

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

cpierce@bravovail.org

What is the name of your organization?

Bravo! Vail Music Festival

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

\$355,000

In-Kind Contribution Requested

Ten days at the Donovan Pavilion for Bravo! Vail's 2022 Chamber Music Series concerts

What is the name of your event or program?

Bravo! Vail Music Festival

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$234,585

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

06/20/2022

Proposed Event/Program End Date

07/31/2021

Name of person completing the application

Christy Pierce

Title of person completing the application

Grant Writer

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

Bravo! Vail Music Festival

Mailing Address Street

2271 N. Frontage Road West

City

Vail

State

Colorado

Zip Code

81657

Telephone number

970-827-5700

Email address

cpierce@bravovail.org

Event/program and/or organization website

www.bravovail.org

Number of years organization has been in business

34

Organization's Mission Statement

The mission of Bravo! Vail is to enrich people's lives through the power of music by producing the finest performances by the greatest artists; fostering music education; and 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.

Bravo Colorado Certificate of Good Standing.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)

For 34 years, the Bravo! Vail Music Festival has been a key arts and community leader in the Town of Vail, providing social, financial, and cultural benefits that contribute to a vibrant, healthy community. The Festival's request supports item 1C of the Contribution Policy by offering Vail citizens and guests a six-week classical music festival, presenting four world-class orchestras, musicians, and chamber music ensembles that collectively can only be experienced in the Town of Vail. The Bravo! Vail Music Festival is the only summer residency of the New York Philharmonic, Philadelphia Orchestra, and Dallas Symphony Orchestra, and the addition of an international chamber orchestra offers Vail residents and visitors an added international cultural experience. Celebrated musicians and composers such as Joshua Bell, Yo-Yo Ma, Anne-Sophie Mutter, Yefim Bronfman, Hillary Hahn, Edgar Meyer, and more have graced Festival stages each year, alongside some of the best chamber ensembles in the world. Bravo! Vail also programs free community concerts, free family concerts, Bravo! Vail After Dark concerts, Little Listeners at the Library concerts, and other events to appeal to families and new and younger audiences. These rich cultural offerings provide Town of Vail residents and visitors with experiences found only at a premier international mountain resort community.

Additionally, the Bravo! Vail Music Festival is a significant contributor to the financial health of the Town of Vail's diverse economy. Bravo! Vail anticipates that the 2022 Festival will have a similar economic impact to that of the 2019 Festival, which generated \$12.8 million for the Town of Vail, in addition to \$490,000 in tax revenue. This includes \$4.9 million generated for the lodging and hotel industry and \$4.7 million for the food and beverage industry in the Town of Vail. Bravo! Vail is also pleased to receive an average Net Promoter Score (NPS) of at least 85 percent each summer, indicating a high-level of customer satisfaction with our Festival and related services.

Finally, Americans for the Arts has collected a multitude of studies (<https://bit.ly/3v88Ezd>) showing that participation in or observance of the arts has a measurable impact on the health and well-being of a community and its citizens. These benefits include increasing individual well-being, strengthening mental health, improving healthcare, unifying communities, improving academic performance, and more. We believe that the Bravo! Vail Music Festival brings all of these benefits to the Town of Vail, playing an important role in the present and future health of our resort community.

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

For the past 34 years, Vail's Gerald R. Ford Amphitheater has been the location for Bravo! Vail's mainstage orchestra concerts. Additional venues include the Donovan Pavilion, Vail Interfaith Chapel, Shakedown Bar, Vail Public Library, and private homes and locations around Eagle County. In 2021, Bravo! Vail presented its Chamber Music Series concerts at the Vilar Performing Arts Center Beaver Creek, but that series will move back to the Donovan Pavilion in 2022.

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

Consistently cited as one of the top classical music festivals in the country, the six-week Bravo! Vail Music Festival presents and produces more than 70 concerts throughout the Vail Valley each summer, including chamber music concerts, family and youth concerts, and performances by the Festival's American resident orchestras: the New York Philharmonic, The Philadelphia Orchestra, Dallas Symphony Orchestra, and a rotating international chamber orchestra.

While programming for the 2022 Festival is not yet confirmed, the New York Philharmonic, The Philadelphia Orchestra, and Dallas Symphony Orchestra will return for mainstage orchestra performances at the Gerald R. Ford Amphitheater, in addition to a renowned international chamber orchestra. Bravo! Vail's 2022 Festival will also be the first full year of its Symphonic Commissioning Project, a new component of its successful New Works Project. As part of this project, Bravo! Vail has commissioned three new works each year for five years with an emphasis on engaging underrepresented composers. These works will be performed by each of Bravo! Vail's resident orchestras. The 2022 Festival will welcome composer Valerie Coleman, in addition to two yet-to-be-confirmed composers, who will remain onsite for the premieres and participate in education and engagement opportunities.

Alongside these mainstage orchestra performances, Bravo! Vail will present a variety of concert series, including the following ticketed events:

- *CHAMBER MUSIC SERIES features distinguished chamber ensembles performing at Vail's Donovan Pavilion.
- *BRAVO! VAIL AFTER DARK highlights cutting-edge works in a casual setting at Vail's Shakedown Bar.
- *SOIREE SERIES presents chamber music concerts at private homes throughout Eagle County.
- *CLASSICALLY UNCORKED SERIES pairs intimate chamber music performances with gourmet hors d'oeuvres and handcrafted wines by Meiomi at Vail's Donovan Pavilion.

In addition to ticketed concerts, more than half of all Festival concerts each summer are free, providing opportunities for anyone to enjoy classical music of the highest quality, regardless of financial circumstance. These free concerts include the following:

- *LITTLE LISTENERS at the Library Series engages children and their families in fun, interactive performances by orchestra musicians at the Vail Public Library.
- *COMMUNITY CHAMBER MUSIC concerts are performed by renowned musicians in unique venues throughout the community, including the always popular free concert series at the Vail Interfaith Chapel.
- *MUSIC BOX concerts take place on Bravo's mobile performance stage and reach areas without easy access to live music.
- *FAMILY concerts are designed to engage young listeners and introduce classical music in a fun, accessible way.
- *INSIDE THE MUSIC presents informative talks and masterclasses, giving background and expert insight into the music.

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.

Bravo! Vail is committed to impacting the entire Vail Valley community through its Education and Engagement Programs, therefore some Festival programs will take place outside of the Town of Vail, including some Little Listeners at the Library concerts, family concerts, and Music Box concerts. No requested funding will be used to support activities outside the Town of Vail.

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., 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

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! Vail is committed to environmental sustainability at each venue it uses to present concerts. For all 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. Bravo! Vail also includes messaging in our program book and other collateral to encourage sustainable practices. Program books left behind after concerts are gathered, saved, and redistributed at future performances.

EVENT/PROGRAM INFORMATION

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

400

Number of volunteers needed

100

Number of event/program staff

40

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

26,500

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

27,500

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?

Bravo! Vail programs world-class orchestras and guest artists as part of its six-week annual Festival, attracting visitors and participating musicians from around the country and the world to Vail. These visitors spend an average of four nights in local lodging, in addition to expenditures on dining, groceries, parking, shopping, and other recreational activities. All of these activities produce direct tax revenue for the Town of Vail. In 2019, for example, Bravo! Vail visitors and participants generated an estimated \$490,000 in tax revenue.

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

The Bravo! Vail Music Festival has been a key arts and community leader in the Town of Vail for 34 years, providing social, financial, and cultural benefits each year that contribute to a vibrant, healthy community. The Festival supports the mission and vision of the Vail Town Council by offering Vail citizens and guests a six-week classical music festival, presenting four world-class orchestras, musicians, and chamber music ensembles that collectively can only be experienced in the Town of Vail. The Bravo! Vail Music Festival is the only summer residency of the New York Philharmonic, Philadelphia Orchestra, and Dallas Symphony Orchestra, and the addition of an international chamber orchestra offers Vail residents and visitors an added international cultural experience. Celebrated musicians and composers such as Joshua Bell, Yo-Yo Ma, Anne-Sophie Mutter, Yefim Bronfman, Hillary Hahn, Edgar Meyer, and more grace the Festival stages each year, alongside some of the best chamber ensembles in the world. Bravo! Vail also programs family concerts, Bravo! Vail After Dark concerts, Little Listener at the Library concerts, and other events to appeal to families and new and younger audiences. These rich cultural offerings provide Town of Vail residents and visitors with experiences found only at a premier international mountain resort community.

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

The Bravo! Vail Music Festival supports the Town of Vail's brand identity by strengthening cultural tourism in the summer. While the Town of Vail is best known for its winter activities, the prominence of Bravo! Vail's orchestras, guest artists, and programming has solidified Town of Vail's reputation as an international cultural destination. Press coverage of the Festival has only amplified this message, appearing in the New York Times, NPR, United Hemispheres Magazine, BBC Music Magazine, Dallas Morning News, Gramophone, and CBS Denver, among many other outlets.

The Festival brings in a highly sought-after demographic and mix of in-state and out-of-state visitors from across the country and the world. In 2019, 72 percent of out-of-town audience members said attending Bravo! Vail was a primary reason for their visit. In tandem with attracting these visitors, Bravo! Vail also enriches the cultural life of the Town of Vail and its residents by providing connections to world-renowned artists and musical experiences that can only be found in Vail.

Beginning in 2021, Bravo! Vail will also monetize live streaming for select performances, amplifying the Festival's reach and the Town of Vail's international brand identity. The 2020 reimaged Festival performances were available to stream for free due to COVID-19 restrictions. These resulted in 6,500 live stream views from 28 countries and all 50 states. Each summer the Festival brings in an acclaimed team of filmmakers to create cinema-quality short concert films and live streams. These films highlight not only the music and artists, but also the incredible beauty of Vail itself.

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

The Bravo! Vail Music Festival will target both visitors and community members through an integrated marketing campaign incorporating local, regional, national, and international efforts. Strategies include a mix of billboards; data-driven digital marketing, such as targeted emails, social media, SEO optimization, and retargeting; print, radio, and TV advertising; and earned press coverage. Bravo! Vail has also elevated its social media presence through all platforms and has incorporated Facebook Live videos, Instagram takeovers by visiting artists, a dedicated YouTube Channel, and other strategies to drive engagement and attract audiences.

Bravo! Vail will incorporate its concierge program with 43 guest properties and area hotels, encouraging concierges to purchase tickets for guests and recommend Bravo! Vail events. Staff provide each property with a packet of information prior to the Festival and visit the properties regularly throughout the summer to offer updates and incentives. Rack cards are distributed at these locations throughout the year to encourage visitors to return in the summer months for the Festival.

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

Following Bravo! Vail's artistic strategic plan, the Festival makes programming decisions that support sustainability, relevance, growth, and artistic excellence. Each year Anne-Marie McDermott and artistic staff work closely with the resident orchestras to determine guest artists and programming that bring audiences something new and exciting every Festival year.

While Bravo! Vail is still in the process of programming the 2022 Festival, a major highlight will be the first full year of the New Works Symphonic Commissioning Project. As part of this project, the New York Philharmonic, The Philadelphia Orchestra, and the Dallas Symphony Orchestra will each premiere a Bravo! Vail-commissioned work by a living composer for the next five years, with a focus on composers from underrepresented backgrounds. Selected composers will come to the Festival for the premiere and participate in Bravo! Vail's education and engagement opportunities. Currently, African American composer Valerie Coleman has been commissioned for a work with The Philadelphia Orchestra in 2022. Composers Katherine Balch (Dallas Symphony) and Carlos Simon (New York Philharmonic) are under strong consideration for the other commissions.

In addition, the popular Bravo! After Dark and Classically Uncorked Series will be back in 2022 after a two-year hiatus due to anticipated COVID-19 restrictions and cancellations.

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

The Bravo! Vail Music Festival is at its core a social event providing once-in-a-lifetime experiences. Friends and families listen to exhilarating, high-quality classical music together at a variety of venues around the Town of Vail. Orchestra concerts at the Gerald R. Ford Amphitheater provide audiences with a beautiful backdrop of the Rocky Mountains. Many attendees bring picnics or purchase concessions to enjoy while lounging on the lawn in chairs or on a blanket. The Bravo! After Dark series at Vail's Shakedown Bar and the Chamber Music Series at the Donovan Pavilion provide a fun, casual atmosphere, while Classically Uncorked and Soiree concerts are sophisticated and convivial. Each year Bravo! Vail aims to capture audience members' experiences at unique venues around the community in its marketing and promotional efforts.

Growth Potential: How will the event or program achieve recognition and drive participation?

