk of contributions, although earned revenue through production services has become a greater percentage of our funding over the years. A small part of our budget is derived from membership fees, donations and underwriting.

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

45

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

Our ability to expand service to the community, at this crucial point of our organization, would be limited.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

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?

\$130,000

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.

Towns of Avon and Minturn, Vail Recreation District, Community of Eagle Vail, Eagle County Schools, and several local nonprofits.

3. Please explain the potential for additional sponsorships or partners.

As outlined above, one of our goals at High Five is to prove to the community our value as a neighbor through expanded education and volunteer opportunities, and coverage that allows us to garner resources through fundraising and underwriting.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

Thank you for your support of community access media for nearly four decades! We look forward to the future.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

HFAM_BOD.docx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

TOV_FundingRecap2020.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://www.highfivemedia.org/town-vail>

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

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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.<---

Number

Linked Users

info@highfivemedia.org

Submission Date

09/15/2020

Submission Date

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Submission Date

09/15/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

SOSCertStanding2020.pdf

Please upload course syllabus, class descriptions or program details.

HFAM-Brochure.pdf

Please upload event/program/organization budget.

Budget2020.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

HFAM_BOD.docx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

TOV_FundingRecap2020.pdf

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

nglass@evlt.org

What is the name of your organization?

Eagle Valley Land Trust

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 Cash Contribution Requested

\$7,500

What is the name of your program?

Eagle Valley Land Trust Programming Services to Town of Vail and its Residents and Guests

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$5,000

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Nancy Glass

Title of person completing the application

Stewardship Manager

Provide name of person or entity to whom the funding check will be cut.

Eagle Valley Land Trust

Mailing Address Street

PO Box 3016

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

8503841527

Email address

nglass@evlt.org

Event/program and/or organization website

www.evlt.org

Number of years organization has been in business

39

Organization's Mission Statement

Eagle Valley Land Trust protects forever the lands we love, to preserve our heritage, scenic beauty, recreational opportunities, and wildlife habitats, and to build a permanent legacy for future generations.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

05_EVLT 501c3 Determination Letter.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?

39

How does your request support item 1C of the Contribution Policy (See above)

EVLT's programs and services leverage the lands EVLT has helped the town conserve to provide a broad spectrum of benefits to the entire community of Vail. The Ptarmigan and Buffehr Creek parcels preserve public access to the Vail Hiking Trail and North Trails, respectively. East Vail Waterfall conserves riparian wildlife habitat and access to an iconic landmark and ice-climbing route in the Town of Vail. Meadow Creek and Potato Patch preserve important wildlife habitat and wildlife corridors.

The land EVLT has helped to conserve is a vital part of the town's infrastructure. Indeed, the Town of Vail has recently recognized this in its mission statement update by adding "...and preserve our surrounding natural environment." Supporting EVLT's programs described herein will support the benefits such open space infrastructure provides to the town's residents, visitors, and wildlife and will support the maintenance and growth of this infrastructure itself over time.

EVLT's programs services, mission, staff, and board directly support the Town's mission and help maintain its branding. Our work contributes to the community's reputation as the premier international mountain resort community by actively promoting the town's sustainable growth and supporting its vibrant, diverse economy and community. All citizens' and guests' experience of the Town of Vail is elevated because of EVLT's direct and ongoing contributions that have resulted in, and will protect, an abundance of recreational, cultural and educational opportunities.

Additionally, support of EVLT is responsive to the balanced approach to sustainability contained in the Town of Vail Action Plan goals. These goals call upon the council to "preserve our natural environment,....develop environmental programs that respect and preserve our natural environment, open spaces, and wildlife habitat" and "[collaborate] with community partners to develop programs and goals."

EVLT is the only nonprofit whose program services are dedicated to preserving the surrounding natural environment and wildlife habitat in the region. We hope the town will support the continuation and potential growth of such program services in the Town of Vail by joining the several other local communities that already provide EVLT funding for similar program services.

Please describe the location(s) of the event or program in previous years.

While some program services described herein relate specifically to East Vail Waterfall, Buffehr Creek, Ptarmigan, and Meadow Creek and Potato Patch, EVLT provides broader program services to other local municipalities that provide funding to EVLT.

Please provide a detailed description of the event/program and its activities.

EVLT provides services to the town through a variety of its programs. All these program services increase the town's capacity to provide a healthy environment, economy, and community for all of its residents visitors.

OUTREACH Programming: EVLT's outreach program services include its Community Land Connection (CLC) and Future Conservationists (FC) programs. These programs provide environmental conservation education to adults and youth, including guided hikes, restoration/wildlife habitat enhancement projects, and youth-focused curriculum. This year we partnered with the Betty Ford Alpine Gardens to lead two Harrington's penstemon hikes. In the past, CLC programs have taken place on town properties including the Meadow Creek Open Space and East Vail Waterfall Open Space in collaboration with town staff. This year our programming was reduced due to the public health guidelines. The CLC program consists of free guided hikes on publicly accessible conserved land. We work to partner with other non-profits and government agencies to highlight conservation efforts taking place in each community with whom we partner. The collaborative nature of this program increases awareness of ongoing conservation work throughout our community, highlighting our partners, while connecting people to local conserved open space. This series could take place on East Vail Waterfall, Buffehr Creek, Ptarmigan and/or the Meadow Creek conservation easements. Generally, the EVLT staff organizes the event and develops outreach and marketing materials to promote the event and highlight our partners.

With town support, EVLT will be able to continue to plan and execute CLC programming for residents and guests of the town. The town's contributions to preserving the natural environment would be highlighted to attendees and the town would continue to be invited to be a featured partner in each event.

FC is a program focused on partnering with local youth-serving organizations to connect youth to conserved land. We work with Walking Mountains Science Center, The Cycle Effect, Bright Future Foundation Buddy Mentors, and SOS Outreach and are looking to build additional relationships. EVLT staff meets with youth in the field on conservation easements and leads an engaging activity, focusing on the importance of preserving our natural environment. With town support, this program could be expanded to include more town organizations and properties.

These programs promote the town's environmental sustainability and Comprehensive Open Lands Plan goals, serving more members of the Vail community than could be provided by the town alone. Each program can serve up to 20 Vail residents and guests.

With support of the town, EVLT can continue to partner with the town and leverage conserved properties to provide CLC and FC programming annually, connecting residents of Vail to their local conserved public land and recognize the town's efforts to preserve the natural environment of the town.

LAND PROTECTION Programming: EVLT's land protection programming directly serves the Town of Vail by diligently and collaboratively seeking out and facilitating land conservation projects and holding conservation easements, where appropriate, on such properties. Without the land trust, the town would not otherwise own several parcels that promote the town's mission to protect the natural environment and an abundance of recreational, cultural and educational opportunities. In addition, EVLT works with private property owners within the town to conserve important parcels of open space such as a privately-owned conserved parcel in Potato Patch. These properties provide recreational access and protect scenic open space and important wildlife habitat and wildlife corridors. The Town of Vail's support will allow EVLT to maintain these program services and extend these benefits to more land in and around the town. For example, EVLT could continue to support town efforts to conserve additional open space priorities identified in the town's Comprehensive Open Lands Plan.

STEWARDSHIP Programming: EVLT must dedicate significant staff time to fulfilling its annual obligation to monitor all conserved properties, ensuring the recreational access, scenic open space, and important wildlife habitat and wildlife corridors are protected in perpetuity. Specifically, EVLT visits all conserved lands annually to inspect the condition of its plants/weeds, trails, riparian and wildlife habitat and much more. Extensive data is recorded and archived at each visit. Further, the visit helps us maintain strong relationships with landowners who are land conservation's best advocates.

EVLT stewardship programming staff provide a consistent resource to help the town with any issues discovered. EVLT consults with town staff and the council regarding open space conservation and stewardship issues upon request, providing support that the town would not otherwise have.

With support from the town, EVLT's stewardship programming will remain a robust resource for the Town of Vail, which will have a positive effect on land conservation and wildlife habitat for the entire community and its visitors.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

This is an application for funding of program services that have benefited the Town of Vail and that take place on a county-wide basis as organizational capacity permits.

EVLT is requesting funding from the Town of Vail for the program services described herein that directly serve the Town of Vail. EVLT has conservation easements on 36 properties throughout the county, we are required to monitor each property annually. We receive support from other municipalities and funders as noted herein to provide these program services.

EVENT/PROGRAM INFORMATION

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

EVLТ’s program services described herein protect the town’s future health by promoting sustainable growth while supporting its vibrant, diverse economy and community. EVLT’s programs preserve the town’s natural environment, which in turn drive the Town of Vail’s recreation-based economy, making the Town of Vail the premier international mountain resort community. All citizens and guests experience of this exceptional place is enhanced because of EVLT’s direct and ongoing contributions that have resulted in, and will protect, an abundance of recreational, cultural and educational opportunities.

Brand Fit: How will your event or program support the Vail brand identity?

The Town of Vail’s world-class natural resources, scenic vistas, open spaces, and recreational opportunities are the foundation of the town’s economy and brand identity. EVLT’s program services protect these values and are directly in line with Vail’s brand. EVLT is the only nonprofit dedicated primarily to preserving the region’s natural environment. Our program services ensure the long-term viability of the Town of Vail brand.

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

EVLТ utilizes print and social media to highlight our programs and services and the preservation of the natural environment in the Town of Vail in our outreach to visitors and community members. Additionally, we utilize targeted mailing and emails to invite visitors and community members to participate in our programs. Community Land Connection Series events attract repeat participants, visitors and community members. For Future Conservationist programs, we partner with other youth-focused organizations that attract target markets of both visitors and community members. EVLT works in collaboration with Town of Vail staff to promote all of its program services.

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

EVLТ would continue to support town efforts to protect existing open space and to conserve additional open space priorities identified in the town’s Comprehensive Open Lands Plan. EVLT would continue to pursue the preservation of other properties in and around the town that protect important wildlife habitat like Battle Mountain and the East Vail property (or a portion thereof).

EVLТ staff develops curriculum for Community Land Connection Series events and Future Conservationists programs. We utilize best practices to update our curriculum based on the interests of participants. We partner with diverse organizations to deliver fresh content. We will coordinate with the Town of Vail about delivering information to highlight the town’s efforts

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

EVLТ’s land protection efforts create an atmosphere of vitality through new open space which is reason for community celebration. Community Land Connection Series events promote an atmosphere of vitality, fun and celebration by incorporating interesting partnerships and information about local flora and fauna. Future Conservationists programs promote an atmosphere of vitality, fun and celebration by fostering creative play outside in nature for children.

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

EVLТ programming enhances Leadership Skills locally by engaging local leaders in the Town of Vail in the conservation of local open spaces. EVLT is a national leader in the Land Trust community, as one of the first Land Trusts to be accredited by the national Land Trust Alliance. This program enhances the Town of Vail’s international leadership by helping it achieve world-class natural resource stewardship initiatives.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

EVLТ programs build lasting community involvement opportunities and benefit by ensuring that East Vail Waterfall, Buffehr Creek, Ptarmigan, Meadow Creek and Potato Patch parcels will be conserved forever for the benefit of this and future generations of Vail residents and guests. From community hikes to volunteer restoration projects, these properties and additional conserved properties will continue to provide opportunities in perpetuity.

EVLТ Outreach programs build community and appreciation for open space in the Town of Vail. These programs connect people to each other and to their local conserved lands. The lasting community involvement opportunity and benefit is that participants will be connected to their local open spaces and therefore more likely to protect them.

How will the event or program leverage media and attract donor and sponsorship support?

EVLТ has a robust social media, outreach, and local media program targeted at engaging locals and guests with our local protected open spaces, which has repeatedly demonstrated success in galvanizing donors and corporate sponsors. EVLT’s events are enthusiastically supported by all sizes of local, statewide, and national businesses. EVLT’s land protection, stewardship, and outreach programs are well documented and marketed through social media, newsletters, the Vail Daily, and a variety of other mediums. With the town’s support, these resources can be maintained and enhanced, showcasing the town’s efforts to deliver upon the town’s mission.

Please upload course syllabus, class descriptions or program details.

Too Close for Comfort Curriculum.pdf

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?

EVLTL requests \$7,500 to support our program services to the community.

a. \$1,000 will be used in marketing our program services, showcasing the Town of Vail

b. \$3,500 will be used for the preparation and execution of outreach programming that promote sustainability goals and mission of the town and that may include CLC and FC programming and volunteer projects.

c. \$3,000 will be used pursue conservation projects collaboratively with the town and maintain a robust stewardship program that protect the Town of Vail's brand. New conservation projects could include projects like the permanent protection of Battle Mountain, the East Vail property (or a portion thereof) or, those contained in the Comprehensive Open Lands Plan.

Please upload event/program/organization budget.

EVLTL Program Services Budget 2021.pdf

Who currently funds the event/program?

EVLTL makes the same request of the Town of Gypsum and has received \$7,500 per year in recent years. Gypsum has 2 conservation easements within the town boundaries. Similarly, EVLTL has recently received \$5,000 per year from the Town of Eagle, which has 5 conservation easements within the town boundaries. The remainder of EVLTL's program services are funded as noted below.

Who currently funds your organization?

EVLTL funding is provided by individual donors as well as by corporate and foundation grants and donations.

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

2

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

I was not able to enter the percentage of the total event budget being requested...EVLTL is asking the Town of Vail to fund approximately 2% of its county-wide budget for the program services described.

With rising costs and increased demands for our program services throughout our service area, EVLTL needs the Town's support to provide these program services to the town. With the support of a Town of Vail Community Grant, EVLTL will be able to continue and potentially expand our program services to and support of the Town of Vail in the future. Without such support, the program services described herein will decline.

At a minimum, EVLTL will continue to fulfill its legal obligation to monitor EVLTL's conserved properties within the Town of Vail.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

No

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

First time visitors, Returning guests, 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?

\$25,000

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

\$20,000

2. Please list your confirmed sponsors or partners.

Town of Gypsum, Town of Eagle, Town of Avon, WMSC, The Cycle Effect, Betty Ford Alpine Gardens, Bright Futures, Eagle Valley Outdoor Movement, Alpine Bank, Colorado Parks and Wildlife, Vail Resorts Epic Promise, Eagle County, Great Outdoors Colorado

3. Please explain the potential for additional sponsorships or partners.

EVLTL continually strives to create new partnerships and foster new sponsorships. There are sponsorship opportunities available for specific projects, programs, and events as well as partnership opportunities that can help enhance programming, reach new audiences, and help create conservation impact.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

No

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Organization Board and Staff List.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

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

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Number

Linked Users

nglass@evlt.org

Submission Date

Submission Date

Submission Date

09/28/2020

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If applicable, please attach current State Department of Revenue Certificate with this application.