Through a combination of strategic marketing; media coverage and partnerships; performance streaming options; local concierge programs; and word-of-mouth of marketing, as indicated by consistently high NPS scores, Bravo! Vail will continue to achieve recognition and drive participation to the Festival.

In addition, Bravo! Vail is launching an acquisition marketing campaign in the coming year, targeting new and younger audiences. Components of this plan will include market research; cultivation of first-time ticket buyers; focus on locals and Front Range audiences; and leveraging local partnerships to expand the Festival's marketing reach.

Furthermore, Bravo! Vail's new app – launched in 2021 – provides a new channel for promoting attendance, offering in-app ticket purchases, and featuring local partners in the lodging and food and beverage industries.

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

The New Works Symphonic Commissioning Project has the potential for national and regional media exposure, as does the participation of world-renowned guest artists and programming of adventurous or unique performances.

That level of media exposure often attracts and elevates sponsorship support. Bravo! Vail is committed to developing a deeper partnership with current sponsors, such as LIV Sotheby's, Alpine Bank, First Bank, and Slifer, Smith, & Frampton. It is also focusing on the Front Range for an expansion in corporate partnerships and sponsorships, identifying opportunities with national corporations and luxury brands. In 2019, 34 percent of the Festival's total audience came from the Front Range, and Bravo! Vail's audiences make up a desirable demographic and potential market for these businesses. Potential new sponsorships for 2022 include Northern Trust, State Farm, Innovest, Keller Williams, Winston Art Group, and more.

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

Each summer, Bravo! Vail selects accomplished college students with a desire to pursue careers in arts management for its internship program. These interns from around the country develop skills in fundraising, marketing, education program management, sound engineering, operations, and more. They also have opportunities to interact with arts management professionals from both Bravo! Vail and the resident orchestras. Interns often go on to prestigious jobs in the arts management field. In addition, Bravo! Vail is now a part of CareerWise Colorado, which offers three-year youth apprenticeships and aligns education with workforce development in Colorado. Bravo! Vail's first apprentice begins prior to the 2021 Festival.

Artistically, Bravo! Vail selects two early career ensembles as Chamber Musicians-in-Residence and two Piano Fellows each summer. Both groups of participants benefit from performing, teaching, and learning throughout the Vail community, in collaboration with Artistic Director Anne-Marie McDermott and other renowned Festival musicians. These young musicians gain invaluable training and performance skills, which they can apply throughout the rest of their performing careers.

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

For 34 years, Bravo! Vail has provided a beloved summer activity for the entire community. The Festival brings together family and friends to enjoy the very best of classical music and musicians right in their very own backyard, creating a lasting sense of unity and community pride. More than 100 local volunteers offer their time and talent to make sure the Festival runs smoothly, and thousands of local residents and visitors experience world-class performances and artistic experiences that can be found nowhere else but in the Town of Vail.

The incredible musicians that grace Bravo! Vail's stages each year become part of the local community. They perform Little Listeners programs at local libraries; Bravo! Vail After Dark concerts at the Shakedown Bar; Chamber Concert Series at the Donovan Pavilion; Inside the Music series at Vail Chapel; community and family concerts at venues across Eagle County; and special concerts for community partners, including Roundup River Ranch, Walking Mountains Science Center, and Eagle County Public Health.

Bravo! Vail also takes an active role in music education for both children and adults that will have a lasting impact on the Vail community. More than half of all Festival programs are free, providing unique perspectives; learning opportunities; and access to music, regardless of socioeconomic circumstance.

During the school year, Bravo! Vail provides after-school violin and piano instruction in the underserved Lake and Eagle County school districts through the Music Makers Hacienda Música program. Due to the lack of consistent music education in these districts, this program fulfills a significant need. Without it, most students would go without any music classes until middle school, bypassing the opportunity to learn an instrument and reap the well-documented developmental benefits of music instruction at an early age. Bravo! Vail is doing its part through this program to ensure local students, who are the future of our community, have a well-rounded education and develop a lifelong appreciation for the arts.

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

In 2019, Bravo! Vail engaged New York public relations firm 8VA Music Consultancy to leverage regional, national, and international media coverage for the Festival, and they have had success. Recent coverage includes features in United Hemispheres magazine, Musical America, Symphony Magazine, Chamber Music America, and Strings Magazine, in addition to secured coverage of opening night for the 2022 Festival by CBS Denver. Alongside this, Bravo! Vail has strategic media partnerships, such as that with Colorado Public Radio, reaching key funding markets directly.

Both media partnerships and earned media coverage result in greater visibility for the Bravo! Vail Music Festival, attracting prospective donor and sponsorship support.

EVENT ECONOMIC IMPACT

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

14,760

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

\$13,568,000

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?

\$42,405,000

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 Bravo! Vail Music Festival is launching an app this year, giving additional opportunities to cross-promote Town of Vail hotels and lodges. In addition, the Bravo! Vail website features local lodging partners under the “Plan Your Visit” tab, and local hotel partners are featured in email blasts leading up to the Festival, reaching more than 20,000 subscribers. The number of lodging nights is calculated based on the assessment of a third-party marketing research firm.

BUDGET

Please 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 Bravo! Vail Music Festival will use the funds to underwrite components of the 2022 Festival with the most national and international appeal, garnering increased attendance and media coverage that will directly benefit the Town of Vail, in addition to Festival education and engagement programs that will continue to support the community:

*New York Philharmonic (\$105,000 request): A resident orchestra with the Bravo! Vail Music Festival since 2003, the New York Philharmonic plays a leading cultural role in New York City, the United States, and the world. Each season the Orchestra connects with 50 million music lovers through live concerts in New York and globally; international broadcasts; recordings; and education programs. Jaap van Zweden, the orchestra's 26th Music Director, will return in 2022 to premiere a work by a New Works Symphonic Commissioning Project composer, in addition to engaging world-renowned guest artists and performing captivating repertoire.

*The Philadelphia Orchestra (\$95,000 request): A resident orchestra with the Bravo! Vail Music Festival since 2007, The Philadelphia Orchestra is one of the world's preeminent orchestras. It strives to share the transformative power of music with the widest possible audience, and to create joy, connection, and excitement through music in the Philadelphia region, across the country, and around the world. Music Director Yannick Nézet-Séguin will join the 2022 Festival to premiere a work by Valerie Coleman, a New Works Symphonic Commissioning Project composer, in addition to engaging high-profile guest artists and a range of exciting programming.

*International Chamber Orchestra (TBD) (\$90,000): In 2016, Bravo! Vail began incorporating a rotating international chamber music ensemble to the Bravo! Vail roster, engaging Academy of St. Martin in the Fields, Chamber Orchestra Vienna Berlin, and Chamber Orchestra of Europe. For the 2021 Festival, the St. Paul Chamber Orchestra replaced the Academy of St. Martin in the Fields due to COVID-19-related travel restrictions. The international chamber orchestra is not yet determined for 2022, but the selection will be an ensemble of high international musical stature.

*New Works Symphonic Commissioning Project (\$40,000): The 2022 Festival will present the first full year of the New Works Symphonic Commissioning Project. As part of this project, the New York Philharmonic, The Philadelphia Orchestra, and the Dallas Symphony Orchestra will each premiere a Bravo! Vail-commissioned work by a living composer for the next five years, with a focus on composers from underrepresented backgrounds. Selected composers will come to the Festival for the premiere and participate in Bravo! Vail's education and engagement opportunities. Currently, African American composer Valerie Coleman has been commissioned for a work with The Philadelphia Orchestra in 2022. Composers Katherine Balch (Dallas Symphony Orchestra) and Carlos Simon (New York Philharmonic) are under strong consideration for the other commissions.

*Education and Engagement Programs (\$25,000): Supported by Town of Vail in 2021, Bravo! Vail's education and engagement programs give access and exposure to the arts by removing barriers and creating entry points to music. More than half of all Festival concerts each summer are free, providing opportunities for anyone to enjoy classical music of the highest quality, regardless of financial circumstance. These concerts include Little Listeners at the Library, Community Chamber Music, Family, Music Box, and Inside the Music concerts. In addition, Bravo! Vail provides special concerts for community partners, including Roundup River Ranch, Walking Mountains Science Center, and Eagle County Public Health. During the Festival, Bravo! Vail also conducts a four-day intensive violin and piano camp for advanced students participating in the year-round Music Makers Haciendo Música program.

Bravo! Vail requests an increase in funding from the Town of Vail to help cover increased Festival expenses. Each year, it costs more to bring these high-caliber orchestras and musicians to Vail. After canceling the 2020 Festival and experiencing a 98 percent drop in earned revenue, we appreciate your consideration of this increased request to help ensure Bravo! Vail remains a premier classical music festival and a source of pride for the Vail community.

Please upload event/program/organization budget.

2022 Budget Summary-v3.xlsx

Who currently funds the event/program?

Many generous individual donors and family foundations fund the Bravo! Vail Music Festival, in addition to the Town of Vail, Berry Charitable Foundation, the Sturm Family and ANB Bank, LIV Sotheby's International Realty, Alpine Bank, US Bank, US Bank Foundation, Colorado Creative Industries, Sidney E. Frank Foundation, Slifer, Smith & Frampton, Slifer, Smith & Frampton Foundation, Vail Rotary Club, Town of Gypsum, Wall Street Insurance, First Bank, and many more.

Who currently funds your organization?

Many generous individual donors and family foundations fund the Bravo! Vail Music Festival, in addition to the Town of Vail, Berry Charitable Foundation, the Sturm Family and ANB Bank, LIV Sotheby's International Realty, Alpine Bank, US Bank, US Bank Foundation, Colorado Creative Industries, Sidney E. Frank Foundation, Slifer, Smith & Frampton, Slifer, Smith & Frampton Foundation, Vail Rotary Club, Town of Gypsum, Wall Street Insurance, First Bank, and many more.

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 Music Festival maintains excellent fiscal health, in part due to the invaluable support of the Town of Vail. If the Festival is not funded at the full request, Bravo! Vail would prioritize activities and events to ensure its artistic excellence and experience are not sacrificed. In addition, Bravo! Vail may need to utilize its full endowment interest distribution to cover the shortfall, instead of reinvesting it into the endowment.

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.)

2,120,502

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

The Bravo! Vail Music Festival is launching an app this year, giving additional opportunities to cross-promote in-town/in-village activation opportunities. Additionally, Bravo! Vail institutes a concierge program with 43 guest properties and area hotels, encouraging concierges to purchase tickets for guests and recommend Bravo! Vail events. Staff provide each property with a packet of information prior to the Festival and visit the properties regularly throughout the summer to offer updates and incentives. Rack cards are distributed at these locations throughout the year to encourage visitors to return in the summer months for the Festival. Bravo! Vail also places large-scale signage and banners at the roundabouts and on the covered bridge in Vail Village, as well as on and inside local buses.

Lastly, the Bravo! Vail website features local lodging and food and beverage partners under the "Plan Your Visit" tab. These partners are also featured in email blasts leading up to the Festival, reaching more than 20,000 subscribers.

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, 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?

\$100,000

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

\$870,000

2. Please list your confirmed sponsors or partners.

To date, Fidelity and UBS The Caplan Group are confirmed as sponsors for the 2022 Festival. Bravo! Vail will begin actively soliciting sponsors in the fall of 2022.

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

Bravo! Vail is committed to developing a deeper partnership with current sponsors, such as LIV Sotheby's, Alpine Bank, First Bank, and Slifer, Smith, & Frampton. It is also focusing on the Front Range for an expansion in corporate partnerships and sponsorships, identifying opportunities with national corporations and luxury brands located in the Front Range. In 2019, 34 percent of its total audience came from the Front Range, and Bravo! Vail's audiences make up a desirable demographic and potential market for these businesses. Potential new sponsorships for 2022 include Northern Trust, State Farm, Innovest, Keller Williams, Winston Art Group, and more.

ADDITIONAL INFORMATION

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

Bravo! Vail would like to express our sincere appreciation to the Town Council/Town of Vail for your invaluable support of our Festival. After canceling the 2020 Festival and experiencing a 98 percent drop in earned revenue, we appreciate your consideration of this increased request to help ensure Bravo! Vail remains a premier classical music festival and a source of pride for the Vail community.

REQUIRED ATTACHMENTS

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

Bravo Board 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.bravovail.org/press-room/> (Click on "Bravo in the News")

<https://www.bravovail.org/look-listen/photo-galleries/>

<https://www.bravovail.org/look-listen/video-galleries/>

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

Billboard Report.pdf

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

Digital Ads-2019.pdf

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

2019 Vail Lifestyle Magazine Winter Spread-December 2018.pdf

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

cpierce@bravovail.org

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

Bravo Colorado Certificate of Good Standing.pdf

Please upload event/program/organization budget.

2022 Budget Summary-v3.xlsx

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

Bravo Board List.pdf

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

Billboard Report.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Digital Ads-2019.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
2019 Vail Lifestyle Magazine Winter Spread-December 2018.pdf

2022 Annual Contribution: National Repertory Orchestra Oceans of Possibilities/Océanos de posibilidades set to Music - As p...

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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 or program?

Oceans of Possibilities/Océanos de posibilidades set to Music - As part of Vail Public Library Summer Reading Program

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$2,500

Will you also apply for 2022 funding from the CSE?

No

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

PO Box 6336

City

Breckenridge

State

Colorado

Zip Code

80424

Telephone number

970-453-5825 ext. 103

Email address

asa@nromusic.org

Event/program and/or organization website

nromusic.org

Number of years organization has been in business

61

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.

Certificate of Good Standing_2021.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?

10

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 eight years the NRO has treated the youngest residents and visitors of Vail with a free family concert in partnership with Bravo! Vail.

For the past year, to navigate the global pandemic and still offer free family friendly performances, the NRO has partnered with Vail Public Library to offer two free interactive music performances each summer.

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

2011 - 2019 Gerald R. Ford Amphitheater

2020 - No performance due to global pandemic

2021 - Vail Public Library

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

The National Repertory Orchestra, in partnership with Vail Public Library will engage residents and visitors of Town of Vail through music and story telling as part of the library's summer reading initiatives.

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

The two programs will be scheduled on two Tuesday afternoons to allow visiting families to attend after a day of activities, and local families to attend 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 National Repertory Orchestra is also partnering with Summit County Libraries (Breckenridge, Frisco and Silverthorne) to deliver similar high-caliber music programming.

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, 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.

As educators the NRO is 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, carpooling, 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 program is an opportunity for local and visiting families to combine inspiring educational programming with unique dining and shopping experiences prior or post each performance.

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 nation-wide audition tour each year, with nearly 1,000 applicants to fill 89-coveted orchestra positions with the best and brightest young professional musicians in the world. Today you can find NRO alumni on virtually every professional orchestra in the country. The NRO share the vision and the mission of Vail's Town Council to 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 the summer festival curriculum. The musicians passion for music shines through in every performance and is sure to animate Town of Vail with classical music performances 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, weather 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 its summer festival. These young musicians are then mentored by professional musicians, conductors and guest 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 performance are all about the joy of music. The goal is to engage all participants on some level through the magic of music.

Growth Potential: How will the event or program achieve recognition and drive participation?

The NRO is a local organization with a global reach, known for educating the next generation of classical musicians. These talented musicians are present and active in the community with quality bilingual programming for all ages and abilities. Participation is driven by quality programming, marketing and by partnering with like-minded organizations.

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

The event 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 take ownership in the music making process, taking responsibility for both their own and the groups progress. To move the process along, the NRO musicians inspire 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 music world is a vibrant melting pot of genres, ideas and creativity, always evolving. The NRO is at the forefront of trends from withing 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 grant support from Town of Vail 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.

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 NRO has been using Instant Encore since June of 2021, a classical music platform that enables artists and arts organization to harness the power of technology to connect with their fans anywhere, anytime to share information about lodging and dining opportunities in Vail.

The NRO is diligent in compiling both quantitative and qualitative data at each Community Engagement performance, this information is then compiled in the organizations Impact Report and shared with funders and stakeholders annually.

BUDGET

Please 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 requested from Town of Vail will support travel and performance expenses for the musicians. It will also purchase music and marketing for the two performances.

Please upload event/program/organization budget.

TOV_NRO Program Budget_2022.pdf

Who currently funds the event/program?

Town of Vail and League of American Orchestras

Who currently funds your organization?

FY20 (Most Recent completed FY): Individual donations accounted for 75% of our total revenue. Concert tickets account for 0% of our total revenue (due to a canceled concert season). Special events account 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 (PPP), 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 program cuts can be made. Unfortunately the cut would impact the marketing component of the 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 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

The National Repertory Orchestra is partnering with Vail Public Library to promote the music program to Vail residents and visiting guests.

The program is part of NRO's Music For Everyone initiative, promoting free Community Engagement events both locally and state-wide through social media, digital listing and in print.

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?

\$3,500

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.

The NRO has a well established Education and Community Engagement program. This program is funded in-part by League of American Orchestras. Oceans of Possibilities – Océanos de posibilidades set to music is part of this program, attracting nation-wide exposure to a wide range of sponsors and partners.

ADDITIONAL INFORMATION

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

The National Repertory Orchestra is excited to perform at and in partnership with Vail Public Library from 4:00 PM - 5:00 PM on Tuesday, June 13 and Friday, July 30, 2021.

REQUIRED ATTACHMENTS

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

Board of Trustees 2021.pdf

OPTIONAL ATTACHMENTS

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

https://issuu.com/nromusic/docs/nro_2021_program_web

https://issuu.com/nromusic/docs/impact_report_2020_final/6

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
1594928488138.jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Cvek_NRO_vail-7843.jpg

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

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Linked Form
asa@nromusic.org

Submission Date
06/30/2021

Submission Date
06/30/2021

2022 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.
Certificate of Good Standing_2021.pdf

Please upload event/program/organization budget.
TOV_NRO Program Budget_2022.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant
Board of Trustees 2021.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
1594928488138.jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Cvek_NRO_vail-7843.jpg

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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

\$100,000

In-Kind Contribution Requested

(4) Donavon Pavilion Rentals

What is the name of your event or program?

Vail Jazz Festival

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$85,000

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

07/07/2022

Proposed Event/Program End Date

09/12/2022

Name of person completing the application

Amanda Blevins

Title of person completing the application

Executive Director

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

Vail Jazz Foundation, Inc.

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

28

Organization's Mission Statement

To perpetuate jazz music through the presentation of jazz performances and educational programs.

Organization's Tax Status

Non-Profit (501C-3)

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

CERT_GS_D 21.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?

28

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

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.

The Vail Jazz Festival is a 10-week program that brings the best talent in the jazz world to the ultimate summer. The 2021 festival consists of four distinctive series that run from July – September: Vail Jazz @ Vail Square, Vail Jazz @ Solaris, the Vail Jazz Party and the Vail Jazz Workshop. With over 39 performances and a diverse lineup of artists, we plan on filling 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 2021)

The Vail Jazz Party features a jam-packed lineup of more than 35 of jazz music's finest groups and soloists. Spanning 5 days over Labor Day weekend, the Vail Jazz Party brings together classic jazz and contemporary sounds of the genre. This component of our annual festival is a destination event and has been expanded to include a Sunday performance in the Gerald R. Ford Amphitheater for the extraordinarily popular Niki Harris' Gospel Prayer Meetin'.

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. Those unable to purchase tickets for these shows will be able to dine in Vail Square and enjoy the sounds of jazz.

Jazz @ Solaris is our new addition in 2021. This is a free community event which opens with a regional student band showcase, and headlines with a diverse group of Colorado artists. We plan to see between 500-750 participants at each of these 8 events from July through August on Sunday evenings after the farmers market. The idea behind this series was to not only provide a free event, but to give out of town guests a reason to stay in the village, enjoy our show, dine with our local F+B, and stay overnight instead of heading down in the summer traffic after the conclusion of farmers market.

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

We are back from the pandemic precipice...and thrilled to present a joyous summer of jazz running from early July through Labor Day.

We are very excited to kick-off the 2022 festival at our new home in the heart of Vail Village, the Solaris Plaza, where you'll find FREE Sunday evening performances from July through August.

On Thursday nights we'll return to the jazz tent in Lionshead for Vail Jazz @ Vail Square featuring some of the hottest, headliner artists touring today. We offer this programming every Thursday evening from July through Labor Day.

We plan to bring back our Club series, which we are currently seeking a new home. Vail Jazz partners with a restaurant to transform the space into a jazz club Wednesday evenings from July through Labor Day. In past years, we have had great success combining a minimum F+B order with our sponsor venue, in addition to hotel accommodations, and ticket revenues. This series engages patrons and entices them to stay for the encore jazz presentation the following day in Lionshead village.

The festivities will culminate over Labor Day weekend with our signature event, the Vail Jazz Party: five days of non-stop jazz, including the perennially popular Niki Harris' Gospel Prayer Meetin' on Sunday morning at the Gerald R. Ford Amphitheater. Believe me you won't want to miss a minute!

In all, we will present over 150 musicians performing music that is certain to lift your spirits, gladden your hearts, and remind each of us how fortunate we are to enjoy great live jazz, wrapped in the magnificent mountain beauty of Vail.

Educational programs are a central focus of Vail Jazz. Vail Jazz Goes to School initiative will return in 2022 to 4th and 5th graders in the Vail Valley. In addition to teaching youngsters the basics of jazz, we also are very pleased to be able to feature many up-and-coming jazz musicians as part of our Colorado Student Band Showcase...check them out at select performances of Vail Jazz @ Solaris.

We'll conclude the summer's educational programs when 12 of the country's most dedicated and gifted high school jazz musicians arrive in Vail to participate in our award-winning Vail Jazz Workshop, now in its 27th year. Students participants are recruited from all over the nation, and continue to be a patron favorite and one of the largest opportunities for expanded audience reach outside of the state.

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 event programming take place in Vail. The educational series are both national and regional in reach.

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, 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.

Vail Jazz is committed to reducing our environmental impact, and also encourages our patrons and staff to do all that they can to reduce their footprint. We have continued to work towards reducing printed materials, cutting our program book distribution from 16,000 quantity to 6,500 this year- encouraging our guests to reuse and recycle those print materials instead of always picking up a new one, and to also use our brand new website as resource instead of printed materials, banners and advertising. We no longer allow "print at home tickets", and scan directly from smart devices for event entry. We also use energy efficient lighting sources, and IT equipment and continue to look for ways to improve our sustainability practices.

EVENT/PROGRAM INFORMATION

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

200

Number of volunteers needed

200

Number of event/program staff

16

Estimate of total number of spectators/attendees anticipated

13,880

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

5,900

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

5,400

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?

1. Direct room bookings at hotel partners
2. Minimum F+B orders at select series with ticket purchase
3. Marketing geared towards spending more time in Vail, with a push to local sponsors and advertisers
4. Prioritize local vendors
5. Advertise specials across all marketing platforms to encourage sales revenue within the town
6. Strategic focus on delivering events on evenings that would encourage overnight stay in Vail
7. Vail Jazz works directly with local businesses to keep patrons in Vail and stimulate local economy.
8. Extending program offerings that appeal to a younger audience to drive family attendance across event platforms, translating into more time and money investment per patron.

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, Vail Jazz will welcome back more than 14,000 attendees to a diverse presentation of events throughout the Vail Valley in the summer of 2022. 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.

The Vail Jazz Festival offers family-friendly programming to attract audiences with young children up to teenagers. Many local families recognize Vail Jazz through growing up with the Vail Jazz Goes to School educational program and now are patrons of the events, and visiting families recognize Vail for the summer for the variety of arts and outdoor activities on offer. Vail Jazz provides a direct tie to the town/location and name recognition through the usage of Vail in all program names (Vail Jazz Festival, Vail Jazz Party, Vail Jazz @ Vail Square, Vail Jazz @ Solaris, etc.). Vail Jazz works directly with local businesses to keep patrons in Vail and stimulate local economy.

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

Family-friendly programming, with certain events offering discounted pricing for youth audiences

Returning out of town visitors to VJP

Driving room nights with musicians and patrons

Program naming (Vail Jazz Party, Vail Jazz Festival, Vail Jazz @ Vail Square, Vail Jazz @ Solaris) drives name recognition directly associated with Vail as a town and location.

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. 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.

The Vail Jazz Festival provides family-friendly programming attractive to both visiting and local audiences, through a series of free Sunday evening concerts, as well as discounted pricing for youth audiences for some performances. Through national recognition of our festival and educational programming, Vail Jazz's brand awareness has broad reach, drawing patrons from near and far. The Labor Day weekend event draws repeat local and visiting audiences each year, most who purchase full five-day passes and stay for the entirety of the event. The eight free Sunday evening performances throughout the summer are attractive to local audiences, as well as the popular Gospel performance at the Ford Amphitheater.

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

Vail Jazz is mobile! In 2022, we will plan to be in Solaris plaza for only the second time, we also plan to create a new venue partnership for the highly anticipated return of the club series.