05_EVLT 501c3 Determination Letter.pdf

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EVLT Program Services Budget 2021.pdf

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Organization Board and Staff List.pdf



Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248164828

July 19, 2012 LTR 4168C E0

74-2205958 000000 00

00022428

BODC: TE

EAGLE VALLEY LAND TRUST
PO BOX 3016
EDWARDS CO 81632-3016



037707

Employer Identification Number: 74-2205958
Person to Contact: Tonya Morris
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your July 10, 2012, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in October 1981.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

hhickson@eaglevalleychildcare.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 Cash Contribution Requested

\$60,000

What is the name of your program?

Vail Child Care and Miler Ranch Child Care Centers

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$55,000

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Holly S Hickson

Title of person completing the application

Executive Director

Provide name of person or entity to whom the funding check will be cut.

PO Box 1700

Mailing Address Street

PO Box 1700

City

Vail

State

Colorado

Zip Code

81658

Telephone number

9709262501

Email address

hhickson@eaglevalleychildcare.org

Event/program and/or organization website

<http://www.eaglevalleychildcare.org>

Number of years organization has been in business

20

Organization's Mission Statement

The Eagle Valley Child Care Association aims to provide high quality early learning programs to the children of Eagle County by:

Providing a developmentally appropriate, discovery based learning environment that meets the needs of every child's healthy cognitive, language, motor, social and emotional development

Providing supportive parenting guidance to every family enrolled in our programs

Providing the business community with a way to assure quality care for their employees through our Business Partner program

Organization's Tax Status

Not-for-Profit (501C-6)

If applicable, please attach current State Department of Revenue Certificate with this application.

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?

20

How does your request support item 1C of the Contribution Policy (See above)

The Eagle Valley Child Care Association aims to provide high quality early learning programs to the children of Eagle County by:

Providing a developmentally appropriate, discovery based learning environment that meets the needs of every child's healthy cognitive, language, motor, social and emotional development

Providing supportive parenting guidance to every family enrolled in our programs

Providing the business community with a way to assure quality care for their employees through our Business Partner program

Please describe the location(s) of the event or program in previous years.

Vail Child Care Center 2109 Zermatt Lane Vail CO 81658

Miller Ranch Child Care Center 0025 Mill Loft Street Edwards CO 81632

Please provide a detailed description of the event/program and its activities.

We provide high quality early care and education for Town of Vail Employees and Vail Valley families for children from eight weeks up to five years eleven months of age. Our program has three licensed classrooms in Vail and an additional six licensed classrooms in Edwards serving 114 families between our two schools.

We are currently the only licensed child care providing early care and education services for children under 12 months of age in 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.

We opened our second school in Edwards CO due to a high demand for care and a lack of available space in Vail.

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.

EVCCA FACT SHEET 2020.doc

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.

EVCCA August 2020 Financials.pdf

Who currently funds the event/program?

Parent tuition dollars, CO Child Care Assistance Program, Buell Foundation, Eagle County Early Childhood Services and business partnerships with the Town of Vail and Vail Health

Who currently funds your organization?

see above

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?

Without the funding we will need to either reduce our number of teaching staff or raise tuition which will reduce the number of children we are able to serve.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

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

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

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.

EVCCA has written and been awarded several grants during the COVID outbreak. We received PPP funding and EDIL funding from the Small Business Administration and a \$25000 grant from the United Way. We have also received grant dollars from the Buell Foundation, Vail Valley Cares and Vail Valley Foundation. We are actively seeking donations and grant opportunities.

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

Board List 2020 (1).docx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

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

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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.<---

Number

Linked Users

hhickson@eaglevalleychildcare.org

Submission Date

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

Please upload course syllabus, class descriptions or program details.

EVCCA FACT SHEET 2020.doc

Please upload event/program/organization budget.

EVCCA August 2020 Financials.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

Board List 2020 (1).docx

Town of Vail 2021 Annual Council 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 September 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.

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GENERAL INSTRUCTIONS:

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Email contact

ernest@vvmta.org

What is the name of your organization?

Vail Valley Mountain Trails Alliance

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 Cash Contribution Requested

\$10,000

What is the name of your program?

Eagle County Trail Fund - AAT and WTA Programs

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$5,100

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Ernest Saeger

Title of person completing the application

Executive Director

Provide name of person or entity to whom the funding check will be cut.

PO Box 3986

Mailing Address Street

PO Box 3986

City

Avon

State

Colorado

Zip Code

81620

Telephone number

6077780337

Email address

ernest@vvmta.org

Event/program and/or organization website

vvmta.org

Number of years organization has been in business

9

Organization's Mission Statement

The VVMTA's mission is to maintain, educate, advocate for, and build sustainable non-motorized soft surface trails while conserving the natural environment of Eagle County and our public lands.

The VVMTA is the leading advocate for soft surface trails in Eagle County, CO. The VVMTA's vision is the creation of a sustainable multi-use soft surface trail network connecting communities and neighborhoods from Vail Pass to Basalt. We promote stewardship of our public lands, sustainable trail building practices and a balance between recreation and conservation. The VVMTA maintains that trails contribute to the quality of life and economic vitality of the community.

The VVMTA manages trail advocacy programs, coordinates and trains volunteers, educates outdoor recreational users, organizes events, and contributes its talents, guidance and time to support local land managers in various soft surface trail initiatives.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

Certificate of Registration 7:20.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?

5

How does your request support item 1C of the Contribution Policy (See above)

VVMTA's programs directly contribute to the Town of Vail's mission and each of the four main strategies in the Council Action Plan: Community, Economy, Experience, and Sustainability. Our Adopt A Trail (AAT) and Wildlife Trail Ambassador (WTA) programs include volunteers from businesses and residents of the Town of Vail, provide economic vitality through outdoor recreation tourism, enhance the experience of trail users, and maintain, educate, and advocate for sustainable trails and conservation.

Please describe the location(s) of the event or program in previous years.

The Adopt A Trail program includes twelve (12) trails adopted by sixteen (16) teams that are connected to the Town of Vail. These include East Vail trailheads (Pitkin, Gore, Deluge, Booth, etc), North Trail, Son of Middle Creek, Lost Lake, Two Elk, Buffehr, and more.

The Wildlife Trail Ambassador program includes volunteers stationed at seasonal closed trails including North Trail, Son of Middle Creek, Buffehr Creek, and Two Elk.

Please provide a detailed description of the event/program and its activities.

It was very apparent and obvious that trails and outdoor recreation were more important than ever during the pandemic. They provided an escape to improve our physical and mental health. The number of new trail users this year will undoubtedly carry over to next year and future years. This will require increased trail maintenance and education on trail etiquette and leave no trace principles. Our programs perform both of these activities and ensure that the trial experience for both guests and locals in Vail remain world class.

Adopt A Trail:

The Adopt A Trail (AAT) program is made up of volunteers and is a way that local organizations can help maintain and monitor local trails. AAT was originally formed in 2016 to address the lack of trail maintenance due to the declining resources of our local Forest Service Ranger District. AAT represents a melting pot collection of the Eagle County community. The organizations involved have backgrounds in hospitality, medicine, retail, government, restaurants, social clubs, athletic training, families, and repair/rental shops. The program continues to grow from 30 teams and trails in 2016, 40 in 2017, 46 in 2018, 53 in 2019, to 69 in 2020. Specifically in Vail, AAT teams include the Town of Vail, Vail Public Safety, ERWSD, Eagle Summit Wilderness Alliance, Venture Sports, Vail Rec District, and more. Besides volunteer trail maintenance, the program encourages trail users to become trail stewards who will benefit the overall sustainability of our trails and natural environment for years to come.

Wildlife Trail Ambassador Program:

In the Spring of 2018, the VVMTA and it's Adopt A Trail program launched the Wildlife Trail Ambassador program. The VVMTA recognized the need to be the leaders in proactively approaching the education and communication surrounding seasonal trail closures to protect wildlife and our trails. With this, the Wildlife Trail Ambassador program was launched. The Ambassadors' duties include:

Enforce seasonal trail closures by actively being positioned at trailheads

Education to trail users about the reasons for seasonal trail closures

Education to trail users about local flora and fauna

Education and communication spreading Leave No Trace Principles

Actively engage local businesses and hotels to help spread the word to our Valley's visitors

The Wildlife Trail Ambassador program began to focus on spring seasonal wildlife closures to protect the mule deer and elk calving seasons. Upon the great success in the Spring, the program expanded to cover our winter seasonal closures to ensure elk and deer were not disturbed in their important winter habitat.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

Yes, the AAT and WTA programs include trails on Forest Service and BLM land throughout all of Eagle County. Trails adopted in other municipalities include Minturn, Avon, EagleVail, Edwards, and Eagle.

EVENT/PROGRAM INFORMATION

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

Community: Recruit, train, and educate volunteers of both residents and business within the Vail community.

Economy: Promote Vail's world class trails to attract visitors and locals to Vail where they will inevitably shop, eat, drink, and/or stay.

Experience: Maintain trails and support our wildlife population to create a world class trail use experience through outdoor recreation

Sustainability: Create hundreds of trail and outdoor recreation focused stewards to actively conserve our natural environment.

Brand Fit: How will your event or program support the Vail brand identity?

Vail's mission is to be the premiere international resort community. Vail's brand is based off this mission by providing the highest quality sustainable service and experiences that anyone can find around the world. Our AAT and WTA programs support the brand through increasing trail user experiences, supporting wildlife population, and balancing recreation and conservation efforts.

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

Community members are our volunteers and volunteers are our backbone. They are the boots on the ground executing trail maintenance and trail educational programs. These efforts are a direct benefit to the visitors who come to Vail to enjoy trails and the natural environment.

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

Both the AAT and WTA programs continue to grow year over year. With the growth of visitors, population, and trail users during the pandemic it is ever more important to manage trails and wildlife in Vail. Due to this there will continue to be new and rewarding volunteer opportunities for both of these programs

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

AAT trail maintenance days do not only provide rewarding tangible results through trail maintenance. Trail work days are social events with friends, colleagues, and families. Teams are encouraged to build and strengthen relationships through this program. Additionally, we provide annual free social events for all teams to attend and celebrate the program's accomplishments.

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

Both the AAT and WTA programs enhance leadership skills through education. Education about seasonal closures, leave no trace principles, sustainable trail maintenance techniques, and trail etiquette are taught to each volunteer in these programs. The volunteers in these programs become stewards of trails and our environment, passing on their knowledge to their children, friends, acquaintances, and colleagues.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

A sustainable, well maintained trail experience for locals and visitors to enjoy for many years in the future. Additionally, the WTA keeps trail users off of seasonal closed trails to ensure wildlife can thrive and survive during the critical winter, migration, and calving seasons.

How will the event or program leverage media and attract donor and sponsorship support?

Both programs regularly are promoted through social media, newsletters, local radio stations, Vail Daily, and local magazines. This media coverage of our boots on the ground efforts attracts additional support.

Please upload course syllabus, class descriptions or program details.

2019 End of season report (2).pdf

BUDGET

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

Are your books audited?

No

Describe how you will use the funds requested?

Funds requested will provide on the ground support through tools, training, and marketing/promotional materials to communicate volunteer opportunities and educate the public about seasonal closures, leave no trace principles, and trail etiquette.

Please upload event/program/organization budget.

VVMTA Budget _ 9.15.20.pdf

Who currently funds the event/program?

National Forest Foundation grant, local municipalities, and private donors

Who currently funds your organization?

Local municipalities, private donors, memberships, and events

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

10

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

Our budget has been hit hard during the pandemic, which unfortunately does not match the increase in trail users. We need to secure funding to continue these important programs to keep up with the increased trail use and important need to educate new trail users.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

No

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

First time visitors, Returning guests, 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?

\$50,000

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

\$500

2. Please list your confirmed sponsors or partners.

National Forest Foundation

Town of Avon

Eagle County

Town of Minturn

Vail Rec District

Berry Creek Metro District

Singletree Property Owners Association

Forest Service Eagle-Holy Cross Ranger District

Slifer Smith Frampton Foundation

Town of Eagle

Bureau of Land Management

Mountain Recreation

Holy Cross Energy

Xcel Energy

Sunrise Minturn

Vail Tax & Accounting

Venture Sports

High Gear Cyclery

East West Partners

Shop & Hop

Kind Bikes & Skis

Ski Town All-Stars

Vail Health

3. Please explain the potential for additional sponsorships or partners.

It is a tough time to ask for dollars from businesses and municipalities and we try to only ask for what is absolutely needed to fund our programs. We are always looking for additional partners through private donations, our business partnership program, and our 1% for Trails program. We believe the more impactful projects we can execute on the ground, the more the potential for partnerships to increase.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

2020 was a challenging year for all. Our AAT and WTA programs were put on hold this spring due to the pandemic. Normally, the programs begin in April and this year they did not begin until early June. This was very unfortunate because the number of trail users during this time significantly increased. Additionally, and unfortunately, the number of trail users breaking seasonal wildlife closures also increased during this time.

Over \$10,000 in volunteer dollar hours were executed on trails in/connected to the Town of Vail in 2020. In addition, the VVMTA led the planning, fundraising, and build of Phase 1A and 2B of the Minturn Bike Park.

The Minturn Bike Park is a free and open to the public amenity that has already been drawing Vail residents and guests. It benefits our entire community and even more so the Vail guest who is looking for a free outdoor recreation activity for kids and the whole family.

See below stats:

Adopt A Trail - Town of Vail Specific Data - as of 9/8/20

12 trails in/connected to the Town of Vail

117 volunteers (not unique)

401 hours x \$25.43 = \$10,197.43 in volunteer dollars performed.

48 miles

29 corridor cleared

24 trees removed

118 drainage structures cleared/created

800 feet of trail restoration

18 lbs of trash removed

13 social trails closed

Total AAT Program Stats (as of 9.8.20)

59 trails

647 volunteers

2141 hours = \$54,445.63

192.73 miles of trail covered in Eagle County

Trail Ambassador - Town of Vail Specific Data - 2020

11 volunteers

16 hours x \$25.43 = \$406.88 in volunteer dollars performed.

134 people season at closed trailheads

32 seen on seasonal closed trails

Minturn Bike Park

Free and open to the public bike park that accommodates all ages, demographics, and ability levels.

Specifically built for kids and families

VVMTA spent \$80,000 from own reserves to build Phase 1A and 2A in 2020. Additional funding was received from business/public donations (\$50k) and the Town of Minturn (\$47k). In-kind donations far exceeded \$400,000.