We are a nimble event producer and are constantly changing up our venues and events, while holding true to our foundational series. Vail Jazz has a diverse artist programming approach, and is always invested in bringing the freshest and most celebrated talent to the valley. Not to mention, we are always looking for ways to expand and enhance our reach to untapped demographics through social media, virtual concerts, annual outreach, and enticing partnerships that can fit any household.

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

Whether it is one-of-a-kind jam sessions, Niki Haris' famous Gospel Prayer Meetin', the Wycliffe Gordon's Funk Dance, or the many other special offerings, the liveliness and energy of the performances presented encompass what Vail Jazz is all about. 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. In addition to live activities, the expansion of virtual programming throughout the calendar year will further drive enthusiasm and depth in a loyal community of brand enthusiasts which will translate into stronger live event attendance and ability to grow programming back to pre-pandemic levels.

Growth Potential: How will the event or program achieve recognition and drive participation?

In the past 27 years, the Vail Jazz Festival has grown organically from its humble origins of a 3-day long weekend of jazz in 1995, to a world famous annual jazz festival. Never losing sight of the goal of entertaining our patrons with passionate offerings of music that feature some of the greatest living musicians on the jazz scene today, we pride ourselves in celebrating America's musical gift to the world – JAZZ in a very unique way. Our patrons have taken note, and with the launch of a brand new website and virtual programming calendar the nation has access to our organization and we are already seeing the benefits. We will continue to drive awareness to our award winning education workshop and Labor Day party, while encouraging attendees to return year after year as an advocate for our organization and valley.

Marketing Strength: What is the potential for the event/program to leverage media exposure and attract 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 2022, our marketing budget will see an additional boost for enhancements to our brand new website to streamline our storytelling, guest experience and virtual 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 delayed planning period leading into the 2021 festival. We will work to grow our sponsor base outside of the regional market to exceed pre-pandemic revenue marks.

Vail Jazz will take the 16,000 patrons 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 areas that were expected to decrease more significantly due to lack of programming options available during the pandemic. This virtual offering has been so successful that we have decided to continue the digital programming indefinitely.

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 local and national business 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, five committees exist: an Executive Committee, tasked with oversight of operations on behalf of the Board; Strategic Planning Committee, planning the three-five year future of the organization; the Development Committee, tasked with organizing and developing new fundraising, national sponsorship acquisition strategy, marketing and outreach ideas for the organization; the Finance Committee, tasked to develop financial and operating metrics that will allow the Board to assess both absolute and relative efficacy of expenditures related to effective programming growth; and the Marketing & Community Engagement Committee, which researches and implements 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 5 new board members joining in 2021.

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

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

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

Just as in the vision to extend outreach to attract sponsorship support, our marketing budget will see an additional boost for enhancements to our brand new website to streamline our storytelling, guest experience and virtual content. And we will engage across national TV and digital campaigns making our audience/donor reach hundreds of times larger than ticket buyers alone.

EVENT ECONOMIC IMPACT

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

1,000

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

\$2,082,000

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?

\$2,803,760

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/room blocks that are advertised on our website, e-newsletter, dedicated marketing, and social media. Vail Jazz will also acquire a contract for 700 room nights for the Vail Jazz Party room block over Labor Day weekend activities.

BUDGET

Please 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?

We will use this grant to continue to produce ticketed and free events, and expand each series where there is opportunity for increased attendee participation, sponsorship acquisition, and local business activation. The \$100,000 requested will support performance schedules, venue rentals, additional signature talent bookings, travel expenses, increased marketing budget, increased staffing needs, etc.

Please upload event/program/organization budget.

VJF BUDGET REVISED 4-16-21.xlsx

Who currently funds the event/program?

Admissions, Donations, Grants, Sponsors.

Who currently funds your organization?

Admissions, Donations, Grants, Sponsors.

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?

Without increased funding support, our ability to provide free programming becomes impacted. Even with sponsor support, the economics behind producing events without admissions is in the red. Free events are incredibly impactful to drive sales tax, guest satisfaction, and brand recognition. Without the necessary funding, we can not continue to produce community events as outlined.

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.)

337,200

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

Sponsorship Activation- Cross market sponsor business offerings through printed and virtual tactics, in trade leverage sponsor outlets to promote festival awareness and attendance.

Partnership Activation- Use non-profit partners to cross promote their events and in turn request broadcast messaging to drive attendance and awareness.

Signage and Banners- Use festival artwork displayed across the valley to engage local and visitor traffic participate on our platforms and through sponsors offerings.

Advertising- Use local, regional and national platforms, traditional and virtual to push traffic to sponsors and partners to stimulate tracked conversions.

Social Media- We share our partners and sponsors posts across our platforms and boost our messaging through a strategic growth plan.

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?

\$100,000

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.

TOV, The Jazz Cruise, 32 Bar Blues, The Helis Foundation, Lyrix Wine, Solaris, Alpine Bank, NEA, CCI, Marriott, Arrabelle, Yamaha, EME, KUVU, Downbeat, Vail Daily, JazzTimes.

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 entertainment and educational programs. 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 has created a strategic plan to return to pre-pandemic budget levels over the next three years of recovery. Right now, we are on track to hit the goal 2 years early, bouncing back to pre-pandemic levels by the end of FY21.

The budget attached reflects a delayed planning period riddled with uncertainty driven from the pandemic. Our fiscal year ends 10/31/21, and we deliver a budget to our BOD by the end of the FY. It is our anticipation that the 2022 budget will be hundreds of thousands of dollars over this years dialed down crisis budget.

REQUIRED ATTACHMENTS

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

Organizational Directory Updated 5.27.21.docx.pdf

OPTIONAL ATTACHMENTS

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

<https://vailjazz.org/performances/>

<https://www.vaildaily.com/entertainment/vail-jazz-announces-lineup-for-27th-annual-vail-jazz-festival/>

<https://vimeo.com/user117556294>

Attachments:

- 1 Audience Breakout
2. Sample Sponsor Agreement
3. 2021 Program

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

2022 Live+Virtual Audience Projections.xlsx

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

2021 VJ + ECP Sponsor Proposal (1).docx

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

VailJazzFestival_2021_proof8.pdf

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

amanda@vailjazz.org

Submission Date

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

CERT_GS_D 21.pdf

Please upload event/program/organization budget.

VJF BUDGET REVISED 4-16-21.xlsx

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

Organizational Directory Updated 5.27.21.docx.pdf

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

2022 Live+Virtual Audience Projections.xlsx

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

2021 VJ + ECP Sponsor Proposal (1).docx

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

VailJazzFestival_2021_proof8.pdf

2022 Annual Contribution: Vail Valley Foundation Mountain Games

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

ddressman@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

\$145,000

In-Kind Contribution Requested

40000 for public works, police, labor, power/water, sandbags, etc

What is the name of your event or program?

Mountain Games

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$98,000

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

06/09/2022

Proposed Event/Program End Date

06/12/2022

Name of person completing the application

Dave Dressman

Title of person completing the application

Event Director

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

Vail Valley Foundation

Mailing Address Street

90 Benchmark Road #300

City

Avon

State

Colorado

Zip Code

81620

Telephone number

970-777-2015

Email address

ddressman@vvf.org

Event/program and/or organization website

mountaingames.com

Number of years organization has been in business

38

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?

19

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

Year after year, the GoPro Mountain Games continues to place Vail in the global spotlight as the host location of the most revered and prolific celebration of outdoor culture and mountain lifestyle anywhere in the World. Mountain Games has sustained steady growth for 19 years and acts as the kickoff to summer in the Rocky Mountains. In addition to a sizable economic impact to the TOV (\$7m+), the event attracts the ideal demographic of active consumers to Vail. These 80,000+ attendees are active, affluent, outdoor enthusiasts with disposable income, a love for the environment, and a health-conscious attitude. They fill the TOV hotels and pack restaurants, shops, streets and trails. Additionally, a diverse group of national and global sponsors place further attention on Vail and it's thriving community. Lastly, the media, TV, PR and photo/video assets and editorial that stem from the Mountain Games showcase all facets of what makes Vail the premier Int'l resort community including athletics, arts, music, family, competition, and more.

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

Current: Vail Village, Lionshead, Mountain Plaza, Golden Peak, Lower Bench, The Amp, Maloit Park, and the rivers and trails of Vail.

Previous: all of the above, plus Eagle & Red Cliff, CO

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

The best all-around mountain experience anywhere in the world takes place in Vail each June when the GoPro Mountain Games jumpstart the summer.

Thousands of pro and amateur adventure athletes sign up each year and converge upon the mountains and rivers of Vail to compete in 11 athletic disciplines and more than 30 competitions including kayaking, slackline, DockDogs, trail running, mountain and road cycling, climbing, fishing, disc golf, yoga, photography and more. The competitions are just the beginning. The event also features the GoPro Mountains of Music free concert series throughout the weekend, taking place in Vail & Lionshead during the day and at The Amp at night. There are also a host of kids activities and events, food vendors, art exhibitions, and the incredible Gear Town: featuring more than 145 of the outdoor industry's top brands and including tons of giveaways and activities.

The Mountain Games are a project of the non-profit Vail Valley Foundation, which has a mission to enhance quality of life in the Vail Valley through arts, athletics, and education.

Do you plan to use Vail Recreation District Facilities?

Yes

Please attach letter or email confirmation from Vail Recreation District if using VRD facilities.

VRD email _ GMG 2022.docx

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

The annual Steep Creek Championship is a class V kayak time trial race that takes place in Red Cliff, CO during GMG. This ¼ mile stretch of creek near Eagle County's oldest town, Red Cliff, is the location of the Steep Creek Championship.

Additionally, portions of our Mountain Masters Disc Golf competition take place outside of Vail. In 2021, the event was hosted at Maloit Park in Minturn CO.

ENVIRONMENTAL PRACTICES

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

All of these

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

Please see attached sustainability guidelines.

EVENT/PROGRAM INFORMATION

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

5,000

Number of volunteers needed

350

Number of event/program staff

25

Estimate of total number of spectators/attendees anticipated

85,000

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

27,500

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

24,000

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

1,000

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

On-site vendor sales, increased traffic to hotels and merchants

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

The GoPro Mountain Games checks all the boxes within the mission of the Town Council. Mountain Games is global in nature and generates north of 1B PR impressions, placing Vail firmly at the forefront of the resort destination community and outdoor industry. Mountain Games contributes north of \$7M in economic impact during a need period.

The diverse nature of the Mountain Games makes it unique. It is not focused on one athletic discipline or one arts/entertainment category. The Mountain Games is truly amazing due to the sum of its parts. And such, it contributes heavily to a vibrant and diverse economy and community in Vail. Exceptional Service is shown via our annual net promoter score on our event survey, which was 88 in 2019. Creating an abundance of opportunities is at the core of the GoPro Mountain Games. The event offers guests the ability to compete or demo in a variety of human powered sports, see a variety of free music offerings, view live art and a participate in a wide variety of family and kid centric offerings.

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

The Mountain Games x Vail is a marriage of like-minded brands. The Mountain Games positions Vail as the premiere mountain resort community in the world by showcasing everything that is great about summer in Vail, encouraging participation by all ages and levels of athlete, and creating an inclusive festival setting which spans from Lionshead to The Amp. Vail is also showcased to the world via the extensive imagery, videos, curated custom content and a Daily Live Show, produced by Outside.

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

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

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

Fresh content and staying at the forefront of the outdoor industry and the adventure sports world is always a top priority for us as the event organizer. We are constantly evaluating all components of the Mountain Games to make sure nothing gets stagnant. Additionally, we look for ways to add value, add new events and improve the customer experience each year. In 2022, we plan to explore the return of Slopestyle (Freeride MTB), and the possibility of moving the Steep Creek Kayak race to Wednesday, in order to extend the event window another day. We also will continue to grow our day-time music programming in both Vail and LH. By working to stay fresh and keeping this a priority each year, the Mountain Games will continue to grow and improve for stakeholders and guests alike.

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

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

Growth Potential: How will the event or program achieve recognition and drive participation?

Via national marketing, word of mouth, an exceptional on-site experience and by continuing to provide a wide variety of attractive events, sponsors, music, art, and all around mountain entertainment.

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

The GoPro Mountain Games exists due in large part to our stakeholders and corporate sponsors. The experiential element of the Games is unmatched in the event world and is very attractive to both large and small brands. Significant marketing reach combined with a world class experience makes the Mountain Games very attractive to both endemic and non-endemic brands. VVF is always striving to align our events with the right partners and we will continue to do so. One of our goals is to increase global media exposure in the coming years.

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

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

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

Reputation. The Mountain Games helps validate the Vail Community as the premiere mountain resort destination in the world by showcasing all of the amazing opportunities Vail has to offer to massive global audience of influential consumers.