Bike Park is seeing average of 1,113 rides per day since opening on August 29, 2020

Economic driver for not only Minturn but for Vail and our surrounding communities

Advocacy, Committees, and Involvement:

In addition to these programs and projects, the VVMTA is actively involved in community efforts such as East Vail trail planning/committee and the Community Wildlife Roundtable including the Education/Outreach, Habitat Management, Funding, and Recreation committees.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

VVMTA Board of Directors List.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

TOV 2020 Recap.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://www.vvmta.org/>
<https://www.vaildaily.com/news/minturn-bike-park-grand-opening-celebrates-incredible-story-behind-the-effort/>
<https://www.vvmta.org/adoptatrailteams/>
<https://www.vvmta.org/adoptatrail/>
<https://www.vvmta.org/wildlifetrailambassadors/>
<https://www.vailmag.com/news-and-profiles/2020/07/who-will-save-this-animal>
https://www.youtube.com/watch?time_continue=4&v=IYm99GzLH_k
<https://trailrunner.com/trail-news/how-one-county-in-colorado-is-elevating-the-standard-for-trail-love/>
<https://www.vaildaily.com/news/adopt-a-trail-ambassador-program-seeks-volunteers-to-build-public-awareness-about-wildlife/>
<https://www.vaildaily.com/news/vail-valley-trail-stewardship-group-starts-season-with-new-name-executive-director/>
<https://www.vaildaily.com/entertainment/adopt-a-trail-program-expands-adds-ambassadors-education-programs/>
<https://www.vaildaily.com/entertainment/trail-ambassador-program-a-new-effort-designed-to-enforce-closures-now-recruiting-volunteers/>
<https://www.facebook.com/ecadoptatrail/>
<https://www.facebook.com/ecadoptatrail/videos/305417680056187/>
[https://www.highfivemedia.org/show/wildlife-closures?
fbclid=IwAR1737Lmt1SR3xAlwJWHJm8T3qovrKf50zW8pCERfcZke15JrApNMGkSQrM](https://www.highfivemedia.org/show/wildlife-closures?fbclid=IwAR1737Lmt1SR3xAlwJWHJm8T3qovrKf50zW8pCERfcZke15JrApNMGkSQrM)
<https://www.instagram.com/ecadoptatrail/>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
TOV AAT Photos.pdf

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

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

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Number

6,077,780,337

Linked Users

ernest@vvmta.org

Submission Date

09/30/2020

Submission Date

09/30/2020

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

Certificate of Registration 7:20.pdf

Please upload course syllabus, class descriptions or program details.

2019 End of season report (2).pdf

Please upload event/program/organization budget.

VVMTA Budget _ 9.15.20.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

VVMTA Board of Directors List.pdf

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TOV 2020 Recap.pdf

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

TOV AAT Photos.pdf

2021 Annual Contribution: Friends of Mountain Rescue (FMR) in Support of Vail Mountain Rescue Group (VMRG) Jennifer Holzworth

Town of Vail 2021 Annual Council Contribution Request

CONTRIBUTION POLICY

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2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

jenniferholzworth@gmail.com

What is the name of your organization?

Friends of Mountain Rescue (FMR) in Support of Vail Mountain Rescue Group (VMRG)

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 Cash Contribution Requested

\$17,420

What is the name of your program?

Rigging for Rescue Fundamentals and Advanced Clinics

Is this a new event or program?

Yes

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Jennifer Holzworth

Title of person completing the application

Board Member in Charge of Fundraising

Provide name of person or entity to whom the funding check will be cut.

Friends of Mountain Rescue

Mailing Address Street

P.O. Box 1094

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

970-470-9075

Email address

jenniferholzworth@gmail.com

Event/program and/or organization website

vailmountainrescue.org

Number of years organization has been in business

13

Organization's Mission Statement

Friends of Mountain Rescue was established to raise and manage money to ensure that VMRG has the resources to maintain a highly trained and equipped search and rescue function.

Vail Mountain Rescue Group exists to save lives by providing backcountry search and rescue, as well as public education on backcountry safety. The group is responsible for all search and rescue operations in the unincorporated areas of Eagle County.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

EVENT/PROGRAM DESCRIPTION

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

New

How does your request support item 1C of the Contribution Policy (See above)

VMRG's search and rescue capability meets the Town of Vail's mission of providing citizens and guests with exceptional services and an abundance of recreational opportunities.

VMRG has needed its skills in Ropework on many occasions near Vail. This has included assisting the Fire Department with auto/truck accident victims where vehicles have fallen over the edge of I- 70 by as much as 100 feet.

Please provide a detailed description of the event/program and its activities.

2 Clinics consisting of five days of intensive Instructor-Level Rope Rescue Techniques and Principles. The training will cover 10 participants in each of the clinics. Additionally, VMRG will hold two slots per class for interested Vail Fire participants.

The clinics explore, in great depth and breadth, the topics and techniques for effectively conducting sound rope rescue operations. This offering will emphasize development of exceptional fundamental skills while maintaining the sought-after Rigging for Rescue curriculum flexibility. By tailoring the seminar content to the group at hand (basic or advanced), the material presented is well-focused and applicable to the participants needs.

A heightened level of understanding comes from critical thinking and systems analysis – two hallmark traits of all Rigging for Rescue seminars. As educators in the craft, the instructors will explain and demonstrate both the how's and the why's behind the systems and devices recommended.

Each day will be a combination of lectures, demonstrations and discussions, along with practical hands-on field sessions. Participants can expect a dynamic training environment that fosters improved decision-making, as well as development of fundamental tactile skills.

The clinic topics may include:

- litter handling techniques
- patient packaging strategies
- new devices in rope rescue
- misconceptions about rope stretch and peak force
- useful physics principles in rope rescue
- how self-equalizing anchor systems can be a misguided approach
- rescue belay devices and techniques
- why many commonly used belay techniques are actually unsuitable for rescue-sized loads
- efficient and effective raising and lowering systems
- backcountry rope rescue techniques and procedures
- simple, compound, and complex pulley systems
- effective strategies for managing command and communication
- ongoing research and testing results from the drop tower and slow pull machine
- advanced techniques; such as highline, guideline, and use of high directional
- other topics based on participant needs

The above list is not exhaustive, nor is it a checklist. One of the hallmark traits of a Rigging for Rescue program is the flexible curriculum. Specific techniques and topics covered are influenced by the overall participant mix and their interests. Each Rigging for Rescue seminar or workshop is a custom experience.

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 classroom training will be held at VMRG cache location in Edwards and the field exercises will be in Eagle County based on technical rigging goals.

EVENT/PROGRAM INFORMATION

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

High and low angle technical rope rescues are a reality in Vail and Eagle County. A recent example is the Red Sandstone mission in November 2019 when Vail Fire and VMRG worked closely together to rescue a stranded woman off a steep, snow covered cliff face. Other examples in East Vail include a semi-truck over a steep edge off I-70 and an ice climbing mishap in the Rigid Designator Amphitheatre climbing area. These types of missions require technical rope skills and recurring training to successfully execute in a safe manner.

VMRG internally trains on these skillsets throughout the year; however, outside experts, such as Rigging for Rescue, provide valuable insight and an independent evaluation of team and individual skill competency. The instructors fill in knowledge gaps and keep the team focused on safe, effective rope techniques and procedures. This allows our team to move forward in the very technical rope rescue skillsets.

VMRG understands the importance of working closely with other agencies, and invites Vail Fire to also send participants to the class. VMRG will hold a limited number of slots in the training clinics for interested participants. This gives VMRG and Vail Fire the opportunity for technical crosstalk and sets the stage for more effective future mission execution involving the two organizations.

Brand Fit: How will your event or program support the Vail brand identity?

VMRG's search and rescue capability supports the Town of Vail's brand identity in that it provides a safety net for residents and visitors. It allows them to enjoy the bountiful recreational and cultural opportunities that are available and experience a quality of life that provides alpine living at its best.

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

Not applicable.

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

Not applicable.

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

Not applicable.

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

Not applicable.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

VMRG's search and rescue capability provides a safety net for residents and visitors. It allows them to enjoy the bountiful recreational and cultural opportunities that are available and experience a quality of life that provides alpine living at its best.

High and low angle technical rope rescues are a reality in Vail and Eagle County. A recent example is the Red Sandstone mission in November 2019 when Vail Fire and VMRG worked closely together to rescue a stranded woman off a steep, snow covered cliff face. Other examples in East Vail include a semi-truck over a steep edge off I-70 and an ice climbing mishap in the Rigid Designator Amphitheatre climbing area. These types of missions require technical rope skills and recurring training to successfully execute in a safe manner.

VMRG internally trains on these skillsets throughout the year; however, outside experts, such as Rigging for Rescue, provide valuable insight and an independent evaluation of team and individual skill competency. The instructors fill in knowledge gaps and keep the team focused on safe, effective rope techniques and procedures. This allows our team to move forward in the very technical rope rescue skillsets.

How will the event or program leverage media and attract donor and sponsorship support?

Not applicable.

Please upload course syllabus, class descriptions or program details.

Rigging for Rescue Class Description.docx

BUDGET

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

Are your books audited?

No

Describe how you will use the funds requested?

VMRG requests funding from the Town of Vail to provide basic and advanced rope rigging (technical rope rescue) clinics during Summer 2021 (July/August timeframe). The training will cover 10 participants in each of the clinics for a total cost of \$17,420. Additionally, VMRG will hold two slots per class for interested Vail Fire participants. We are attaching the budget for one of the 2 clinics. The budget is the same for each clinic, however, one clinic is for a Fundamentals course and the other for an advanced Operational Leadership course. Note that the normal on-site courses are over \$1,100 per person but Rigging for Rescue has provided a discount.

Please upload event/program/organization budget.

Rigging for Rescue Quote - 1 clinic.pdf

Who currently funds the event/program?

Funding in the past has come from general funds.

Who currently funds your organization?

Funding comes from donations and in-kind assistance. Donations come from many organizations including businesses and governments in addition to many individuals and foundations. A detailed list is available if requested. Significant In-Kind donations come from Eagle County Sheriff Department, Ambulance District and High Altitude Aviation Training Center in Gypsum (HAATS). There is no charge to those who are rescued. All costs are covered by the fundraising efforts of FMR and VMRG. It is universally believed that such charges would in some cases discourage a victim from calling for help until it is too late. This is consistent with the policies of the National Search and Rescue Association (NASAR), of which VMRG is a member. Many persons rescued do make donations to support VMRG moving forward. Insignificant funding comes from State fishing and hunting licenses or CORSAR card purchases. Those revenues are allocated to county sheriffs for extraordinary search and rescue costs, not for regular operating expenses.

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

100

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

Without full funding, it may not be possible to conduct the full training this year. Potentially fewer VMRG members would be able to be trained or other programs would be forfeited.

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 2021?

No

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

First time visitors, Returning guests, 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?

\$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.

Not applicable.

3. Please explain the potential for additional sponsorships or partners.

We are not currently requesting funding for this event from other sponsors or partners.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

VMRG members frequently put their safety at risk while performing rescues. This training will provide the skills needed to protect themselves while assisting lost and/or injured parties.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

FMR Board of Directors.docx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

Report on Previous TOV Funding.docx

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

VMRG website: <https://vailmountainrescue.org>

Rescue videos: <https://vailmountainrescue.org/videos/>

Facebook: <https://www.facebook.com/VailMountainRescueGroup/>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
2019 Mission Summary copy.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Photos of Previous Rope Training.docx

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

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.<---

Number

Linked Users

jenniferholzworth@gmail.com

Submission Date

Submission Date

Submission Date

09/30/2020

2021 Annual Contribution: File Attachments

Please upload course syllabus, class descriptions or program details.

Rigging for Rescue Class Description.docx

Please upload event/program/organization budget.

Rigging for Rescue Quote - 1 clinic.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

FMR Board of Directors.docx

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

Report on Previous TOV Funding.docx

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

2019 Mission Summary copy.pdf

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

Photos of Previous Rope Training.docx

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

sheri@mybrightfuture.org

What is the name of your organization?

Bright Future Foundation for Eagle County

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 Cash Contribution Requested

\$100,000

What is the name of your program?

BrightHouse

Is this a new event or program?

Yes

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Sheri Mintz

Title of person completing the application

Chief Executive Officer

Provide name of person or entity to whom the funding check will be cut.

Bright Future Foundation

Mailing Address Street

PO Box 2558

City

Avon

State

Colorado

Zip Code

81620

Telephone number

9707637203

Email address

sheri@mybrightfuture.org

Event/program and/or organization website

www.mybrightfuture.org

Number of years organization has been in business

36

Organization's Mission Statement

Making Futures Bright: Changing lives for survivors of domestic violence and sexual abuse.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

BFF_CERT_GS_D.pdf

EVENT/PROGRAM DESCRIPTION

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

New

How does your request support item 1C of the Contribution Policy (See above)

In alignment with the Town of Vail, Bright Future Foundation is committed to the health and safety of our resort community.

Domestic violence is prevalent in every community and affects all persons regardless of age, socioeconomic status, sexual orientation, gender, race, religion or nationality. According to the National Coalition Against Domestic Violence, nearly 20 people per minute are physically abused by an intimate partner in the United States. This equates to more than 10 million men and women each year. 1 in 5 women and 1 in 59 men is raped during his or her lifetime. Eagle County experiences a high incidence of domestic violence and sexual assault. In 2018, Colorado courts documented 127 filings for domestic violence and 36 filings for harassment (Colorado Courts Judicial Branch). In addition, there were 62 incidents of non-consensual sex offenses registered by the law enforcement agencies within our community in 2019 (Colorado Crime Statistics, 2019).

Bright Future Foundation has had the honor of providing compassionate, professional services for victims of violence and their families for over 35 years. Our mission is "Making Futures Bright: changing lives impacted by domestic violence and sexual assault." As Eagle County's only community-based victim service agency, Bright Future aspires to break the generational cycle of violence and create a pathway to safety and security through the provision of holistic-based programs. We accomplish our mission by employing proactive and culturally-sensitive services including: a 24/7 crisis hotline, emergency shelter (presently the Freedom Ranch Safehouse), Rapid ReHousing and housing stabilization services, advocacy, case management, trauma-informed counseling, legal services, youth advocacy and mentorship, youth violence prevention and community consultation and education.

Please provide a detailed description of the event/program and its activities.

In January, 2002 Bright Future entered into a lease agreement with the Eagle County Board of County Commissioners to occupy the property known as Freedom Ranch for the purpose of sheltering families fleeing domestic violence and sexual abuse. The rent was \$1 per year. In December, 2013 the lease agreement was amended to a five-year maximum length due to the proximity of the shelter to airport operations. The Federal Aviation Association determined that the property can no longer be used for non-aeronomic purposes. Bright Future was advised that it would be necessary to find a new home for our emergency housing. In August, 2017, a Bright Future board committee was formed and a capital campaign launched to create the BrightHouse, an emergency housing facility to provide safety and security for individuals and families fleeing abusive situations. The BrightHouse will create a welcoming, sustainable, trauma-informed environment empowering to all survivors, their children and pets as they embark on their unique path to self-sufficiency.

Our team is utilizing best-practice design strategies for domestic violence emergency housing as set forth by Building Dignity (www.buildingdignity.wscadv.org), a project of the Washington State Coalition Against Domestic Violence. In all design aspects, Building Dignity emphasizes the concepts of empowerment, security, re-connectedness, positive parenting and harmony. Plans for the BrightHouse feature six efficiency type units that allow for individual and family privacy but also include a congregate kitchen and common living area allowing for community connection. Other notable features of the BrightHouse include gardens, housing for pets, and safe and secure outdoor play areas that promote well-being. Additionally, the main level will have advocacy, counseling, meeting and training rooms so that residents can easily access all of Bright Future's services.