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

VVF has a strong sales and marketing team and will continue to create eye catching and accurate materials that showcase all that the Mountain Games is. The sales team is aggressive and knowledgeable and will pursue sponsors who align with the event on a year round basis. Having 180 credentialed on-site media and countless PR hits and editorial pieces will be highlighted to all partners and prospective partners. VVF will continue to leverage marketing and content partnerships with Outside, Red Bull Media House, individual content creators, hosts and athlete ambassadors along with dozens of other strategic partnerships to further the reach of the event and make it more attractive to brands.

EVENT ECONOMIC IMPACT

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

7,000

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

\$7,300,000

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

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

\$52

ROI in this case refers to for each dollar the event/program is funded, how many dollars will be received by the Town of Vail from event impact.)

Example: Estimated ROI - Formula: # of attendees x total average spending = \$ (2000 attendees) x (\$240 daily spend) = \$480,000

Explanation of how you will direct prospective attendees to book lodging within the Town of Vail and a description of how you will track the number of lodging nights generated. REMINDER: Per the CSE funding agreement, the event producer is REQUIRED to direct attendees to book in Town of Vail hotels and lodges.

Via a dedicated lodging page within the 'Plan Your Visit' section of Mountaingames.com. Via dedicated and non-dedicated social media posts and e-blasts. By setting up lodging partnerships and offers with a variety of TOV Lodging properties. By direct word of mouth referrals to sponsors, athletes, media and partners.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Describe how you will use the funds requested?

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

Please upload event/program/organization budget.

GMG initial Budget Snapshot 2022 for TOV.xlsx

Who currently funds the event/program?

Sponsors, Gov't Partners (TOV), F&B Sales, Athlete Registrations

Who currently funds your organization?

All of the above plus ticket sales, grants, and individual donors.

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

5

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

Based on our Council-approved pre-Covid 2020 funding of \$140,000 and subsequent funding of 98,000 in 2021 (30% reduction made by TOV across all events), we are asking that our GMG funding request return to pre-pandemic level of \$145,000. This # is the 2020 approved funding level plus approximately 3.5% increase to account for expected growth and inflation.

In order for us to continue the upward trajectory & progression of the Mountain Games, we rely heavily on corporate sponsorship as well as funding from the TOV. We are asking for \$145,000 in cash funding in addition to \$40,000 of in-kind service funding.

This amount is in line with our Platinum level sponsors (GMC, Yeti, Go RVing, Pacifico, & L.L.Bean) and will help with the overall operating budget of the Event and allow the VVF as the organizers to continue to keep Mountain Games fresh as well as maintain a focus on our environmental and sustainability efforts.

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

Yes

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

3,000,000

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

Gear Town Sponsor Village of 150 brands/vendors, live daytime music across LH and Vail Village, ability for local restaurants, hotels and bars to create event specific specials and incentives and events within their boundaries.

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".

Sponsor marketing, custom content creation and distribution

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.

Yeti, Nature Valley, Orijen, TIAA Bank, Oakley, Adidas, Bosch, Outside, Go RVing, and many others. GoPro, our title sponsor is up for contract renewal. We also bring in approximately 100 'vendors' to compliment the larger sponsor activations.

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

The VVF team is constantly looking for partners that align with the Mountain Games Event and the Vail Brand. There are numerous categories we are pursuing including wearable tech, soap and skincare, additional bike sponsors, and overall health & wellness brands.

ADDITIONAL INFORMATION

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

VVF will send out our 2021 GMG Stakeholders Report around August 1, 2021.

We want to thank the TOV and the TOV Council for supporting us through the pandemic and supporting the 2021 GoPro Mountain Games, which occurred just 3 weeks after covid protocols were lifted. We are proud of what we accomplished in 2021 and are reinvigorated to continue to position the Mountain Games as the premier mountain sports and music festival anywhere in the World. We see opportunity for growth with this event, for years to come...especially with the potential return of the Winter Mountain Games. We truly believe that the Mountain Games shines an amazingly bright spotlight on Vail and will continue to do so for many years. The investment amount that we are requesting (\$145,000) is a small portion (~5%) of our overall Event Budget but yet it delivers an exceptional ROI to Vail. Thank you.

REQUIRED ATTACHMENTS

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

VVF Roster 2022 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

facebook.com/mountaingames

instagram.com/mountaingamesvail/

<https://bit.ly/2021GMGPhotos>

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

Mountain Games Sustainability Guidelines.pdf

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

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 Martha Anderson - manderson@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.

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

Linked Form

ddressman@vvf.org

Submission Date

06/23/2021

Submission Date

06/23/2021

2022 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 attach letter or email confirmation from Vail Recreation District if using VRD facilities.

VRD email _ GMG 2022.docx

Please upload event/program/organization budget.

GMG initial Budget Snapshot 2022 for TOV.xlsx

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

VVF Roster 2022 for TOV Funding (GMG).pdf

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

Mountain Games Sustainability Guidelines.pdf

2022 Annual Contribution: Vail Valley Foundation Vail Dance Festival

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

cmorgan@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

\$80,000

In-Kind Contribution Requested

Complimentary rent for "The Nest" parking for all VDF performances @ GRFA. Bus/Shuttle drivers to assist with in-town artist transportation. Usage of Solaris Plaza for Dancing in the Streets Free Performances

What is the name of your event or program?

Vail Dance Festival

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$55,000

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

07/29/2022

Proposed Event/Program End Date

08/09/2022

Name of person completing the application

Cameron S Morgan

Title of person completing the application

Festival & Operations Manager

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

Vail Valley Foundation

Mailing Address Street

PO Box 6550

City

Avon

State

Colorado

Zip Code

81620

Telephone number

9707772015

Email address

cmorgan@vvf.org

Event/program and/or organization website

vaildance.org

Number of years organization has been in business

38

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 Status (Determination Letter) 10.30.20.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?

33

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 field from a diverse background performing a variety of dance genres.

The Vail Dance Festival is consistently heralded by global publications as one of the top live cultural summer performance experiences in the United States. The New York Times even says "Vail... a destination for dance lovers." The Vail Dance Festival has grown over its 33 year history to become a bucket-list destination for dance fans around the world. We support the long-term health of the Town of Vail as 90% of our audience comes to Vail specifically for the Vail Dance Festival, and 92% of those audience members are likely/very likely to return year after year.

The Vail Dance Festival drives economic vitality (2019: \$4.7M economic impact to TOV), enriches our community and provides our citizens and guests with an exceptional cultural and entertainment experience. For our staff and artists alone, the Vail Dance Festival books nearly 1600 room nights throughout Vail during the festival with our incredible lodging partners. Our audiences and guests book an additional 3600 room nights throughout the Town of Vail.

The public relations and marketing impact of the Vail Dance Festival broadcasts Vail to wide audience (2020: 1.1 billion PR impressions, 500 million Marketing impressions). We further support the recreational, cultural and educational aspects of the TOV's mission through master classes, lecture/demonstrations, free performances, live interviews and children's activities.

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 host free public Dancing in the Streets performances in Vail Village throughout the Festival. We generally have 2 performances at the Vilar Performing Arts Center and 1 free performance at the Avon Performance Pavilion at Nottingham Park, but the bulk of the Festival takes place in Vail. We also host the Conversations on Dance Festival Forums (live podcast recordings) at Manor Vail Lodge and the Master Class Series at Vail Mountain School.

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 unique performances featuring a wide range of dance 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. All information below is what we are planning for the 2021 Vail Dance Festival:

In addition to the performances, we also host numerous ancillary events during the Festival window. These events will continue in 2022.

-Dancing in the Streets: performers take to the streets of Vail for four free, interactive performances which are scheduled to be performed in Solaris Plaza. Two of these free performances are meant to coincide with the Vail Farmers Market, offering a unique cultural and entertainment opportunity for those individuals

-Festival Forums: a live podcast recording where artists from the Festival are interviewed by the hosts of Conversations On Dance, a national podcast series. These live interviews are ticketed and open to the public for purchase. After the Festival, these podcast interviews are broadcast to a global audience.

-YouthPower365's Celebrate the Beat Pop Hop Camp: a free week-long dance camp for children in Eagle County that culminates in a performance on stage during International Evenings of Dance, with free tickets provided to the families of the children involved

-Tiny Dancer Tea Party: an afternoon of dance and activities for young aspiring dancers which features crown and tiara decorating, a dance session, meet and greets with Festival Artists, snacks, story-time and fun!

-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). We also provide \$10 discounted lawn tickets for Students and Faculty.

- Master Class Series: Festival artists share their talents by teaching Master Classes to local and regional dance students (in 2019 244 students attended 11 classes). In 2021, we plan to host 23 Master Classes and hope to expand the Master Class Series further in 2022.

The Vail Dance Festival a project of the nonprofit Vail Valley Foundation, which has a mission to enhance quality of life in the Vail Valley through arts, athletics, and education.

Do you plan to use Vail Recreation District Facilities?

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 through a variety of practices, working closely with our venues, vendors and partners.

EVENT/PROGRAM INFORMATION

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

150

Number of volunteers needed

150

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

12,600

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

7,200

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

200

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

The Vail Dance Festival attracts tourists and front range guests to the Valley for multiple night stays and drives 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.

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

The Vail Dance Festival offers 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.

The Vail Dance Festival attracts audiences to Vail from across the country, complementing the the Town Council's mission to make Vail the premier international mountain resort community. Our audiences are affluent, have elevated tastes and enjoy supporting our local merchants - the perfect clientele for the Vail shops and restaurants.

Dance is universal, and by nature the Vail Dance Festival is global as well. We generate north of 1B PR impressions, highlighting Vail firmly at the forefront of the resort destination community and cultural sector.

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. Our audiences love coming to Vail for the Vail Dance Festival as evidenced by our surveys showing that they return year after year.

The setting of the Town of Vail is what helps make the Vail Dance Festival so unique - nowhere else in the world can you find this level of dance artistry complemented so perfectly by its surroundings. Vail is showcased to the world through the extensive imagery, videos and curated content produced by the Vail Dance Festival, including iconic photos of dancers in Vail that are beloved and instantly recognizable.

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

The Vail Dance Festival will attract both visitors and community members by providing a wide range of programming that takes place in multiple locations and appealing to a diverse audience base.

To ensure accessibility, the Vail Dance Festival will include 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. For every paid performance, tickets to the general public are available starting at just \$27. We also offer free lawn tickets for children 12 and 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.

After 2020's successful virtual Vail Dance Festival, we hope to expand our digital presence and find new ways to share programming and fresh content with new and existing audiences. Extensive video content is captured throughout the Festival and published year around to keep the Vail Dance Festival relevant and attract attention even outside of the Festival dates.

Furthermore, in 2022, we hope to grow our Master Class Series into a larger program which will be capable of lodging dance students and training them alongside our world-class artists, exposing them to dance opportunities that cannot be found elsewhere.

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

Artistic Director 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 allowing guests the ability to interact and engage with Festival artists outside of their normal setting. The Dancing in the Streets performances are the epitome of vitality, fun and celebration - we literally meet our audience in the streets of Vail for an engaging celebration of dance, completely for free! Additionally, we plan to host a closing night celebration with live music and dancing for all of our guests to enjoy.

Growth Potential: How will the event or program achieve recognition and drive participation?

The world-class artists that perform in the Vail Dance Festival are extraordinarily successful individuals in their own rights, and their participation in the Vail Dance Festival drives their own fans to lend their support to the Vail Dance Festival as donors and patrons. Furthermore, the programming presented during the Vail Dance Festival receives tremendous critical praise and the Vail Dance Festival is well-respected as a premier destination for dance fans. Finally, by enhancing our Master Class Series, we hope to grow and train the next generation of dance artists so that they might one day join the ranks of our Festival Artists and share their love of dance with world and the Vail stage.

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

The Vail Dance Festival and the Vail Valley Foundation have a long history of working with the Town of Vail to leverage media exposure and attract sponsorship support. 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 (247 global media placements in a year when we didn't even have an in-person festival).

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, and has a robust internship program for college and graduate level students that provides personal and professional development. Through these opportunities, students and young adults are able to gain experience in entry-level positions that require them to develop important organizational and social skill sets, provides exposure to possible careers, and enhance leadership skills. 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?

A key component of the Vail Dance Festival is 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 \$20.22. Another community event that is a hit for all ages is the free Dancing in the Streets activation in Vail Village.

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 in summer of 2020, general Festival awareness has increased due to the increased accessibility which will attract new donors and sponsors alike. We hope to capitalize on this awareness over the coming years.

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?