In October 2019, the Bright Future Board of Directors approved the purchase of property at 245 Crestwood Drive in Gypsum, Colorado. The property is .63 acres and is located near the bus route and Gypsum Recreation Center as well as the elementary, middle and high schools. The proposed structure will be 5900 square feet of mixed commercial and residential use. Our Board has assembled a design/build team and has, to date, raised near ninety percent of our financial goal of \$3,500,000.00. This includes a \$250,000.00 commitment from the Eagle County Board of County Commissioners and A \$660,000.00 commitment from the Colorado Department of Local Affairs.

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

While our facility will be located in the Town of Gypsum, it will serve all residents and guests in the Eagle River Valley in need of our services. Referrals for our services come to us through our 24/7 crisis hotline (English/Spanish) or through law enforcement. Bright Future works in close collaboration with Dwight Henninger and Vail PD to serve residents and guests in the Town of Vail.

EVENT/PROGRAM INFORMATION

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

The service that Bright Future Foundation provides to the community is crucial to the safety and security of many citizens who assist the Town of Vail to grow a vibrant and diverse community. Annually, between 7 to 9% of those we serve are non-resident guests. Residents and non-residents alike receive exceptional and professional assistance from Bright Future Foundation in times of great hardship including the emergency housing that BrightHouse will assure. Support of our mission is critical to sustaining a healthy community.

Brand Fit: How will your event or program support the Vail brand identity?

The prevention, crisis intervention and long-term healing services provided by Bright Future Foundation follow national and international best-practices for work survivors of violence. As the Town of Vail strives to be the Premier International Mountain Resort Community, Bright Future Foundation strives to provide an level of service complementary to that vision.

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

It is imperative that domestic and international visitors to our community enjoy a sense of safety and security during their stay. Anyone can be a victim of domestic violence or sexual assault. There is NO "typical victim." Victims of domestic violence and sexual assault comes from all walks of life, varying age groups, all backgrounds, all communities, all education levels, all economic levels, all cultures, all ethnicities, all religions, all abilities, and all lifestyles.

Victims of domestic violence and sexual assault do not bring violence upon themselves, they do not always lack self-confidence, nor are they just as abusive as the abuser. Violence in relationships occurs when one person feels entitled to power and control over their partner and chooses to use abuse to gain and maintain that control. In relationships where domestic violence exists, violence is not equal. Even if the victim fights back or instigates violence in an effort to diffuse a situation. There is always one person who is the primary, constant source of power, control, and abuse in the relationship.

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

At Bright Future Foundation, we endeavor to not only stay current with best practice models but to push the envelope of our work to be on the forefront of creating emerging best practices. We have twice been recognized by the Vail Valley Partnership as nonprofit of the year and also by Vail Resorts as the 2018 EpicPromise Impact award winner for our innovative work with at-risk youth.

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

N/A

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

Bright Future Foundation promotes leadership development within all levels of the organization beginning with our board of directors, our staff team and certainly with both the adult and youth that we serve. We have staff team members who are Vail residents who are being supported and nurtured by Bright Future Foundation in their efforts to attain advanced educational pursuits. Our youth violence prevention programming specifically promotes the development of strong healthy leaders. In the 2020/2021 school year we will provide programming at Homestake Peak, Red Sandstone and VSSA, thus positively influencing future leadership in the Vail community.

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

Volunteers are crucial to the work of our organization and many volunteer hail from the Town of Vail. In 2019, 224 volunteers contributed approximately 18,000 hours of service. Bright Future Foundation relies on volunteers to staff our 24/7 Crisis Hotline (English & Spanish), which provides direct crisis support and intervention to victims of domestic violence and sexual assault. All hotline volunteers complete a forty-hour advocacy training, which focuses on dynamics of abuse, domestic violence and sexual assault as well as information regarding community resources. Bright Future continuously recruits hotline volunteers and trains at least 10 new volunteers and staff each year to ensure complete hotline coverage. Additional volunteers are directly involved with youth mentorship through our Buddy Mentors Program. Volunteer senior buddies make a difference in the lives of local youth by serving as consistent and caring adult mentor. Volunteers will also assist with the BrightHouse management, facility upkeep, and supportive services.

How will the event or program leverage media and attract donor and sponsorship support?

Contributions will forever be memorialized on a donor wall in the entry to the BrightHouse. Additional recognition will be given in all media outlet coverage.

Please upload course syllabus, class descriptions or program details.

Presentation Deck_August 18 2020.pdf

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?

Funds will be used for direct construction costs related to the building of the BrightHouse.

Please upload event/program/organization budget.

TOV_Budgets.pdf

Who currently funds the event/program?

This is a new capital endeavor. Please refer to the list of confirmed sponsors below.

Who currently funds your organization?

Bright Future Foundation has a healthy mix of funding to support our programs. In 2019, 65% came from local, state and federal government sources, 10% from foundations, 10% from individual contributions and 15% was generated from our special events. Attached is BFF's Impact Report. See financial page for more detail.

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

3

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

No

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 2021?

No

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

First time visitors, Returning guests, 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?

\$3,700,000

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

\$250,000

2. Please list your confirmed sponsors or partners.

INDIVIDUAL DONORS

DOE BROWNING AND JACK HUNN

HOLLY AND JASON ANDERSON

NANCY BERG

MARIETTE AND SCOTT BLACKETT

WINSLOW AND ROSS BLANKENSHIP

NANCY BOYCE

CATHY JONES COBURN

LINDA AND CRAIG CORMACK

JAN AND PHILIP COULSON

AMY AND STEVE COYER

NANCY AND ANDY CRUCE

THE RONALD DAVIS FAMILY FOUNDATION

DIMOND CHARITABLE FUND

CINDY ENGLS/TEXAS WOMEN'S FOUNDATION

KRISTI AND CRAIG FERRARO

BROOKE FERRIS

COOKIE AND JIM FLAUM

SUSAN AND HARRY FRAMPTON

VICTORIA FRANK

LYNN AND JOHN GOTTLIEB

SHEIKA GRAMSHAMMER

NANCY GROFF

VALERIE AND ROBERT GWYN

DWIGHT HENNINGER

KAY HENSLEY

YVONNE AND CHRIS JACOBS

AMY AND CARTER KELLER

TESSA KIRCHNER

JUDY AND ALAN KOSLOFF

LAINÉ AND MERV LAPIN

SUZANNE AND JIM MACDOUGALD

GAIL AND JAY MAHONEY

CHRISTINE MAYHEW

ANNA MENZ

ELISE AND VIC MICATI

SHERI AND MICHAEL MINTZ

TOM MOORHEAD

LAURIE AND TOM MULLEN

PAULA AND PRENTICE O'LEARY

SALLY AND BYRON ROSE

SUE AND MICHAEL RUSHMORE/RUSHMORE FAMILY CHARITABLE FUND

STACY SADLER

DIANA AND MATT SCHERR
ELAINE AND STEVEN SCHWARTZREICH
SUSAN AND STEVE SUGGS
DR. AGNES HSU-TANG AND OSCAR TANG
LISSA TYLER AND MIKE LARSON
AMANDA AND ANDREW VEIT
COLLEEN WEISS-HANEN AND CHRIS HANEN
DEBBY WEBSTER AND STEPHEN BLANCHARD
DEBORAH WITTMAN AND RIK HEID

CORPORATE & FOUNDATION DONORS

A-PHASE ELECTRIC
ACTIVE ENERGIES SOLAR
ALPINE BANK
ARCHIBEQUE LAND CONSULTING, LTD.
EAGLE VALLEY BEHAVIORAL HEALTH
EL POMAR FOUNDATION
THE GATES FAMILY FOUNDATION
H-P KUMAR
HUNN CONSULTING GROUP, LLC
JACOBS + INTERIORS
KUM & GO
PIERCE AUSTIN ARCHITECTS
RA NELSON
SIGN DESIGN & AWNINGS, LLC
SLIFER SMITH & FRAMPTON REAL ESTATE
VAIL HEALTH FOUNDATION

GOVERNMENT DONORS

EAGLE COUNTY GOVERNMENT
COLORADO DEPARTMENT OF LOCAL AFFAIRS
TOWN OF GYPSUM

3. Please explain the potential for additional sponsorships or partners.

Dr. Agnes Hsu-Tang and Oscar Tang have created a matching opportunity for funds up to \$400,000. We are still seeking contributions toward that matching opportunity.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

Our Goals: Bright Future aspires to accomplish the following goals: 1) provide comprehensive emergency services that enhance safety for victims and their families; 2) give clients the tools to facilitate long term self-sufficiency through direct services and increased knowledge of community resources and 3) promote healthy lifestyles, enhance self-esteem and self-efficacy. Our leadership has instituted a strategic plan that allows for all our services to continue in a safe manner for both staff and clients during the COVID-19 crisis

Our Programs: Bright Future Foundation offers holistic services designed to meet the diverse needs of survivors. Our four quintessential programs include: Advocates Ensuring Freedom, Ranch Safehouse, Rapid ReHousing, and Youth Violence Prevention Services.

Advocates Ensuring Freedom provides essential crisis intervention and long-term healing services for survivors of violence. Advocates Ensuring Freedom offers the following services: a 24- Hour Crisis Hotline, Advocacy/Case Management Services, Ensuring Freedom, Legal Advocacy and Representation and Trauma-Focused Counseling. Our 24-Hour Crisis Hotline is often the first step survivors make towards changing their lives. Our crisis hotline serves as a confidential safety net for individuals in the community to call for support in English and Spanish. The hotline operates 24 hours per day, 365 days a year and is manned by trained staff and volunteers. Bright Future Foundation responds to 340 hotline calls each year. Volunteers contribute over 6,000 hours annually to sustain our crisis hotline Our Advocate/Case Managers provide compassionate support in English or Spanish. All new clients are assigned a bilingual/bicultural advocate/case manager who works in partnership with survivors to assess immediate needs, outline short, mid, and long-term goals, facilitate access to community resources, and develop skills for safety and self-sufficiency. Our advocates utilize a survivor-driven approach which builds upon individual strengths and support systems, while also working to enhance personal support through guided community-based referrals and resources.

Ensuring Freedom offers survivor-driven flexible housing stabilization services for crime victims. This evidenced-based, trauma-informed program focuses on identifying and obtaining stable housing as quickly as possible for victims, while also providing financial assistance and the holistic supportive services necessary to rebuild their lives. The core of components of Ensuring Freedom are housing stabilization, flexible financial assistance, survivor-driven mobile advocacy, and provision of supportive services. Bright Future Foundation employs a specific, yet flexible criteria for distribution of funds and offers comprehensive case management services to participating clients. Last year, Bright Future Foundation assisted 115 survivors in Ensuring Freedom. 100% of participating clients reported that they felt safer as a result of the program and 92% of the clients remained in long term housing at the end of the year.

Finally, our legal advocacy and trauma informed counseling services are the most requested service at Bright Future Foundation. Legal advocacy and representation assist participants who are often overwhelmed by complex court and legal proceedings. Bright Future's staff attorney guides them through the maze of the civil and criminal justice system and provides limited legal representation, primarily focusing on issues of safety. In 2019, BFF's staff attorney provided 115 clients with legal advocacy services including assisting 46 clients in obtaining a civil protection order. Trauma-Focused Counseling Services are available for both individuals and families affected by violence, including teens and children. Trauma-Focused Counseling Services are conducted in both English and Spanish at no cost to the client. In 2019, Bright Future Foundation provided 1200 sessions of trauma focused counseling for 150 clients.

Freedom Ranch Safehouse is the first and only emergency shelter in Eagle County and it is essential to the safety of our community. At Freedom Ranch Safehouse, BFF provides safety, security, and protection to survivors and their families. Freedom Ranch empowers survivors with the ability to leave an abusive situation and protect their children from witnessing or experiencing further abuse, while remaining within the community. Bright Future Foundation can house up to 21 survivors and their children at the safehouse. Survivors can reside at Freedom Ranch for up to 45 days and work closely with their advocate to determine a safe exit plan. We offer comprehensive supportive services to clients residing in the shelter. In 2019, Bright Future provided 1600 nights of shelter at Freedom Ranch Safehouse for 60 women and children. The BrightHouse will replace the operations presently provided at Freedom Ranch.

Rapid ReHousing Program funded by a grant from the Colorado Coalition for the Homeless, allows Bright Future Foundation to provide a limited number of families with low rent, temporary housing for up to two years after leaving the safehouse. Program participants also have access to case management, advocacy, counseling, community referrals, life skills workshops, childcare assistance, and legal services. Bright Future Foundation assists 6-8 families each year in the Rapid ReHousing Program.

Youth Violence Prevention Program includes the Buddy Mentor Program, school-based prevention programs, and youth counseling services for children who have witnessed or experienced violence. Our Youth Violence Prevention Program offers evidence-based programs critical to eliminating violence in our community and enhancing positive outcomes for youth. Buddy Mentors is based on the national Big Brothers/Big Sisters model of mentorship and strives to inspire and foster youth through building consistent and trusting relationships. Caring, responsible adults are matched with a child between the ages of 6 and 16, committing to meet 2-3 hours per week for a period of one year. Our school-based prevention programs target all Eagle County youth in an attempt to increase awareness and enhance resiliency. Our programs are consistent with best practice in primary prevention, providing education and understanding into individual attitudes and beliefs and dynamics of interpersonal violence. BFF reached 550 youth through our violence prevention programs last year. Although all these programs are aimed specifically at youth, they have a widespread and long-lasting positive impact on the family, as well as the community.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

2020 Board Members w_Affiliations.docx.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

www.mybrightfuture.org

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

BFF Impact Report print.pdf

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

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

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.<---

Number

Linked Users

sheri@mybrightfuture.org

Submission Date

Submission Date

Submission Date

09/28/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

BFF_CERT_GS_D.pdf

Please upload course syllabus, class descriptions or program details.

Presentation Deck_August 18 2020.pdf

Please upload event/program/organization budget.

TOV_Budgets.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

2020 Board Members w_Affiliations.docx.pdf

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

BFF Impact Report print.pdf

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09/15/20
Accrual Basis

Bright Future Foundation Profit & Loss Budget Performance August 2020

	Aug 20	Budget	\$ Over Budget	Jan - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
Ordinary Income/Expense							
Income							
4000 · Contributions							
4060 · Individual Donations (< \$10	181.59	500.00	-318.41	10,171.99	6,500.00	3,671.99	18,000.00
4070 · Major Donations (>\$1000)	0.00	6,000.00	-6,000.00	79,779.00	36,000.00	43,779.00	100,000.00
Total 4000 · Contributions	181.59	6,500.00	-6,318.41	89,950.99	42,500.00	47,450.99	118,000.00
4100 · Government							
4110 · DVP	6,083.33	6,083.33	0.00	59,137.50	48,666.68	10,470.82	73,000.00
4130 · VOCA	35,000.00	35,000.00	0.00	274,818.38	280,000.00	-5,181.62	420,000.00
4140 · VALE	3,600.00	3,583.33	16.67	29,180.24	28,666.68	513.56	43,000.00
4155 · SVP	10,390.66	8,166.67	2,223.99	69,433.63	65,333.32	4,100.31	98,000.00
4160 · CCH	11,407.50	9,333.33	2,074.17	86,192.39	74,666.68	11,525.71	112,000.00
4162 · EFSG- Emergency Food & :	10,869.50	0.00	10,869.50	25,131.50	0.00	25,131.50	0.00
4163 · FVJF-Family Violence Justi	0.00	0.00	0.00	0.00	0.00	0.00	13,000.00
4164 · ESG-Emergency Shelter Gr	6,500.00	6,500.00	0.00	22,330.30	34,000.00	-11,669.70	60,000.00
4165 · HRSA Revenue	24,320.33	0.00	24,320.33	44,670.33	0.00	44,670.33	0.00
4166 · EVBH	0.00	2,083.33	-2,083.33	16,250.00	16,666.68	-416.68	25,000.00
4170 · Eagle County	0.00	0.00	0.00	10,000.00	10,000.00	0.00	10,000.00
4175 · TGYS	0.00	0.00	0.00	58,679.55	120,000.00	-61,320.45	120,000.00
4176 · 5th Judicial DA Fund	0.00	0.00	0.00	4,850.19	2,000.00	2,850.19	4,000.00
Total 4100 · Government	108,171.32	70,749.99	37,421.33	700,674.01	680,000.04	20,673.97	978,000.00
4200 · Grants							
Foundation/Community							
4210 · Vail Valley Cares	0.00	0.00	0.00	0.00	0.00	0.00	32,000.00
4232 · McGowen	45,000.00	30,000.00	15,000.00	45,000.00	30,000.00	15,000.00	30,000.00
4234 · AV Hunter Trust	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00
4250 · United Way of Eagle River	0.00	0.00	0.00	12,045.00	12,000.00	45.00	14,000.00
4260 · Miscellaneous	33,375.00	5,000.00	28,375.00	128,476.20	22,000.00	106,476.20	37,000.00
4270 · CO Health Foundation	0.00	0.00	0.00	39,000.00	20,000.00	19,000.00	20,000.00
Total Foundation/Community	78,375.00	35,000.00	43,375.00	224,521.20	84,000.00	140,521.20	143,000.00
Total 4200 · Grants	78,375.00	35,000.00	43,375.00	224,521.20	84,000.00	140,521.20	143,000.00
4300 · Events Income							
4310 · Golf Tournament							
4310.1 · Player Fees	3,000.00	5,000.00	-2,000.00	3,000.00	6,000.00	-3,000.00	18,000.00
4310.2 · Sponsorships	20,600.00	10,000.00	10,600.00	28,600.00	16,000.00	12,600.00	37,000.00
4310.3 · Silent Auction	0.00	0.00	0.00	-150.00	0.00	-150.00	15,000.00
4310.4 · Other Golf	5,000.00	0.00	5,000.00	5,000.00	0.00	5,000.00	0.00
Total 4310 · Golf Tournament	28,600.00	15,000.00	13,600.00	36,450.00	22,000.00	14,450.00	70,000.00
4320 · Winter Culinary Weekend	228.00	0.00	228.00	873.00	4,000.00	-3,127.00	4,000.00
4330 · Wine & Spirits	0.00	0.00	0.00	0.00	100,000.00	-100,000.00	100,000.00
4352 · Bridge Tournament	0.00	0.00	0.00	0.00	7,000.00	-7,000.00	7,000.00
4370 · Miscellaneous Events	0.00	1,000.00	-1,000.00	0.00	1,000.00	-1,000.00	5,000.00
Total 4300 · Events Income	28,828.00	16,000.00	12,828.00	37,323.00	134,000.00	-96,677.00	186,000.00
4400 · Earned Income							

Bright Future Foundation Profit & Loss Budget Performance August 2020

	Aug 20	Budget	\$ Over Budget	Jan - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
4410 · Client Service Fees	2,840.00	2,083.33	756.67	14,830.00	16,666.68	-1,836.68	25,000.00
Total 4400 · Earned Income	2,840.00	2,083.33	756.67	14,830.00	16,666.68	-1,836.68	25,000.00
4500 · Reimbursement Income	0.00	0.00	0.00	14,223.20	2,500.00	11,723.20	5,000.00
Total Income	218,395.91	130,333.32	88,062.59	1,081,522.40	959,666.72	121,855.68	1,455,000.00
Expense							
50000 · Personnel Expense							
5000 · Salaries	61,599.47	69,000.00	-7,400.53	514,344.61	552,000.00	-37,655.39	868,000.00
5010 · Taxes & Admin	5,281.20	5,500.00	-218.80	39,368.58	44,000.00	-4,631.42	66,000.00
5020 · Employee Benefits	6,406.74	7,500.00	-1,093.26	49,098.23	60,000.00	-10,901.77	90,000.00
Total 50000 · Personnel Expense	73,287.41	82,000.00	-8,712.59	602,811.42	656,000.00	-53,188.58	1,024,000.00
5100 · Program							
5110 · Program Supplies	58.45	208.33	-149.88	1,737.82	1,666.68	71.14	2,500.00
5120 · Program Expense Other	321.99	1,333.33	-1,011.34	6,600.25	10,666.68	-4,066.43	16,000.00
5130 · Maintenance	606.07	416.67	189.40	4,165.05	3,333.32	831.73	5,000.00
5140 · Utilities	178.78	333.33	-154.55	4,316.04	2,666.68	1,649.36	4,000.00
5145 · HRSA Payout	11,500.33	0.00	11,500.33	23,000.66	0.00	23,000.66	0.00
Total 5100 · Program	12,665.62	2,291.66	10,373.96	39,819.82	18,333.36	21,486.46	27,500.00
5200 · Client Services							
5210 · CCH	9,318.00	7,083.33	2,234.67	76,630.00	56,666.68	19,963.32	85,000.00
5220 · Food							
5220.1 · Food- In Kind CM Cards	0.00	0.00	0.00	0.00	0.00	0.00	500.00
5220 · Food - Other	554.20	166.67	387.53	930.44	1,333.32	-402.88	2,000.00
Total 5220 · Food	554.20	166.67	387.53	930.44	1,333.32	-402.88	2,500.00
5230 · Client Services - Other	66.07	166.67	-100.60	2,066.07	1,333.32	732.75	2,000.00
5240 · Mileage	600.65	1,916.67	-1,316.02	6,060.46	15,333.32	-9,272.86	23,000.00
5250 · VOCA- Housing Ensuring F	5,665.00	7,916.67	-2,251.67	62,927.50	63,333.32	-405.82	95,000.00
5280 · Housing Assistance Other	4,602.00	0.00	4,602.00	19,838.00	0.00	19,838.00	0.00
Total 5200 · Client Services	20,805.92	17,250.01	3,555.91	168,452.47	137,999.96	30,452.51	207,500.00
5300 · Fundraising Expense							
5300.1 · Golf Tournament Expense	695.00	0.00	695.00	695.00	0.00	695.00	7,000.00
5300.2 · Other Fundraising Expense	49.75	500.00	-450.25	4,159.21	4,000.00	159.21	6,000.00
5301 · Beaver Creek/Wine Events	0.00	11,000.00	-11,000.00	347.85	14,000.00	-13,652.15	15,000.00
Total 5300 · Fundraising Expense	744.75	11,500.00	-10,755.25	5,202.06	18,000.00	-12,797.94	28,000.00
5500 · Operating Expenses							
5510 · Advertising/Marketing	116.98	1,250.00	-1,133.02	8,427.19	10,000.00	-1,572.81	15,000.00
5520 · Board Expense	0.00	250.00	-250.00	200.00	1,500.00	-1,300.00	2,000.00
5530 · Office P&I, CAM, Tax	3,580.12	3,583.33	-3.21	29,065.96	28,666.68	399.28	43,000.00
5532 · Office Rent	1,977.00	0.00	1,977.00	4,224.46	0.00	4,224.46	0.00
5535 · Office Utilities	240.03	166.67	73.36	1,012.49	1,333.32	-320.83	2,000.00
5537 · Office Maintenance & Repa	0.00	125.00	-125.00	5,747.19	1,000.00	4,747.19	1,500.00
5540 · Office Supplies	879.80	541.67	338.13	4,049.21	4,333.32	-284.11	6,500.00
5550 · Postage and Delivery	55.00	85.00	-30.00	305.67	680.00	-374.33	1,500.00
5560 · Printing and Reproduction	422.89	350.00	72.89	3,489.13	2,800.00	689.13	6,000.00
5570 · Telephone/Internet	1,921.95	1,500.00	421.95	10,688.91	12,000.00	-1,311.09	18,000.00

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Accrual Basis

Bright Future Foundation
Profit & Loss Budget Performance
August 2020

	Aug 20	Budget	\$ Over Budget	Jan - Aug 20	YTD Budget	\$ Over Budget	Annual Budget
5580 · Technology	3,356.49	833.33	2,523.16	7,337.04	6,666.68	670.36	10,000.00
5590 · Professional Fees	1,406.00	1,300.00	106.00	19,418.30	16,800.00	2,618.30	22,000.00
5600 · Insurance	2,335.96	500.00	1,835.96	9,657.92	9,000.00	657.92	16,000.00
5610 · Professional Development	0.00	1,250.00	-1,250.00	3,543.80	10,000.00	-6,456.20	15,000.00
5620 · Dues and Subscriptions	0.00	375.00	-375.00	5,396.50	3,000.00	2,396.50	4,500.00
5630 · Bank Service Charges	206.75	2,600.00	-2,393.25	1,207.40	3,425.00	-2,217.60	5,000.00
Total 5500 · Operating Expenses	16,498.97	14,710.00	1,788.97	113,771.17	111,205.00	2,566.17	168,000.00
Total Expense	124,002.67	127,751.67	-3,749.00	930,056.94	941,538.32	-11,481.38	1,455,000.00
Net Ordinary Income	94,393.24	2,581.65	91,811.59	151,465.46	18,128.40	133,337.06	0.00

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

cromer@vailvalleypartnership.com

What is the name of your organization?

Vail Valley Partnership

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 Cash Contribution Requested

\$12,500

What is the name of your program?

Vail Valley Partnership / Vail Valley Means Business (Vail Valley Works)

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2020? (Please include total funding you received from the CSE and Town Council)

\$0

Will you also apply for 2021 funding from the CSE?

No

Name of person completing the application

Chris Romer

Title of person completing the application

President & CEO

Provide name of person or entity to whom the funding check will be cut.

Vail Valley Partnership

Mailing Address Street

97 Main Street Suite E201

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

9704761000

Email address

cromer@vailvalleypartnership.com

Event/program and/or organization website

<https://vailvalleyworks.com>

Number of years organization has been in business

56

Organization's Mission Statement

Our mission is leading collaboration. Our vision is economic vitality.

Our mission is focused around five primary goals: Building communities to which residents, visitors and investors are attracted; Promoting the communities; Striving to ensure future prosperity via a pro-business climate; Representing the unified voice of the employer community; and Reducing transactional friction through well-functioning networks.

With this in mind, our programs are focused on Service to Businesses, Destination Sales & Marketing, and Economic Vitality & Advocacy.

Organization's Tax Status

Not-for-Profit (501C-6)

If applicable, please attach current State Department of Revenue Certificate with this application.

CERT_GS_D.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?

56

How does your request support item 1C of the Contribution Policy (See above)

Strengthening Local Businesses: our goal is to help businesses grow and be successful, thereby creating good jobs for locals, which in turn drives a successful community and stimulated economy.

Our robust benefit program consists of educational events, leadership programming, signature programs, networking opportunities, member savings, & marketing tools to the local business community.

Vail Valley Partnership, a 501c(6) nonprofit organization, is the regional chamber of commerce and community development organization, dedicated to the economic vitality of the Vail Valley. We support local businesses. We unite key stakeholders. We lead collaborative efforts throughout the community.

New in 2021 is Vail Valley Works. Vail Valley Works is the premier local workforce programming for establishing, training, and supporting a network of aware and knowledgeable citizens ready to take on the challenges of an ever-changing community. This will encompass the needs of our current and future workforce and actively engage our public, private, and nonprofit sector partners to provide the training, tools, resources, and programs to succeed post-COVID.

Please describe the location(s) of the event or program in previous years.

Our programming and events take place throughout the valley, from Vail to Gypsum.

Please provide a detailed description of the event/program and its activities.

Vail Valley Partnership has made a commitment to the quality of Eagle County's future. We are pleased to introduce Vail Valley Works as the premier local source for professional development. Our professional development programming is designed to establish, train, and support a network of local leaders who ready to take on the challenges of an ever-changing community.

If a community is seriously interested in creating change and supporting innovation, it will begin with a firm commitment to analyze its challenges and to identify, educate, train, and support a team of public and private sector community leaders to attack those issues. Without that commitment, a community cannot develop the intelligent, creative, and energetic local professional network that is essential for the community to achieve its full potential.

Vail Valley Works professional development courses are divided into three categories:

1. Signature Courses: The quality of life in a community is determined by the quality of its leadership. Vail Valley Works Signature Courses are curated to explore three vital pillars of leadership – 1) Finding your internal leadership style, 2) Expanding your leadership network, 3) Understanding the external issues faced by local leaders.
2. Specialty Courses: Vail Valley Works Specialty Courses are designed to help professionals upskill through specialized trainings. These courses offer opportunities to expand your current skill set or acquire something completely new! Upskilling is a proven way to bring more value to your organization and make yourself a stronger job candidate.
3. Affiliate Courses: Affiliate courses are learning opportunities curated by subject matter experts. These courses cover a wide range of topics and come in a variety of formats. Many of these courses are “101-level” learning – perfect for those looking for an introduction to a new skill, industry, or topic without a hefty investment.

Sample Professional Development courses offered through Vail Valley Works:

1. Community Leadership Academy
2. Next Vail Valley: Emerging Leaders
3. Community Resiliency Bootcamp
4. Professional Fundraising Certification Program
5. Project Management Certification
6. Specialized courses including Intro to HR, Skills for Supervisors, Intro to Digital Marketing, Diversity Equity & Inclusion
7. Business Insight Series – topical series to include “Civic Leadership” training (elected official training – aka, governance training)

If any of the event/program takes place outside of the Town of Vail, please explain where the event will take place and why.

Programs will take place throughout the valley in various locations such as Colorado Mountain College (Edwards). We spread our programming to ensure we reach the maximum number of community members and businesses.

EVENT/PROGRAM INFORMATION

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

Our programs are in complete alignment with the mission and vision of the Vail Town Council.

Small Business Development remains of paramount importance as 90% of businesses have less than 20 employees; providing tools & resources helps achieved the goals outlined by the town and in the Eagle County Economic Development Plan. Business retention and expansion through SmartBusiness Eagle County and other chamber programming is designed to connect and support businesses and help them thrive.