\$59

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'll promote attendees to book lodging in Vail through word-of-mouth, website and email marketing, setting up lodging partnerships with a variety of TOV Lodging properties. We will track the lodging by through 3rd-party post-event surveys.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Describe how you will use the funds requested?

TOV funds will go to the general operating budget of the Vail Dance Festival and will help the VVF continue to keep the event fresh by investing in the event through marketing, PR, customer experience and artist fees. Expenses tied to the Vail Dance Festival continue to rise each year, and TOV funding will help the VVF significantly. Funds will be used to support all aspects of the festival operations with the exception of one direct allocation: \$5,000 to the Festival Forums/Conversations on Dance national podcast.

Please upload event/program/organization budget.

VDF BUDGET FORECAST _ for TOV 2022 Application.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?

3

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, but the event will continue; however, support from our partners is critical to the success of the event and our ability to continue to improve the experience for both artists and attendees year after year.

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.)

915,086

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

Free Dancing in the Streets performances that will take place in Vail Village throughout the Festival window.

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?

\$111,500

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

\$35,427

2. Please list your confirmed sponsors or partners.

The \$111,500 listed above in "1." is the forecasted sponsorship revenue for the 2022 Festival based on historical data. Current contracted sponsors for the 2021 Festival include GMC, Nature Valley, TIAA Bank, Gallegos, Moving Mountains, Pacifico/Constellation Beer, RNDC/Cambria Wine and Stranahans.

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

The VVF sales and sponsorship team works year round to secure corporate partners. In 2022 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?

As we endeavor to continue to grow the scale and impact of the Vail Dance Festival, we could not do this without the support of the Town of Vail. We look to increase our ability to provide free cultural performances for the Vail community and also grow our educational & recreational offering through the expanded Master Class Series and the Conversations on Dance/Festival Forums - the support of the Town Council for these activations is paramount.

As the new Festival & Operations Manager (Cameron Morgan), I am completing this funding application with a fresh set of eyes on the support that we request from the Town of Vail for this event. In my opinion, the economic impact of the Vail Dance Festival at the end of the summer is a critical springboard for the Town of Vail and its merchants right before the winter season. As I look at what percentage of our audiences comes to Vail expressly for the purpose of attending the Vail Dance Festival (90%), that is over \$4 million in revenue that would otherwise not have flowed into this community each year. I have requested an additional \$10,500 beyond the amount originally requested for 2020 prior to the COVID-19 pandemic (\$69,500), which is still less than 3% of our annual budget. The impact of the Vail Dance Festival on the Town of Vail (economically, culturally, PR/Marketing) is one that I believe is worth the investment, and I hope you will consider funding this request.

We, the Vail Dance Festival and the Vail Valley Foundation, want to thank the Town of Vail for their continued support throughout the history of the Vail Dance Festival, but especially over the last year as we emerge from the pandemic and bring the joy and energy of live dance performance back to the Vail stage!

REQUIRED ATTACHMENTS

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

VVF Roster 2021 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

<https://www.youtube.com/watch?v=W0pqXmz4cDs>

[instagram.com/vaildancefest](https://www.instagram.com/vaildancefest)

[facebook.com/vaildance](https://www.facebook.com/vaildance)

<https://www.flickr.com/photos/vailvalleyfoundation/collections/72157620772863987/>

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

VDF20 - Stakeholders Report_FINAL_PDF.pdf

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

Vail Festival to Return This Summer With Live Performances - The New York Times.pdf

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

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Linked Form

cmorgan@vvf.org

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06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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VDF20 - Stakeholders Report_FINAL_PDF.pdf

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

Vail Festival to Return This Summer With Live Performances - The New York Times.pdf

2022 Annual Contribution: Vail Valley Foundation Gerald R. Ford Amphitheater - Live Music & Entertainment

Town of Vail 2022 Annual Council Contribution Request

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 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022.
Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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

3000

What is the name of your event or program?

Gerald R. 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 2021? (Please include total funding you received from the CSE and Town Council)

\$52,500

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

05/16/2022

Proposed Event/Program End Date

09/30/2022

Name of person completing the application

Dave Dressman

Title of person completing the application

VP Sales and GRFA Concerts & Revenue

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

970-777-2015

Email address

ddressman@vvf.org

Event/program and/or organization website

grfavail.com

Number of years organization has been in business

38

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?

34

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

The Gerald R. Ford Amphitheater (The Amp), now heading into its 36th 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 Amp as a premier entertainment bucket-list venue through marketing, PR, on-site customer experience, F&B, ticketing and talent programming. We are committed to thoughtfully programming an amazing summer schedule of Gerald R. Ford Amphitheater events which will drive economic vitality, enrich our community and provide 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.

This application is for the overall Gerald R. Ford Amphitheater Live Music & Entertainment funding request inclusive of Hot Summer Nights, Amp Summer Concerts, the end of Summer Community Concert and any ancillary community or 3rd party events which occur.

The Vail Dance Festival and the Bravo! Vail Music Festival will continue to be standalone event funding requests from VVF for Vail Dance and from Bravo! Vail. Our plan is to continue to mix our free Hot Summer Nights concert series with larger, ticketed concerts and performances in partnership with AEG Presents. 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 Amp 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. Hot Summer Nights 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 Amp. 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 and bring new guests to the Vail Valley. VVF has full control and approval rights over which artists AEG can program into the venue.

End of Summer Community Celebration: this new concert event will launch on September 9, 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. This year (2021) we will also be acknowledging some of the key individuals and groups who helped lead the Vail Valley through the covid19 pandemic. We have programmed an amazing night of music featuring dozens of local musicians and will feature drink specials along with a brief end of summer ceremony from the stage. We are planning for this event to be an annual occurrence, with the second installment coming in September 2022.

Additional live music and entertainment programming at The Amp 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, 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, 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 during events. Additionally, we are currently planning for a solar panel installation on the roof of the building as well as various irrigation system improvements to mitigate water consumption. These solar and water consumption efforts are part of a larger capital improvement project which will be executed over the coming years with a goal of improving the environmental footprint of the Amp while also enhancing the guest and artist experience, performing general venue & audio upgrades, modifying the box office and rehearsal room, and creating new storage solutions.

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

20,000

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

15,000

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 Amp 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 Gerald R. Ford Amphitheater 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 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 start of Summer 2021, 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 Amp is as strong as ever. We have had outstanding attendance at our early June 2021 concerts and expect that to continue.

The natural result of Gerald R. Ford Amphitheater music and entertainment programming is an atmosphere of vitality, fun and celebration. For both locals and visitors, The Amp 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.

Growth Potential: How will the event or program achieve recognition and drive participation?

N/A - not a participatory event.

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 Amp contributes to a 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 Gerald R. Ford Amphitheater as one of the best small Amphitheaters in the country, which will continue to drive tourism and economic impact into Vail. The Amp 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 Gerald R. Ford Amphitheater 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 Amp 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.

2,000

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

\$2,000,000

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?

\$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

Please 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, programming and promoting the Gerald R. Ford Amphitheater venue, and the events that take place there, across what is a very short summer season. One of the challenges we have always faced regarding The Amp is the fact that the venue can only operate successfully for approximately 100 days per year due to weather & seasonality. 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 Amphitheater. The Amp does not make money and we are working to strategically increase revenue into the venue in order to continue to improve the guest experience and both the level of talent and quantity of events. The TOV funding is important. Additionally, we would be very interested in speaking with the TOV/Council in more detail about a 'arts, culture & entertainment' tax which supports event producers and venue operators. Similar to what Beaver Creek does w/their REITA money, having a steady source of tax revenue to help us offset operating and programming costs would be hugely valuable in the years ahead. I know other event operators like Bravo, Vail Jazz, etc...would echo this concept as an opportunity to further grow the arts, entertainment and cultural events within Vail.

Please upload event/program/organization budget.

GRFA BUDGET FORECAST _ for TOV 2022 Application.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?

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 may 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 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

Signage, 'Watch Parties' in bars, hotels, restaurants for any concerts which are streamed, partner beverage specials, general flow of traffic into the village pre and post performances.

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?

\$300,000

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.

GMC, TIAA Bank, Pacifico, Jackson Family Wines, High Noon, Hornitos, Nature Valley, Outside, Sonnenalp, Moe's BBQ, Tincup Whiskey, AEG Presents, Gore Creek Concessions, Resort Events, Epic Mountain Express

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 Gerald R. Ford Amphitheater 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?

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 continue 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 2021 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.

grfavail.com

instagram.com/grfa_vail/

Partner Media Toolkit: <https://bit.ly/GRFA-Toolkit>

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 Martha Anderson - manderson@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.

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

Linked Form

sdeen@vvh.org

Submission Date

06/24/2021

Submission Date

06/24/2021

2022 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 BUDGET FORECAST _ for TOV 2022 Application.xlsx

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

VVF Roster 2021 for TOV Funding (GRFA).pdf

2022 Annual Contribution: Highline Events and Entertainment Spring Back to Vail 2022

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

nicole@imprintgroup.com

What is the name of your organization?

Highline Events and Entertainment

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

Signature Events

Type of Funding Requested

Cash Funding Only

Amount of Cash Contribution Requested

\$350,000

What is the name of your event or program?

Spring Back to Vail 2022

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$0

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

04/08/2022

Proposed Event/Program End Date

04/10/2022

Name of person completing the application

Nicole Marsh

Title of person completing the application

Partner

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

Highline Sports and Entertainment

Mailing Address Street

216 Main Street, Suite 230

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

970 476 6797 ext 701

Email address

myriah@gohighline.com

Event/program and/or organization website

gohighline.com | vail.com/springback | www.springbacktovail.com/

Number of years organization has been in business

25

Organization's Mission Statement

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

Organization's Tax Status

For Profit

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?

10

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

The vision is simple: be the best of the best. With an ample amount planning and ramp up time, Highline will work closely with local entities of every kind to garner the proper funding and create a truly memorable and valuable event for the Town of Vail and its guests. It will include: world-class A-list entertainment, world-class partners and sponsors, world-class production and world-class activation. Bring Back, Spring Back and position Spring Back to Vail as the number one spring festival in any mountain community in North America. Establishing the groundwork in 2019, the event is poised to continue to transform itself to deliver memorable experiences for key demographics, have economic impact to the Town of Vail and creating a wildly vibrant energy throughout the Town of Vail and on Vail Mountain targeting a historically slower time in April. The 2022 Spring Back to Vail will look to deliver: • Enriched guest experience in expanded festival environment; • Expanded vibrancy throughout the Town of Vail and on Vail Mountain; • Increased and supplemental marketing campaign beyond Vail Resorts plan; • High level entertainment and lifestyle activities appealing to a wide variety of people; • Positive economic impact from not only spending and sales tax but also driving overnight visits stays; • Safe environment for all guests

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

Vail/Vail Mountain

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

Spring Back to Vail has seen a multitude of iterations over the past 18 years and it is time to create and bring back what arguably should be the greatest spring event at any resort in the country. The value proposition behind the initiative has no ceiling. With humility, the event has learned from past misses and lost opportunities, and looks to follow the root of success seen many, many years ago. PAID CONCERT MODEL Create a paid concert model allowing nationally renowned artists with massive appeal and draw to be booked well in advance and marketed throughout the entire season. EVENTS INSIDE THE EVENT Create events inside the event focusing from Ford Park to Golden Peak to Vail Village to Lionshead with multi-day vibrant activations chocked full of energy and guest experiences with mass appeal. By providing different touch points throughout the Festival weekend, guests will be able to choose what interests them. Spring Back to Vail looks to provide something for everyone to reach a broad range of guests to the Valley. REFRESH AND REFINE Traditional elements of Spring Back to Vail will remain as part of the programming but will continue to be enhanced and refined. From the World Pond Skimming Championships to the Mountain Luau, expanding the components within these pre-existing events will keep them current and relevant.

Do you plan to use Vail Recreation District Facilities?

No

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

All events for Spring Back to Vail will take place in the Town of Vail/Vail Mountain

ENVIRONMENTAL PRACTICES

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

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.

Here is a snap shot from previous events with plans to continue similar efforts and expand further into 2022: • Partnered with Vail Resorts/Epic Promise to promote sustainability at all Spring Back to Vail venues • All service ware at the expo and concerts were recyclable • Required expo partners to separate all trash, aluminum and cardboard prior to disposing • Sold products at the concerts in aluminum packaging to reduce recycled cup usage • Reused event specific signage wherever possible • Used hard-wired power wherever possible [vs. generators] • Utilized containers that were re-engineered into a foldable trash and recycling bins made from recycled event coroplast signs • Staff carpooling from Denver and within the valley during the event • Strict no idling policy for all vendors and staff during load in/load out • Used re-usable table linens at all tents (instead of disposable) and cleaned as needed (vs. replaced) • Encouraged restaurant vendors to buy local and produce dishes using those ingredients • Integrate water stations and refillable options, weather permitting • Upcycled event banners and signage

EVENT/PROGRAM INFORMATION

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

100

Number of volunteers needed

20

Number of event/program staff

90

Estimate of total number of spectators/attendees anticipated

30,000

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

18,000

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

9,000

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

3,000

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

The vision/plan for Spring Back to Vail 2022 will feature one weekend with a robust schedule of activities with the goal of encouraging more consumer spending from lodging, dining and shopping over a longer period of time. By bringing more people to Town for extended stays during this historically slow time of year, additional revenue is expected so increase the tax revenues. As has occurred for the past 20 years, nationally recognized talent will be the main draw, one that has been a trailblazer in the resort event world. Our proven track record for drawing tourists from the front, range and all over the country will continue.

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

The vision is simple: be the best of the best. With an ample amount planning and ramp up time, Highline will work closely with local entities of every kind to garner the proper funding and create a truly memorable and valuable event for the Town of Vail and its guests. It will include: world-class A-list entertainment, world-class partners and sponsors, world-class production and world-class activation. Bring Back, Spring Back and position Spring Back to Vail as the number one spring festival in any mountain community in North America. Establishing the groundwork in 2019, the event is poised to continue to transform itself to deliver memorable experiences for key demographics, have economic impact to the Town of Vail and creating a wildly vibrant energy throughout the Town of Vail and on Vail Mountain targeting a historically slower time in April. The 2022 Spring Back to Vail will look to deliver: • Enriched guest experience in expanded festival environment; • Expanded vibrancy throughout the Town of Vail and on Vail Mountain; • Increased and supplemental marketing campaign beyond Vail Resorts plan; • High level entertainment and lifestyle activities appealing to a wide variety of people; • Positive economic impact from not only spending and sales tax but also driving overnight visits stays; • Safe environment for all guests

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

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

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

With world-class musical talent, interactive expo areas, entertaining competitions like The World Pond Skimming Championships, guests and locals will have more incentive to choose Vail for their springtime plans. The Spring Back to Vail schedule will have something for everyone. A key focus is the dissemination of accurate event information to key local media groups, concierges and lodging leaders. Everything from the event outreach to the grassroots marketing is strategically thought out so that the right people get the right information at the prime time. Highline and Vail Resorts/Vail Mountain continue to invest in high quality photography and videography to extend its reach in digital and print media applications and create content driven outreach.

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

We will continue with what is tried and true with the entertainment aspect, but will enhance the event immensely with sponsor integration and activation throughout the villages. People will have the opportunity to take part in the event several times and in several locations. A wide range of musical acts will enhance the vibe in Town of Vail and complements the mountain weather and spring skiing/riding.

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

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

Growth Potential: How will the event or program achieve recognition and drive participation?

Spring Back to Vail has already received regional and national recognition. We'll continue to build the brand and the experience by bringing in top talent that will make it a must attend event, driving participation year after year.

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

Spring Back to Vail marketing and PR efforts will take a 3 tiered approach for 2022 and beyond which will help in securing event partners and sponsors. VAIL RESORTS/VAIL MOUNTAIN will be actively involved and leading the promotional charge to include: • Brand refresh, brand voice refinement and content creation • Brand guidance and development support • Marketing strategy development • Tactical execution of marketing plans across owned Vail channels and assets • Tactical execution of marketing plans in paid channels and assets • Design and production of marketing assets • Content capture • Supporting local and on-mountain outreach for event communications • Support via owned and operated channels and venues (retail, restaurant, lodging, and on-mountain) • Logistical support for on-mountain event elements, if any • Leverage Vail Resorts Public Relations for media inquiries, outreach, and hosting. • Partner with Owned and Operated Lodging for event needs • Event performance analyses (destimetrics, guest experience insights, and guest feedback) VLMD Spring Back to Vail looks to complement and creatively layer marketing/media efforts from Vail Mountain by looking to partner with Vail Local Marketing District for additional marketing dollars to drive destination guests during this historically slow time in April. The month of April falls under the shoulder season umbrella and has become one of the slowest times of the year. OTHER Spring Back to Vail will look to partner with other PR /Media partners to effectively streamlining marketing, advertising, social and digital campaigns during this low/shoulder season period. By looking to expand current relationships with key media partners such as AXS TV and VH1, the goal is to provide additional exposure to not only further the street cred of Spring Back to Vail but also to allow a more robust package for event partners and sponsors. Event Partners/Sponsors will leverage their outlets to promote not only their presence at the event but provide potential plus ups before/after the event with ideas like trips/sweepstakes, enter to win and much more. The final activations are dependent upon event partner planning.

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

n/a

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

Spring Back to Vail provides an encompassing opportunity for the local community to not only enjoy the planned festivities but also take advantage of increased awareness and guest presence in town. Local businesses are able to capitalize on additional consumer spending with the increase in guests visiting Vail during the event

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

Spring Back to Vail marketing and PR efforts will take a 3 tiered approach for 2020 and beyond which will help in securing

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

EVENT ECONOMIC IMPACT

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

4,500

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

\$15,000,000

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

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

\$15,000,000

ROI in this case refers to for each dollar the event/program is funded, how many dollars will be received by the Town of Vail from event impact.)

Example: Estimated ROI - Formula: # of attendees x total average spending = \$ (2000 attendees) x (\$240 daily spend) = \$480,000

Explanation of how you will direct prospective attendees to book lodging within the Town of Vail and a description of how you will track the number of lodging nights generated. REMINDER: Per the CSE funding agreement, the event producer is REQUIRED to direct attendees to book in Town of Vail hotels and lodges.

Non-local attendees will be directed to Vail lodging options via call-to-actions to the event website placed in event advertising and collateral materials. These items will include newspaper print ads, web, posters, digital rack cards, social media inclusion and through phone inquiries via phone directing public. Tracking and estimation will be acquired through mTrip reports and intercept surveys as provided by the Town of Vail.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Describe how you will use the funds requested?

Talent Procurement and Production

Please upload event/program/organization budget.

Spring Back to Vail 2022 Budget.pdf

Who currently funds the event/program?

Spring Back to Vail has been funded in the past by Town of Vail, Vail Mountain and corporate partners

Who currently funds your organization?

Highline is a private company

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

39

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

If Spring Back to Vail is funded at a reduced level by Town of Vail, event organizers will revisit the overall feasibility of the event scope as planned and consider making cuts in the following areas: • Talent and production levels • Fewer event components/elements

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

No

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

60,000

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

Interactive Festival Expo Village with On-snow ski and snowboard demos, Product sampling and sales

Interactive all-day Block Party at Vail Village with Après Ski programming with live music and Live concert telecast from Ford Park concert venue and Late-night silent disco

Mobile sampling opportunities with approx. four (4) sampling locations throughout Vail

On-premise late-night party and DJ Show at Dobson Ice Arena with Partner-driven experiential activations

Vail merchant, restaurant and lodging integrations

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

Print - Local, Print - Regional, Editorial, Radio, Television, Online Event Listings, E-newsletters, Web, Media Plan/Public Relations, Grassroots, Facebook, Instagram, Posters, Rack Cards, Flyers, Signage – Banners, etc, Co-promotions, Partnerships, Local Vail Businesses, Concierge Visits

SPONSORSHIPS & PARTNERSHIPS

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

\$475,000

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

\$10,000

2. Please list your confirmed sponsors or partners.

Vail Mountain Spring Back to Vail 2022 is currently being sold and an up to date list of partners will be available in the near future.

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

Knowing the importance of momentum and timing, the Spring Back sales team has adopted a new / refreshed sales strategy for Spring Back to Vail 2022 that will allow for more robust opportunities in all product categories. By changing not only the sales model but also the event scope, the team looks to add variety in partners as well as increase partnership revenues from 2019 by expanding beyond the relationships of Vail Resorts Strategic Alliance and its partners. Outside sponsorship will be pursued cultivating fresh ideas, activation concepts and experiences the event warrants.

ADDITIONAL INFORMATION

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

n/a

REQUIRED ATTACHMENTS

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

Highline Imprint Highline Org Chart.pdf

OPTIONAL ATTACHMENTS

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

n/a

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

SB2V19 Event Recap _5.29.19.pdf

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

SBTV_2019_Partner_Recap-4.pdf

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

SBTV_USO_30_FINAL.mp4

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

myriah@gohighline.com

Submission Date

07/14/2021

Submission Date

07/14/2021

2022 Annual Contribution: File Attachments

Please upload event/program/organization budget.

Spring Back to Vail 2022 Budget.pdf

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

Highline Imprint Highline Org Chart.pdf

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

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SBTV_2019_Partner_Recap-4.pdf

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

SBTV_USO_30_FINAL.mp4

2022 Annual Contribution: Highline Sports and Entertainment Vail Snow Days 2022

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

nicole@imprintgroup.com

What is the name of your organization?

Highline Sports and Entertainment

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

Signature Events

Type of Funding Requested

Cash Funding Only

Amount of Cash Contribution Requested

\$300,000

What is the name of your event or program?

Vail Snow Days 2022

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$300,000

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

12/08/2022

Proposed Event/Program End Date

12/11/2022

Name of person completing the application

Nicole Marsh

Title of person completing the application

Partner

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

Highline Sports and Entertainment

Mailing Address Street

216 Main Street, Suite 230

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

9704766797701

Email address

myriah@gohighline.com

Event/program and/or organization website

gohighline.com | vail.com/snowdays | www.vailsnowdays.com

Number of years organization has been in business

25

Organization's Mission Statement

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

Organization's Tax Status

For Profit

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?

10

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

The vision for Vail Snow Days 2022 is to continue to build on the momentum of this early winter festival event and kick off the winter season in Vail like no other mountain community. By fine-tuning event elements proven successful in previous years and looking to expand where possible, Vail Snow Days will continue to provide unique guests experiences and create positive economic opportunities for the Town of Vail. The 2022 Vail Snow Days will look to deliver: • Enriched guest experience in expanded festival environment and elements; • Expanded vibrancy throughout the Town of Vail and on Vail Mountain; • High level entertainment and lifestyle activities appealing to a wide variety of people; • Positive economic impact from not only spending and sales tax but also driving overnight visits stays; • Safe environment for all guests

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

• Golden Peak • Mountain Plaza • Vail Village • Lionshead • Ford Park

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

Vail Snow Days is the signature kick-off event to the season and will once again feature free live music, family-friendly happenings, a sponsor expo village and more. All talent for the 2021 and 2022 Vail Snow Days concerts are TBA but past performances include Counting Crows, Nathaniel Rateliff & The Night Sweats, Shakey Graves, O.A.R, Wilco, Bare Naked Ladies and more.

Do you plan to use Vail Recreation District Facilities?

No

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

All events for Vail Snow Days will take place in Vail/Vail Mountain

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, 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.

Here is a snap shot from previous events with plans to continue similar efforts and expand further into 2022: • Partnered with Vail Resorts/Epic Promise to promote sustainability at all Vail Snow Days venues • All service ware at the expo and concerts were recyclable • Required expo partners to separate all trash, aluminum and cardboard prior to disposing • Sold products at the concerts in aluminum packaging to reduce recycled cup usage • Reused event specific signage wherever possible • Used hard-wired power wherever possible [vs. generators] • Utilized containers that were re-engineered into a foldable trash and recycling bins made from recycled event coroplast signs • Upcycled event signage and banners • Staff carpooling from Denver and within the valley during the event • Strict no idling policy for all vendors and staff during load in/load out • Used re-usable table linens at all tents (instead of disposable) and cleaned as needed (vs. replaced) • Encouraged restaurant vendors to buy local and produce dishes using those ingredients

EVENT/PROGRAM INFORMATION

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

25

Number of volunteers needed

20

Number of event/program staff

75

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

10,000

Estimate the number of destination guests from outside Colorado your event/program will bring to Vail
9,600

Estimate the number of international guests your event/program will bring to Vail
400

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

This annual event that brings people to town during a soft period prior the Holidays, is a huge driver for consumer engagement within the Town of Vail. A longstanding signature event, Vail Snow Days offers something for everyone. From lodging, dining and shopping, this event drives sales.