Promote Economic Health: we work to help existing Vail Valley businesses thrive and support new businesses that have the potential to grow our local economy. We promote the long-term economic health of Eagle County and solidify an economic base that is strong, diverse, and resilient. By providing in-depth data and analysis on local demographics, the labor force, and more, we help businesses grow, building the local wealth and tax base.

Workforce Development: Workforce development and/or training refers to community efforts to train individuals for specific jobs or industries. Training may cover everything from soft skills (work ethic, attitude, getting to work on time) to basic skills (literacy, numeracy) to specific job skills (carpentry or Web site development). CareerWise Colorado & CareerX are signature programs to benefit our community. The goal of these workforce training programs is to improve the quality and skill sets of individuals, to place them in jobs, and help businesses find an employee base in line with their needs. A good workforce training program, therefore, serves three customers: individuals, businesses, and community.

Brand Fit: How will your event or program support the Vail brand identity?

Assisting businesses to evolve into a next “normal” in a COVID environment requires new ways of thinking and an ability for the Partnership, Eagle County, towns, special districts, local businesses, and other stakeholders to be nimble and innovative. As we develop strategies and tactics, we start with a series of considerations, potential “new realities,” assumptions, or opportunities that may exist as we move from the Relief phase into Reopening and Recovery.

Some of these assumptions represent positive opportunities to build on; others highlight potential risks or pain points that we want to work around or mitigate as much as possible.

Our COVID response details in part how we’re working on behalf of our members at the local, state and federal levels to respond to the ongoing threat of COVID-19 and intensified challenges facing our business community, and to lay the groundwork for positive momentum in 2021. These workforce efforts and economic development efforts ensure the business community is able to deliver on the Vail brand promise.

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

Our recovery model defines a series of phases to align with Eagle County's and the Town of Vail's recovery efforts and which include:

- Relief
- Reopening & Rebooting our Economy
- Recovery / Reinvention
- Resilience (ongoing)

It is clear that economic recovery is not a linear path; we move back and forth between these phases and can be in more than one phase at the same time. Recovery will not be led by a report or a study, but rather programmatically through information, implementation, tools, resources, programs, and collaboration at a local, state, and federal level.

The Partnership is focused on working with the community leaders and partners to envision, plan, and begin implementing strategies and tactics that will lead to short- and long-term recovery for our business sector and our community.

Recovery - and ultimately, resilience - will require substantial collaboration, communication, innovation and grit. We are dedicated to supporting our community as we rebuild and move toward the thriving economy that we all are eager to see again. We anticipate this plan to evolve as conditions warrant, learning happens, and resources are identified. Vail Valley Partnership will bridge the public and private sectors to ensure our community voice is heard at a regional, state, and federal level and we will implement programs to support our businesses and individuals.

Through it all, we have not lost focus on the key business challenges that exist in Eagle County. While COVID recovery is currently our top priority, we remain focused on housing, healthcare, transportation, early childhood care, and other community issues. We are dedicated to developing the Mountain Healthcare Coalition and One Valley Healthcare programs to address health insurance cost and accessibility. We remain focused on the need for workforce housing and on supporting workforce development efforts.

The efforts and programs implemented by the Partnership are being noticed nationwide; we are proud of the VVP team for being recognized as a finalist for "Chamber of the Year" by the Association of Chamber of Commerce Executives.

All of this to say: our programming helps retain businesses, grow workforce, and support community.

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

We continue to enhance our business programming to offer the most resources to our business community. New programs in recent years have included the Mountain Healthcare Coalition, One Valley Healthcare Program, Vail Valley Works, and new in 2021 a destination marketing co-op. We were recognized as "Chamber of the Year" by the Association of Chamber of Commerce Executives in 2016 and are a finalist for this award in 2020 as well, which speaks to our ability to deliver new, relevant content to our stakeholders.

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

Our programs are not targeted at visitors, but rather at the local community. That said, we are focused on delivering the best quality content in the most relevant manner possible and our community in many ways is built on fun.

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

We currently offer three leadership programs as part of Vail Valley Works. Leadership development is offered through NEXT Vail Valley (emerging leaders/young professionals), Community Resiliency Bootcamp (community issues), and Community Leadership Academy (personal, values-based leadership training). We plan to add a fourth leadership program in 2021: Tomorrow's Civic Leaders (a leadership training course for future elected officials).

Community Enrichment: What is the lasting community involvement opportunity and/or lasting community benefit of the event or program?

We are the champions for a stronger community. We understand and represent the business perspective on local and regional issues, help businesses thrive and find customers while saving money, and provide regional leadership around 'big issues' of importance.

We are the top business resource in the region to help businesses prosper and to develop community leaders through meaningful and impactful programming, benefits & service levels. Our goal – with your continued support - is to continue to help build and sustain a business-friendly community that is welcoming, supportive and appreciative of the businesses that make our quality of life possible.

Meeting the funding support provided by neighboring communities within Eagle County at their same historic level helps us to maintain organizational solvency to help us provide the leadership, programs, tools, and resources to our businesses at a local level, and the leadership and voice to our community at a state and federal level. We appreciate your consideration and encourage you to reach out with any questions.

How will the event or program leverage media and attract donor and sponsorship support?

Every town and many special districts in the Vail Valley support our workforce development and economic development programming: Eagle County, Red Cliff, Minturn, EagleVail, Beaver Creek, Avon, Edwards, Eagle, and Gypsum. We invite the Town of Vail to join us to support our business programming.

Please upload course syllabus, class descriptions or program details.

2021 VVP Funding Request - Town of Vail.pdf

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?

Funds will be used for a combination of marketing, program overhead, speaker fees, and sponsorship of individuals to participate in programming. If desired, we will work with you to ensure individual sponsorships are limited to Vail employees or residents.

Please upload event/program/organization budget.

2019 VVP Audited Financial Statements.pdf

Who currently funds the event/program?

A variety of public (Eagle County, Beaver Creek, Avon, Gypsum, Eagle, Minturn, Red Cliff, Edwards) and private partners

Who currently funds your organization?

880+ members; towns; county

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

2

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

We will move forward with programming sponsorships from other community stakeholders.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

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?

\$170,000

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

\$1,040,000

2. Please list your confirmed sponsors or partners.

Eagle County; Beaver Creek Resort Company; Town of Red Cliff; Town of Minturn; Town of Avon; Edwards Metro District; EagleVail Metro District; Town of Eagle; Town of Gypsum; 880 local business members.

3. Please explain the potential for additional sponsorships or partners.

Our membership has grown consistently for 10+ years, including 2020 during COVID.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

VVP Board.pdf

If you received Council funding for 2020, please upload a document recapping the use of prior year Council funds

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://vailvalleypartnership.com>

<https://vailvalleymeansbusiness.com>

<https://vailvalleyworks.com>

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

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

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

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.<---

Number

Linked Users

cromer@vailvalleypartnership.com

Submission Date

09/14/2020

Submission Date

Submission Date

09/14/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

CERT_GS_D.pdf

Please upload course syllabus, class descriptions or program details.

2021 VVP Funding Request - Town of Vail.pdf

Please upload event/program/organization budget.

2019 VVP Audited Financial Statements.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

VVP Board.pdf

2021 Annual Contribution: Vail Mountaineer Hockey Club (previously known as Vail Junior Hockey Association) Trista Sutter

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

tsutter1112@gmail.com

What is the name of your organization?

Vail Mountaineer Hockey Club (previously known as Vail Junior Hockey Association)

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

In-Kind Contribution Requested

As the largest single client of Dobson Ice Arena, we are requesting 15 days of ice time at Dobson in order to support our plans for fundraising events in Vail. As we await the decision of public health and government officials on whether our members will be able to have a season, we are trying to get creative in terms of our events, while still hoping for the opportunity to support the local economy, wellness of our members, and our club's budget through the events that have brought us success in the past. Those events include our annual Sportsmanship Tournament and Avalanche Alumni Weekend (AAW). Combined, these events have provided Vail with an economic boost during otherwise slow periods as well as help our non-profit bring in much-needed funds that allow us to provide youth hockey in the valley. Due to the pandemic, we have not only had to postpone AAW, but the Sportsmanship Tournament is at risk. We are currently working closely with the county and state to do whatever we can to move the tournament forward, but in this unprecedented environment, we have to prepare for the likelihood that these events will not be given the green light. Therefore, we would request 15 days of ice time, not only to hopefully cover the 9 days of our Sportsmanship Tournament and 2 days of Avalanche Alumni Weekend, but also to cover 2 smaller 3v3 tournaments or shoot-out competitions that would require 2 full days of ice, each.

Name of person completing the application

Trista Sutter

Title of person completing the application

Fundraising Director

Provide name of person or entity to whom the funding check will be cut.

Vail Mountaineer Hockey Club

Mailing Address Street

PO Box 2591

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

9703932121

Email address

tsutter1112@gmail.com

Event/program and/or organization website

www.vailmountaineers.com

Number of years organization has been in business

45

Organization's Mission Statement

The Vail Mountaineer Hockey Club (VMHC) is a non-profit youth hockey organization dedicated to teaching the sport of hockey both recreational and competitive through the principals of fair play, respect and sportsmanship with an emphasis on fun, the development of character and the individual potential of hockey players in a safe and healthy environment.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

VMHC - Certificate of Registration.pdf

How does your request support item 1C of the Contribution Policy (See above)

As a premier international mountain resort with a mission to "grow a vibrant, diverse economy and community and preserve our surrounding natural environment, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities", the Vail Town Council is supported by the Vail Mountaineers Hockey Club (VMHC) in many ways. First, at our core, the VMHC offers recreational opportunities to about 200 local families through youth hockey, while providing The Gift of Hockey scholarship programs for those who are unable to afford the associated costs. Second, the VMHC is dedicated to educating hockey players, parents and families about the life skills of sportsmanship, mutual respect, responsibility, teamwork and friendship. Third, we have provided events that encourage non-locals and locals alike to visit the vibrant Town of Vail and have done so for over 40 years. This includes our Sportsmanship Tournament, Top Shelf Casino Night, Pucks, Pars, and Poker, Avalanche Alumni Weekend, Precision Skills hockey camp, 3v3 tournaments, and even the annual 4th of July Parade in which we have entered award winning floats for years. VMHC players are proud to walk in the parade, hand out candy, and wave our colors to show our Vail Mountaineer pride. Whether our members and guests visit Vail for our tournaments, league games, practices, clinics, camps, or fundraising events, we are vested in supporting the development of healthy youth in the beauty of the mountains that our membership calls home and are grateful to the Town of Vail for providing opportunities for non-profits like us to exist and thrive.

BUDGET

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

Are your books audited?

No

Please upload event/program/organization budget.

VMHCBalanceSheet083120.pdf

Who currently funds the event/program?

NA. We are not applying for use for one particular event/program.

Who currently funds your organization?

Members, Sponsors, Local Grants, and Partners.

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

Although they may pivot, our events will not change. However, our club would certainly be impacted by missing out on the savings we've received in the past, especially with the current state of the world and the postponement/cancellation of our most successful fundraisers.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$138,289

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

\$267,466

2. Please list your confirmed sponsors or partners.

Rink Board Sponsors for Dobson and Eagle Ice Rink:

Active Energies
Agave/La Cantina
A Good Sport
Alliance Moving Systems
Alpine Bank
Alpine Engineering
Alpine Lumber
Batson's Corner
Edwards Excavating
Elevated Dental
First Bank
First Chair Designs
Friends
Gallegos
Garfinkel's/El Sabor
General Store
Hensel Phelps
High Mountain Homes
Impact Graphics
Marcin Engineering
Pazzo's Pizza
PSI Plumbing
R&H Mechanical
Rhize Technology
Smile Doctors
State Farm Insurance

Steadman Philippon
Two Valley Tires
Vail Daily
Vail International Hockey
Vail Summit Orthopaedics
Vail Valley Surgery Center
WERKS Auto
Wyndham Properties
Vail Valley Waste
Yeti's Grind

Donors/Sponsors/Partners
Active Energies Solar
ACE Security
Alan McLean
Alpine Bank
Alpine Builder's Hardware
Ambition Apparel
American Lawn Care
Antlers
Arrigoni Woods
Beaver Liquors
Berich Masonry Mountain Division
Beth Taylor
Bob's Place
Burke Harrington Construction
Colorado Avalanche
Colorado Car Co.
Cool Kids Colorado
Comerford Insurance
Cut
Dean Johnson
Drunken Goat
Engel Voelkers
Garfinkel's
Genesis Hospitality Corp
Gourmet Cowboy
The Greenspeed Project
Grey Salt
Horizon Roo

3. Please explain the potential for additional sponsorships or partners.

Every year, we hope to bring in more sponsorships through value-driven opportunities whether through advertising at local rinks or at our events. No doubt the pandemic has negatively effected our ability to fundraise, but we are hopeful that in this new normal that sponsors and partners will step up and offer their support in order to get kids on the ice and doing what they love.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

As with most non-profits currently, we are being hit hard. We've had to postpone our Avalanche Alumni Weekend due to size limitations of events and may also need to postpone our incredibly successful Sportsmanship Tournament. In the hope that things change prior to next year, we would still request your in-kind support of those events, but are also looking for additional in-kind support through smaller tournaments that would help us be able to run our club. These in-kind offerings of ice time at Dobson Ice Arena may not bring in the same money for our club as CSE funding does, but they actually save us more money than we have received through CSE and provide local and out-of-town hockey-loving families with something just as valuable - time on the ice in the gorgeous setting of the Rocky Mountains.

We also wanted to note that as we are not applying for just one event/program, it was difficult to break down the dollar amounts of sponsorships and/or partnerships as we don't have a "budget" per se, to run our whole club. I hope that makes sense. If you have any questions, feel free to ask. Thanks!

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

VMHC 2020 Board of Directors.doc

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

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

VMHC P&L 8.20.pdf

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

2019 VMHC In-Kind Contributions.xlsx

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

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.

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Number

Linked Users

tsutter1112@gmail.com

Submission Date

Submission Date

Submission Date

09/23/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

VMHC - Certificate of Registration.pdf

Please upload event/program/organization budget.

VMHCBalanceSheet083120.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

VMHC 2020 Board of Directors.doc

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

VMHC P&L 8.20.pdf

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

2021 Annual Contribution: Ski & Snowboard Club Vail Sharon Schmidt

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

sschmidt@skiclubvail.org

What is the name of your organization?

Ski & Snowboard Club Vail

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

In-Kind Contribution Requested

Dobson Arena (4 days)

Name of person completing the application

Sharon Schmidt

Title of person completing the application

Director of Advancement

Provide name of person or entity to whom the funding check will be cut.

Ski & Snowboard Club Vail

Mailing Address Street

598 Vail Valley Drive

City

Vail

State

Colorado

Zip Code

81657

Telephone number

9786218738

Email address

sschmidt@skiclubvail.org

Event/program and/or organization website

www.vailskiswap.com and www.skiclubvail.org

Number of years organization has been in business

58

Organization's Mission Statement

To inspire character growth and excellence in snowsports

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

Ski and Snowboard Club Vail Tax Exempt use.pdf

How does your request support item 1C of the Contribution Policy (See above)

Ski & Snowboard Club Vail is a premier snowsports club which continues to grow within the community and is known for hosting world class events on Vail Mountain as well as hosting well run off-snow events, bringing new residents and guests to Vail every year. SSCV provides training and competition as well as recreational opportunities for youth in Vail and provides some of the best training facilities in the world. The proceeds generated from the Vail Ski Swap which is the event made possible through this support request are instrumental in helping SSCV to achieve its strategic intent/vision statement noted below.

SSCV Strategic Intent/Vision Statement: Our objective is to provide the level of quality commensurate to the needs and goals of all our athletes, so they can become the best they can be. We aspire that more of our athletes will become the best in the world than any other club. SSCV is a Vail Valley centric program.

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.

SWAP Actuals 2019 Budget 2020 submitted TOV 9-7-20.pdf

Who currently funds the event/program?

Sales at the event.

Who currently funds your organization?

SSCV is currently funded by athletic program fees, net proceeds of events, sponsors and private donations from members and friends.

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

We could have the event, but that would reduce the number of days we would host the event and in turn reduce the gross sales and overall net proceeds generated by the 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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$2,500

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.

Alpine Bank

3. Please explain the potential for additional sponsorships or partners.

We are looking at other ways to incorporate sponsorship for this event and some in-kind ad space.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

This event has been going on for 50 years and we hope to continue having it for years to come. The event contributes much needed funds to help support 600+ youth in our community in accordance with the mission and vision of the Club. This is an annual fundraiser that the community enjoys and it draws many people into Vail.

Individuals have commented that it is the kick-off to the winter season.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Ski Swap- SSCV Board question 9-3-20.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

www.vailskiswap.com and www.skiclubvail.org

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

Advancement 120812 SWAP Buy and Sell AD from JH DB 6-17-19.pdf

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

One swap shopping_ Vail Ski Swap rings in its 50th anniversary this weekend _ VailDaily.com.pdf

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

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.

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Number

2021 Annual Contribution: The Skating Club of Vail Carol Ewers

Town of Vail 2021 Annual Council Contribution Request

CONTRIBUTION POLICY

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- 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

scvclubinfo@gmail.com

What is the name of your organization?

The Skating Club of Vail

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

Cash and In-kind

Amount of Cash Contribution Requested

\$2,500

In-Kind Contribution Requested

10 days of Ice Time @ Dobson Ice Arena

Name of person completing the application

Carol Ewers

Title of person completing the application

Treasurer, Skating Club of Vail

Provide name of person or entity to whom the funding check will be cut.

The Skating Club of Vail

Mailing Address Street

P.O.Box 416

City

Vail

State

Colorado

Zip Code

81657

Telephone number

6303796867

Email address

scvclubinfo@gmail.com

Event/program and/or organization website

www.skateclubvail.com

Number of years organization has been in business

41

Organization's Mission Statement

The Skating Club of Vail is a volunteer organization whose mission is to create, maintain and enhance a healthy and positive environment in which our members can develop physically and emotionally while building character and the pursuit of personal excellence through the sport of figure skating at all ages.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

How does your request support item 1C of the Contribution Policy (See above)

The Vail Invitational Competition in July and the annual Ice Show in the winter have been part of the community for over 40 years. They continue to engage locals and draw guests, competitors, performers, and their friends and family from around the world.

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 Skating Club of Vail provides goody bags to all participants at the Vail Invitational competition. These bags have been filled with donated and purchased items such as skate towels, granola bars, water bottles, Lionshead, and Vail food coupons. If granted these funds, the Club would apply them towards the goody bag and the inside items that are useful for the recipient and are in line with the Town of Vail's environmental initiative and policies and supportive of our entire community's desire to protect our future. An example of such items would be a reusable bag, water bottle, and straws. We would also include any literature provided by the town that would educate our visiting skater about the town's sustainability and recycling programs. The town's support for this facet of our programs would be greatly appreciated.

Please upload event/program/organization budget.

VI 2019 Spreadsheet.pdf

Who currently funds the event/program?

Membership, entry fees, ticket revenue, community sponsorships, and nominal community fund raising.

Who currently funds your organization?

Membership, entry fees, ticket revenue, and community fund raising

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

35

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

Without this in-kind contribution to our club, we would never be able to provide these competitive and performance-based opportunities for our local skaters. The Ice show and the Vail Invitational not only benefits our skaters but also many guests and visiting competitors. With a lower funding allocation, we would not be able to host the competition and the ice show as the cost for skaters would make it financially unattainable. The town's contribution helps alleviate the high cost of ice time.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$1,900

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

2. Please list your confirmed sponsors or partners.

Sponsors vary from year to year. They generally come for local businesses that offer sponsorships for \$25 - \$500

3. Please explain the potential for additional sponsorships or partners.

As a club we endeavor to seek out as many sponsors as possible, however, we can not guarantee any particular contributions. Often these sponsorships come in the form of donations from skater's friends and family. The amount listed about is the 2019 event.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

We are extremely grateful for the Town of Vail's continued support of The Skating Club of Vail. We are constantly striving to grow our membership and provide opportunities for young athletes to explore the world of figure skating. Due to the size of our club, the assistance from the Town of Vail is of utmost importance. We would not be able to operate and provide the events that are integral to our skater's experiences here in the Vail Valley.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

2019 Board members.pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

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

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

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

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--->The "Save Draft" button below allows you to save your application and

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

smallchampions@gmail.com

What is the name of your organization?

Small Champions, Inc.

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

In-Kind Contribution Requested

60 parking passes, LH parking structure to be used by SC parents, SC coaches, SC volunteers. Use of Lionshead Welcome Center for parent morning drop-off and afternoon pick-up on our Small Champions ski days, 8 off-peak Sundays, Dec.- Mar. 2020

Name of person completing the application

John Weiss

Title of person completing the application

Executive Director

Provide name of person or entity to whom the funding check will be cut.

Small Champions

Mailing Address Street

PO Box 4691

City

Vail

State

Colorado

Zip Code

81658

Telephone number

970-390-0004

Email address

smallchampions@gmail.com

Event/program and/or organization website

www.smallchampions.org

Number of years organization has been in business

24

Organization's Mission Statement

Small Champions is a non-profit organization committed to enhancing and improving quality of life by providing sports and recreational opportunities for eligible youth with multiple disabilities who are residents of Eagle County, Colorado. Individuals receive needs based instruction to support their developmental progress. We collaborate with and educate community organizations, and generate sustainable funding and services.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

501 c 3 IRS 2014 and 1998.pdf

How does your request support item 1C of the Contribution Policy (See above)

Small Champions provides a significant positive impact on the community by providing an opportunity for children of Eagle County that are challenged with physical, cognitive, and multiple disabilities to be part of a group from the same community that meets often to enjoy sports, grow, learn, and have fun. It is very important for our Small Champions to have a peer group, and for their families to forge friendships enabling them to help each other. The program is an enormous benefit to the families of the children (many of whom volunteer and participate in the program). There is no other outlet in Eagle County where they are able to interact with other families and support the physical development of their child. Small Champions also recruits volunteers from the community that are available to offer assistance and their friendship while experiencing a sport with participants. The final outcome is a sense of accomplishment and belonging for each participant that begins with learning a sport. No other program exists in the Eagle Valley to provide these services for these children.

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.

Copy of 2021 Budget.pdf

Who currently funds the event/program?

Vail Resorts Epic Promise, Town of Vail, Town of Avon, Eagle County, United Way of Eagle River Valley, Roubos Family Foundation, Galvin Family Foundation, Kent and Vicki Logan, Slifer Smith & Frampton Foundation, Vail Valley Cares, Vail Valley Surgery Center, Alpine Bank, FirstBank, as well as many other individuals, foundations, businesses, and organizations.

Who currently funds your organization?

All of our funds are raised through fundraising activities and grant writing. The above list is where we receive our funding.

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

The In-Kind parking passes are essential for our families and coaches of our disabled/special needs kids in order for them to be present to provide support for their children during our Small Champions ski days.

An easily accessible (for those with disabilities) drop-off and pick-up venue such as the Lionshead Welcome Center is essential for our Small Champions in the mornings and afternoons of our ski days.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$189,500

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

\$75,000

2. Please list your confirmed sponsors or partners.

Vail Resorts/Epic Promise, Vail/Beaver Creek Snowsports School, Vail Recreation District, Alpine Bank, FirstBank, United Way of Eagle River Valley, Vail Valley Cares, Vail Valley Surgery Center, Town of Vail, Town of Avon, Eagle County Schools, Slifer Smith & Frampton Foundation, Roubos Family Foundation, Galvin Family Foundation, Kent and Vicki Logan.

3. Please explain the potential for additional sponsorships or partners.

We are actively seeking sponsorship and partner opportunities with many local businesses, organizations, and individuals for all of our year-round Small Champions activities.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

We currently provide services to over 65 Eagle County children, teens and young adults and their families. Many family members of our kids live and/or work in Vail. Small Champions is the only organization in our community that provides these year-round services to this under served segment of our community.

We appreciate your consideration and your support of Small Champions over the past years. Thank you

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

2020 SC BOD List .pdf

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

<https://www.smallchampions.org>

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

DSC_0227.jpg

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

Dawa Video2.mov

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

Small Champions Testimonials.docx

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.<---

Number

Linked Users

smallchampions@gmail.com

Submission Date

Submission Date

Submission Date

09/09/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

501 c 3 IRS 2014 and 1998.pdf

Please upload event/program/organization budget.

Copy of 2021 Budget.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant

2020 SC BOD List .pdf

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

DSC_0227.jpg

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

Dawa Video2.mov

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

Small Champions Testimonials.docx

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **SEP 25 2001**

SMALL CHAMPIONS INC
C/O RON BYRNE & ASSOCIATES
285 BRIDGE ST
VAIL, CO 81657-0000

Employer Identification Number:
84-1346280
DLN:
17053097827011
Contact Person:
MICHAEL RYAN ID# 31362
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
February, 1998
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Letter 1050 (DO/CG)



SMALL CHAMPIONS, INC
PO BOX 4691
VAIL, CO 81658-4691

TESTAMONIALS

1). Sandy Schroeder mother of Small Champion Henry Schroeder

Well, if the article in SneakPeak wasn't enough.... here is another story.

Jim and I had tried to teach Henry who is challenged with Down syndrome how to ski when we lived in Maine. Not only are neither of us great skiers, but we also lacked the instructional skills necessary to teach him well. When we decided to move to Colorado, and the Vail Valley, which we picked specifically because of the Small Champions network (in addition to the desire to live in the mountains, skiing was bound to be a focus. For these past two years, we have seen Henry make amazing progress. The thing is, it is not only as a skier, but also as a kid. He learns how to interact with people, wait his turn, persevere, and love skiing. Without the individual attention that Henry receives from a skilled instructor, he would not be able to enjoy skiing like he does. We are proud of his skill acquisition and even more proud of his social development. Simply not possible without Small Champions.

Oh, and then there is the horseback riding...

Just as a quip:

The day before we took him to meet Kathy, we went to a stable where Henry could ride a pony. He wanted NOTHING to do with that! He did not even want to stand near the pony! Then we went for our first horseback riding lesson. Kathy introduced Henry to Sox and I simply stated, "he might not want to get on". Kathy climbed up on Sox, into the saddle, we brought the step stool over and she said, "Get on up here with me". He did. He climbed right up! As soon as they started moving together in the saddle, Henry shouted "Yee Haw!" And that was that. Now, we can't get Henry off of Sox... he loves Kathy, Sox, the entire thing. Again, no Small Champions? No chance. Thanks, Small Champions.

Sandy

2). Jennifer Hefferan mother of Small Champion Ritchie Hefferan

In the past Richie has done a couple of sessions of group swim lessons, frustrating for all. He was so overwhelmed with the other kids he didn't even get in the water! This year he has had 2 private swim lessons, so far, at the GRC, amazing the difference. He is in the water, enjoying learning to swim. I have no doubt my small champion will be a swimmer! This is such an essential life safety skill, thank you very much for the opportunity!

Richie has also been to 1 horseback riding lesson. I believe this program is a real confidence builder. His nervousness around the horse was gone before the end of the lesson. They walked and trotted and even rode backwards! He was so proud! Can't wait for the next lesson. Thank you!

Can't say enough about your summer camp! Richie has a blast. Only camp he has been to where there were no tears or tantrums getting out the door in the morning. He has fun with the other campers! Wish camp was a couple of days a week all summer. You guys do an awesome job! Thanks again for all you do! Jennifer and Rich Hefferan

3). Kathy Mikolasy – Instructor Hippotherapy (Horse Therapy)

John, I have so many wonderful stories to tell, not sure where to begin. At the Ranch, we call these experiences "Miracles on a Horse!" I will start with a very recent one. Caden Roebke. Caden and I had never met until last Wednesday. He had never come out to ride with Small Champions because he really didn't want to. He had a bit of a fear of horses and he just "didn't want to". I had met his Mom, Sally, at the Small Champions Benefit Golf Tournament in May and encouraged her to come out and visit us at the Ranch. She called and we made an appointment and agreed to just see how it went and if Caden wasn't interested, we wouldn't force the issue. But I, of course, knew better. So often this is how it starts. Caden came out and had the time of his life. I introduced Caden to Sox and a big smile appeared and from there it just got better and better. By the time we were finished riding, Caden sat in a chair and seemed exhausted. He was very quiet, but about every 3 or 4 minutes he would shake his head, smile, and say "I just had the most fun ever!" His grin went from ear to ear, he couldn't wait to make his next appointment and he left feeling like he had just accomplished one of the most fun "things" he had ever done!!!! The feeling of accomplishment and the pride that he left the Ranch with cannot be measured. It can be a life changing experience that fills these kid with self-confidence and pride that they may not get in other areas of their lives. Caden is visually impaired with no sight in his right eye and 20/200 vision in his left eye when wearing his glasses. He may not excel in some areas of his life because of this disability, but when he left the barn he was "6 feet tall with a feeling of accomplishment and pride."

I have had comments from parents like "Small Champions has given him something great to talk about so his speech has improved and my husband and I feel that Small Champions has helped us to begin to dream for our son again." Another quote is "My son has benefited immensely from therapeutic horseback riding with Kathy Mikolasy. It has helped his balance and speech improve. He loves to learn about life on a ranch and helps groom and feed the horses. His lessons with Kathy have also taught him about appropriate behaviors with animals in general." Here's another - "When I told my son about horseback riding, he got upset and crying and said he was scared, so I was sure our first day was not going to go well, but that was not true. Our first day he connected with Kathy, his instructor, and the horses like he had been around them his whole life. To this day it gives him a sense of confidence like I have never seen." And another one - Jeffrey now enjoys horseback riding and is no longer afraid of being around large animals like horses - instead they calm and center him. He is learning how horses behave and how to communicate to them with the reins and verbal commands. It is encouraging his ability to communicate, listen and balance." And one last one - "When I explain to others the value of Small Champions summer program, I get a lump in my throat. Horse therapy is one of the greatest ways to work with our son. It is where everything is integrated - physical therapy for sensory integration, focus and attention, the relationship between social cues and social response with the horses and the cultivation of a very relationship with his Small Champions instructor. We see all the work that he does come together there. Some days when he arrives "stuck" in a bad mood in that Asperger's way, you can see how Kathy and the horses help him to find that "good" place again. Connor carries these lessons with him and learns to use them when he feels frustrated or angry. When we see Connor ride, we are amazed at how far he has come and it gives us hope that one day he'll live and work in an independent life and that he'll be happy.

Quotes from the families of these Small Champions is a true testament to how important this Program is to our Community. I could go on and on, but I think the quotes above will give you just a little insight as to how the families here in the Vail Valley feels about what Small Champions has done for them. Small Champions changes lives and I see it on a daily basis. I feel very blessed to be able to be a part of the Small Champions Family, as do my horses!

Kathy Mikolasy

4). Rosie and Craig Bruntz, parents of Small Champion Kayla Bruntz

We would like to send a big thank you to the board of Small Champions and all of the generous volunteers and donors to the program for the support that our daughter, Kayla, has received. Kayla is now eighteen years old and she has developmental delays as well as cerebral palsy that affects her entire right side. She started with tennis lessons through Small Champions a few years ago and this year made the Vail Mountain School Tennis team! She played in her first tournament in March (and almost won the match). She so loves the practices, the uniform and being part of a team.

Through Small Champions she was able to get the basics of tennis and learn ways to adapt her serve so she can do a one handed serve that is legal for tournament play and enabled her to participate in a high school sport as a player. The experience has far exceeded her (and our) expectations.

The snowboarding program through Small Champions has been terrific and Kayla is now navigating around the mountain and standing up unassisted. Though she needs one on one support, she is able to talk at school and with friends about her weekend snowboarding on the mountain and participate in snow sports that are integral in the lives of our entire family.

I want to give a big shout out to Small Champions for giving her the individualized support that she needed to be able to gain the skills to join a high school sports program and participate in tournament play with the rest of the team. It was an incredible experience for her and for us as she closes out her high school career.

Thank-you

Rosie, Craig and Kayla Bruntz

5). Our son, Tim, has Down syndrome and has participated in Small Champions since its inception.

Because of the Small Champions one on one lessons with AMAZING individuals as coaches, Tim can now spend the day skiing double black diamonds in Vail's Back Bowls or out of bounds with a guide in Lech, Austria. He can ride a horse for hours on end. He can play an ok game of golf with a goal to get better.

More importantly than the athletic skills, the time with these coaches has allowed him to become independent and self-confident. Finally, parents of Small Champions seldom have a "break" in their daily lives. Small Champions provides that, too, even if only for a few hours.

Please feel free to contact me with comments or questions.

Sincerely,

Rick Sackbauer

Users: smallchampions@gmail.com

Email:

smallchampions@gmail.com

2021 Annual Contribution: Special Olympics - Vail Valley Dream Team/ski and snowboard team Kathy Mikolasy

Town of Vail 2021 Annual Council Contribution Request

CONTRIBUTION POLICY

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3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

All applications must be submitted by September 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

chilihorse@hotmail.com

What is the name of your organization?

Special Olympics - Vail Valley Dream Team/ski and snowboard team

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

In-Kind Contribution Requested

50 parking structure passes to be used by Volunteers on each Sunday of our training starting January 3, 2021 and going through the end of the ski season.

Name of person completing the application

Kathy Mikolasy

Title of person completing the application

Volunteer Coordinator and Head Coach of the Special Olympics ski/snowboard team

Provide name of person or entity to whom the funding check will be cut.

N/A - we are only requesting in-kind donation

Mailing Address Street

PO Box 3724

City

Eagle

State

Colorado

Zip Code

81631

Telephone number

970-390-3816

Email address

chilihorse@hotmail.com

Event/program and/or organization website

N/A

Number of years organization has been in business

51

Organization's Mission Statement

The mission of Special Olympics Colorado (SOCO) is to provide year round sports training and athletic competitions in a variety of Olympic type sports for children and adults with developmental disabilities, six years of age and older, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics Athletes and the Community.

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

Epic Promise Program.doc

How does your request support item 1C of the Contribution Policy (See above)

In addition to Special Olympics Mission Statement, Special Olympics promotes community awareness and interaction with the Eagle County Special Needs population, which we see again and again as a win-win situation for everyone involved. We try to provide opportunities for our Athletes to be able to participate in the sports and recreational activities that the Vail Valley has to offer. We support item 1C.1C states that in order to be the premier international mountain resort community, the Town of Vail is committed to growing a vibrant, diverse economy and community. Special Olympics is part of that "diverse community".

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.

Epic Promise Program.doc

Who currently funds the event/program?

We receive funding from the State of Colorado Special Olympics and also from our Regional Office in Glenwood Springs. We occasionally get private donations which we send to Glenwood Springs so that these funds can be distributed as needed. Otherwise our Volunteers not only volunteer their time but will contribute funds if we need money for additional things if the funds are not available through our Region or through the State SOCO. Vail Resorts, through the Epic Promise Program donates to us our lift tickets and the use of the race course on Vail Mountain to practice for our Regional and State Competitions.

Who currently funds your organization?

See explanation above.

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

If we do not receive in-kind donations of parking passes our Volunteers would have to pay for parking on the Sundays of our training sessions. This would not stop us from having our ski team, however, it would financially impact our Volunteers and we would possibly lose some of our faithful and loyal Volunteers, some of whom have volunteered with us for over 20 years.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

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?

\$19,060

2. Please list your confirmed sponsors or partners.

Our confirmed sponsors/partners are the Town of Vail for parking passes (in the past) and also Vail Resorts Epic Promise Program (in the past) which donates in-kind donations in the way of 70 lift tickets, 250 beverage tickets, 10 Gondola One Foot Passes and 20 Tubing/Coaster Ride tickets. The number in 1a above is for these items listed which includes both the Town of Vail and Vail Resorts Epic Promise Program.

3. Please explain the potential for additional sponsorships or partners.

If we are awarded the parking passes from the Town of Vail and the in-kind donations from Vail Resorts through the Epic Promise Program we do not need additional sponsors or partners at this time.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

We appreciate the support from the Town of Vail. The Town of Vail has supported our Special Olympics Ski Team by donating parking passes for our training days for many many years. I have been involved with our Ski Team since 1996 and throughout that time we have been blessed to have the Town of Vail support us. Without this support I am not sure we would have been able to attract the wonderful volunteers that we have had throughout the years and continue to attract. Thank you for all you have done to make this possible for our Special Needs Athletes who have thrived in our Community due to being able to gain confidence and have the opportunity to enjoy what the Vail Valley has to offer all of us who live here!

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Special Olympic Board Members.doc

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

You may visit the website www.specialolympicsco.org to view more information regarding Special Olympics of Colorado (SOCO). We are part of this state organization and are the Western Region out of Glenwood Springs.

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

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

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

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Number

Linked Users

chilihorse@hotmail.com

Submission Date

Submission Date

Submission Date

09/12/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.

Epic Promise Program.doc

Please upload event/program/organization budget.

Epic Promise Program.doc

Organization rosters naming all officers, board of directors and respective positions as relevant

Special Olympic Board Members.doc

Town of Vail 2021 Annual Council 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 September 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, 2021.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2021 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2021. 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 September 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

christine@foresightskiguide.org

What is the name of your organization?

Foresight Ski Guides

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

In-Kind Contribution Requested

In-Kind contribution of (2) Blue level parking passes and (1) Pink level parking pass good for use during the 2020-2021 ski season

Name of person completing the application

Christine Holmberg

Title of person completing the application

Executive Director

Provide name of person or entity to whom the funding check will be cut.

Foresight is not requesting cash funding.

Mailing Address Street

PO Box 882

City

Vail

State

Colorado

Zip Code

81658

Telephone number

303-506-3859

Email address

christine@foresightskiguides.org

Event/program and/or organization website

foresightskiguides.org

Number of years organization has been in business

19

Organization's Mission Statement

The mission of Foresight Ski Guides is "to promote fitness, athletic skills, personal achievement, self-confidence and self-esteem for individuals who are blind or visually impaired by providing challenge recreation opportunities through affordable access to snow sports."

Organization's Tax Status

Non-Profit (501C-3)

If applicable, please attach current State Department of Revenue Certificate with this application.

Certificate of Good Standing - Foresightg.pdf 9.4.2020.pdf

How does your request support item 1C of the Contribution Policy (See above)

Foresight Ski Guides thanks the Town of Vail for its continued support of our transformative, guided skiing program for blind and visually impaired individuals. Foresight is committed to not only providing challenging, goal-oriented, life-altering, recreation-based experiences for people who are blind and visually impaired but also to supporting the Town of Vail's mission and contributing to the community's future health.

At the very heart of what Foresight does is work to improve the quality of life of those who are blind or visually impaired. Foresight strives to shatter the attitudinal barriers, myths and stereotypes about blindness through its highly visible presence in Vail. Foresight's program exposes people with visual disabilities to the joy and exhilaration of skiing and snowboarding. Our affordable program brings both adults and youth to Vail when they would likely go elsewhere. Adults come back year after year and some even come multiple times during a season. Youth are groomed to become proficient skiers so when they are older they return to Vail year after year. Often times adults travel with family or friends and youth travel with family or adult chaperones who wouldn't otherwise visit Vail. Only Foresight's blind skiers receive products and services donated by generous local sponsors (lift tickets, equipment, lodging and transportation). The additional guests typically do not receive discounted services so they spend money in the Town of Vail. In addition about half of our ski guides live out of town. Many of those out of towners would not necessarily ski Vail if they were not guiding with Foresight. When a non-local guide is scheduled to work more than one day Foresight pays their lodging expense. The non-local guide is responsible for their ancillary costs while in town.

Foresight provides unique and satisfying volunteer/community give-back opportunities to the Vail community - by becoming guides to our visually impaired participants (VIPs). Foresight's guides are all volunteers and trained at no expense of their own. In exchange the volunteers are asked to give back ten (10) days per ski season as a guide or shadow. Time and again we hear how the guides are the ones who benefit from spending time with the VIPs.

Last year one of our adult VIPs, named Reid, volunteered to speak to a group of youth VIPs. Reid lost his functional vision when he was 10 years old. When speaking with our younger VIPs, he told them how skiing with Foresight helped him develop the confidence to take on challenges that seemed out of his reach due to his visual disability; like attending college and starting a career. Reid has been skiing with Foresight for more than 10 seasons, is a college graduate and works for one of the largest computer manufacturers in the world. Skiing at Vail is now an ongoing part of Reid's life and he is inspiring the next generation of blind and visually impaired skiers to do the same. Reid is just one example of Foresight's many, many VIPs who contribute to the vibrant and diverse Vail community.

BUDGET

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

Are your books audited?

No

Please upload event/program/organization budget.

2020 Budget Final.pdf

Who currently funds the event/program?

Foresight receives in-kind and financial support from Vail Resorts/EpicPromise, Town of Vail, Vail and Edwards Rotary Clubs, Safeway Foundation, Virginia Hill Foundation, Jelm Foundation, The Denver Foundation, and the Jones Family Foundation. Foresight Ski Guides Board of Directors, volunteer guides, program participants, and individuals also make donations to support our program and organization.

Who currently funds your organization?

Foresight receives in-kind and financial support from Vail Resorts/EpicPromise, Town of Vail, Vail and Edwards Rotary Clubs, Safeway Foundation, Virginia Hill Foundation, Jelm Foundation, The Denver Foundation, and the Jones Family Foundation. Foresight Ski Guides Board of Directors, volunteer guides, program participants, and individuals also make donations to support our program and organization.

If the event/program is not funded at full request, how will the event change with a lower funding allocation?

In the event that Foresight is not awarded in-kind support at the full request (2 blue and 1 pink parking passes) it will still operate as planned. Other, less convenient parking options will need to be identified. Foresight provides guided skiing and snowboarding for blind and visually impaired youth and adults. Foresight provides parking for its volunteer ski guides, half of whom drive from Denver and need to be parked and ready to meet our visually impaired participants (VIPs) at Golden Peak by 8:30am. Support from the Town of Vail is a significant help in off-setting out of pocket parking expenses, especially now when the current health pandemic is already putting a strain on our finances. Additionally the pink parking pass is for our Executive Director who is onsite each day a blind skier is on the mountain and other days as necessary for planning purposes. The Executive Director often has to "come and go" so having parking near Golden Peak is much appreciated. These parking passes have been so helpful in removing barriers for staff and volunteers who guide our VIPs and run our program.

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 2021?

Yes

Do you anticipate requesting funding from the CSE for 2021?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$134,500

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

\$144,919

2. Please list your confirmed sponsors or partners.

Jelm Foundation has committed to us but at a much lower amount than usual, \$2,000-\$3,000 versus the typical \$15,000. EpicPromise: In discussion as far as what their in-kind donation will look like this year

3. Please explain the potential for additional sponsorships or partners.

We are currently awaiting word from several foundations we recently solicited, (United Way Eagle River Valley, Max and Victoria Dreyfus Foundation, El Pomar Foundation) and we continue to apply to new ones when applicable. Applications will be submitted to Vail and Edwards Rotary Clubs and well as the Denver Foundation, Foreseeable Future Foundation, John G. Duncan Charitable Trust, Virginia Hill Foundation and The North Face. Additional partners include Vail Marriott and Comfort Inn, Avon - these businesses have historically supported Foresight with deeply discounted hotel room rates. We will also launch our end of year appeal campaign at the beginning of November.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?

It's no secret, times are tough right now. Whether you have been personally affected by COVID-19 or are a professional casualty of the pandemic we are all sailing uncharted waters. For 19 years Foresight Ski Guides has been a visible strong hold on Vail Mountain, working with blind and visually impaired individuals. The longevity of our partnership with Vail Resorts shows they respect and believe our program is relevant. Now more than ever this vulnerable population needs access to opportunities that provide social interaction, confidence building, physical fitness, and personal growth. Foresight can provide that. Honestly, will we even be able to run our program this winter? We don't know. But we aren't going to give up without a fight. We hope the Town of Vail will stand next to us and show its support for a small and meaningful program.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant

Foresight Board of Directors 2020.docx

OPTIONAL ATTACHMENTS

List any URLs where additional information can be found, including photos, videos or other content relevant to your application.

www.foresightskiguide.org

<https://www.instagram.com/foresightskiguide>

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

Deya with Kristi and Jan.png

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

VIP skiing.png

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

St Vrain Schools.jpg

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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Number

Linked Users

foresightskiguide@gmail.com

Submission Date

09/04/2020

Submission Date

Submission Date

09/04/2020

2021 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.