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

The vision for Vail Snow Days 2022 is to continue to build on the momentum of this early winter festival event and kick off the winter season in Vail like no other mountain community. By fine-tuning event elements proven successful in previous years and looking to expand where possible, Vail Snow Days will continue to provide unique guests experiences and create positive economic opportunities for the Town of Vail. The 2022 Vail Snow Days will look to deliver: • Enriched guest experience in expanded festival environment and elements; • Expanded vibrancy throughout the Town of Vail and on Vail Mountain; • High level entertainment and lifestyle activities appealing to a wide variety of people; • Positive economic impact from not only spending and sales tax but also driving overnight visits stays; • Safe environment for all guests

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

Vail Snow Days, Vail Mountain and the Town of Vail have collaborated in the past and will continue to coordinate efforts both on mountain and off on several levels regarding Vail brand identity: • Creating a fully integrated branding/signage plan that is cohesive, on message and visually appealing • Providing event programming for a range of guests and locals • Striving for the highest levels of customer service and experiences

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

With world-class musical talent and interactive expo areas, destination guests will have more incentive to choose Vail for their early season plans. A key focus is the dissemination of accurate event information to key local media groups, concierges and lodging leaders. Everything from the event outreach to the grassroots marketing is strategically thought out so that the right people get the right information at the prime time. Highline and Vail Resorts/Vail Mountain continue to invest in high quality photography and videography to extend its reach in digital and print media applications and create content driven outreach.

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

The ever changing musical talent/acts that Vail Snow Days has brought to Vail during its history always helps to create a unique and varied vibe in Town of Vail and complements the mountain weather and early season skiing/riding.

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

Vail Snow Days IS fun and the festivities surrounding the events invite guests to enjoy Vail to the fullest. The programming and vibe the event creates from interactive partner expo villages at the base areas to great live music allow guests to be as active and involved as they choose. The no cost admission for events surrounding Vail Snow Days makes the event inclusive and accessible to all. Event partners can enhance the event through additional activations and aid in creating unique and memorable guest experiences. Since Highline specializes in creating custom event partnerships, a relevant and fun experience for the Vail guest is top of mind.

Growth Potential: How will the event or program achieve recognition and drive participation?

Vail Snow Days is already receiving regional and national recognition. We'll continue to build the brand and the experience by bringing in top talent that will make it a "must attend" event, driving participation year after year.

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

Vail Snow Days will be strongly promoted through Vail Resorts/Vail Mountain to include: • Brand guidance and development support • Marketing strategy development • Tactical execution of marketing plans across owned Vail channels and assets • Tactical execution of marketing plans in paid channels and assets • Design and production of marketing assets • Content capture • Supporting local and on-mountain outreach for event communications • Support via owned and operated channels and venues (retail, restaurant, lodging, and on-mountain) • Logistical support for on-mountain event elements, if any • Leverage Vail Resorts Public Relations for media inquiries, outreach, and hosting. • Partner with Owned and Operated Lodging for event needs • Event performance analyses (destimetrics, guest experience insights, and guest feedback) The event will be promoted through a variety of partner activations including potential incentive trips/sweepstakes and event promotions at area accounts both locally and regionally.

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?

Vail Snow Days provides an encompassing opportunity for the local community to not only enjoy the planned festivities but also take advantage of increased awareness and guest presence in town. Local businesses are able to capitalize on additional consumer spending with the increase in guests visiting Vail during the event.

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

Vail Snow Days will be strongly promoted through Vail Resorts/Vail Mountain to include: • Brand guidance and development support • Marketing strategy development • Tactical execution of marketing plans across owned Vail channels and assets • Tactical execution of marketing plans in paid channels and assets • Design and production of marketing assets • Content capture • Supporting local and on-mountain outreach for event communications • Support via owned and operated channels and venues (retail, restaurant, lodging, and on- mountain) o Logistical support for on-mountain event elements, if any • Leverage Vail Resorts Public Relations for media inquiries, outreach, and hosting. • Partner with Owned and Operated Lodging for event needs • Event performance analyses (destimetrics, guest experience insights, and guest feedback) The event will be promoted through a variety of partner activations including potential incentive trips/sweepstakes and event promotions at area accounts both locally and regionally.

EVENT ECONOMIC IMPACT

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

4,000

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?

\$12,000,000

ROI in this case refers to for each dollar the event/program is funded, how many dollars will be received by the Town of Vail from event impact.)

Example: Estimated ROI - Formula: # of attendees x total average spending = \$ (2000 attendees) x (\$240 daily spend) = \$480,000

Explanation of how you will direct prospective attendees to book lodging within the Town of Vail and a description of how you will track the number of lodging nights generated. REMINDER: Per the CSE funding agreement, the event producer is REQUIRED to direct attendees to book in Town of Vail hotels and lodges.

Non-local attendees will be directed to Vail lodging options via call-to-actions to the event website placed in event advertising and collateral materials. These items will include newspaper print ads, web, posters, digital rack cards, social media inclusion and through phone inquiries via phone directing public. Tracking and estimation will be acquired through mTrip reports and intercept surveys as provided by the Town of Vail.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Describe how you will use the funds requested?

Talent Procurement and Production

Please upload event/program/organization budget.

Snow Days 2022 RFP Event Budget .xlsx

Who currently funds the event/program?

Vail Snow Days has been funded in the past by Town of Vail, Vail Mountain and corporate partners

Who currently funds your organization?

Highline is a private company

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

40

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

If Vail Snow Days is funded at a reduced level by Town of Vail, event organizers will revisit the overall feasibility of the event scope as planned and consider making cuts in the following areas: • Potential change in the talent/band levels, number of performances, lengths of performances during the event • Potential reduction in overall event programming • Longer duration for load in and load out which may impact venues/merchants and the ability to efficiently execute the event operationally

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

No

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

65,000

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

Custom activation footprint in Vail Village and/or Mountain Plaza as well as Ford Park concert venue on-site activations with Private VIP opportunities. Hosted après ski and late-night parties. Vail merchant, restaurant, and lodging integrations. Equipment demos and product sampling throughout the footprint. We will also continue to cross-promote local restaurants and venues that are creating their own events through Snow Days LIVE!

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

Print - Local, Print - Regional, Editorial, Radio, Television, Online Event Listings, E-newsletters, Web, Media Plan/Public Relations, Grassroots, Facebook, Instagram, Posters, Rack Cards, Flyers, 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?

\$375,000

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

\$10,000

2. Please list your confirmed sponsors or partners.

Our plan is to reapproach partners that we had previously secured for 2019 and were on board for 2020 as well as new partner possibilities secured for other Highline Events. Current verbal commitments for 2021 are from GMC, Nature Valley, Helly Hansen, AB and Pepsi.

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

Knowing we have taken two years off, we are will approach new players in the market that will open up more robust opportunities in all product categories. The team looks to add variety in partners as well as increase partnership revenues from 2019 and 2021 by expanding beyond the relationships of Vail Resorts Strategic Alliance and its partners. Outside sponsorship will be pursued cultivating fresh ideas, activation concepts and experiences the event warrants.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?
none

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant
Highline Imprint Highline Org Chart.pdf

OPTIONAL ATTACHMENTS

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

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Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
VSD19_RECAP_TOWN OF VAIL.pdf

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Organization rosters naming all officers, board of directors and respective positions as relevant
Highline Imprint Highline Org Chart.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Snowdays_2019_Teaser_30_MM_FINAL.mp4

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
VSD19_RECAP_TOWN OF VAIL.pdf

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

jen@snowsportsmuseum.org

What is the name of your organization?

Colorado Snowsports Museum

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

Cultural Heritage

Type of Funding Requested

Cash and In-kind

Amount of Cash Contribution Requested

\$52,457

In-Kind Contribution Requested

Rent in the Vail Transportation Center

What is the name of your event or program?

Colorado Snowsports Museum

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$70,003

Will you also apply for 2022 funding from the CSE?

No

Proposed Event/Program Start Date

01/01/2021

Proposed Event/Program End Date

12/31/2021

Name of person completing the application

Jennifer 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

231 South Frontage

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

45

Organization's Mission Statement

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.

Colorado Sales Tax Exemption CSM.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?

45

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

The Museum provides both an educational and cultural venue for visitors and locals alike. They learn and value both local history and history of the ski industry as a whole, and it's impacts on our communities within the state of Colorado. The CSM has become a valuable resource of information both locally and state wide. Our artifacts, video and photo collections are becoming known nationally and internationally.

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

The Museum is open daily year round. Our program series is hosted in the Museum on Wednesday evenings during ski season. Last year we went to virtual format - this upcoming season we will host programs in person and via a streaming platform. Last year we had over 1,000 viewers participate online.

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

The Museum will host 7 - 8 Through the Lens presentation series again this winter. 3 of these programs are already confirmed for next winter, and the others are awaiting final confirmation. We are bringing back the very popular Billy Kidd and Moose to share stories of World Cup skiing. In addition to our Through the Lens series, this winter is an Olympic year we will be hosting Olympic Watch parties with local Olympians. We will continue to host virtual and in person events.

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 will be streaming our Through the Lens program series - they take place within the museum walls, but can be streamed throughout the world. Last year we had guests visit from many other states and in Europe.

ENVIRONMENTAL PRACTICES

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

Use of recyclable materials - banners, paper, etc., Use eco-friendly serving utensils (compostable or recyclable), Compost food waste

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 Museum does recycle all paper and cardboard products that we use throughout our events. When hosting food at our events, we use compostable flatware and plates. We also try to whenever possible use washable glassware. We encourage guests and visitors to bring water bottles.

EVENT/PROGRAM INFORMATION

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

15

Number of volunteers needed

12

Number of event/program staff

2

Estimate of total number of spectators/attendees anticipated

1,000

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

The Museum is an excellent reflection of the Town of Vail's commitment to growing and vibrant community with economic diversity. The Museum educates and inspires locals and guests, and continues to seek adventure since our founders were pioneers and leaders.

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

The Museum is committed to producing high quality events that bring the ski industry leaders, state historians and professionals to front door of Vail, in an amazing state of the art museum. Topics that include the environment, economic and general history of the Snowsports industry in our great state of Colorado.

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

Our events give both locals and guests an alternative activity beyond recreation. We have become an epicenter of 10th Mountain Division stories for both locals and guests. By hosting events in our museum, many locals bring their families to visit, or other guests tell their friends to stop by when they visit Vail.

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

By adding in the Olympic watch parties, we are hoping to engage some recently retired local Olympians to the Museum. Additionally, by hosting events in the museum, it helps get the word out to the community and spread awareness.

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

The Museum mission is to celebrate Colorado Snowsports by telling stories that educate and inspire others to seek adventure. This is what we achieve DAILY in the Museum!

Growth Potential: How will the event or program achieve recognition and drive participation?

Our Through the Lens series and our Olympic watch parties bring locals into Vail during the week, they end at 7pm just in time for dinner in the Village.

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

The Museum is keeping these stories alive, with our Vail History Tours and our daily interactions with visiting guests and locals alike.

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

By hosting events the Museum and word-of-mouth, more visitors are donating each year and suggesting ideas on future events. We use media (print and digital) to promote our events and encourage visitors and locals to participate in-person or virtually.

Please upload course syllabus, class descriptions or program details.

Brochure 2021 v5.pdf

BUDGET

Please 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?

We will use the funds for daily operations, maintenance and marketing our programming series.

Please upload event/program/organization budget.

Budget FY 21 22.xlsx

Who currently funds the event/program?

Private donations and ticket buyers

Who currently funds your organization?

Private donors, gift shop and our Hall of fame event

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?

It will limit our number of programs, hours and days the Museum is open.

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.)

25

Do you intend to host the event or program in Vail beyond 2022?

Yes

MARKETING

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

First time visitors, Returning guests, Primary and Second Homeowners, Local residents

Activation: Detail in town/in village activation opportunities to promote your event or program. (Definition of Activation: Create an expanded presence throughout the community and stimulate the participation of the merchants, restaurants, bars and lodges.)

We use social media and the Vail Daily to market our events. We send out emails, use our website and print materials to market the museum and our events.

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

Print - Local, Print - Regional, Editorial, Radio, Online Event Listings, E-newsletters, Web, Media Plan/Public Relations, Grassroots, Facebook, Instagram, Twitter, Rack Cards, Flyers, Partnerships, Local Vail Businesses, Other

Please explain "Other".

Word of mouth is one of our most powerful assets. Visitors tell their friends and family back home, and then those guests come visit. Additionally, locals bring their out-of-town guests to the museum to showcase Vail and the ski history that made many of them move to the area.

SPONSORSHIPS & PARTNERSHIPS

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

\$4,000

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.

10th Mountain Division Foundation

EEF Productions

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

Alpine Bank, East West partners and First Bank have all been approached

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

CSSM BOD Members as of April 2021 contact info only.xlsx

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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We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

jen@snowsportsmuseum.org

Submission Date

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

Colorado Sales Tax Exemption CSM.pdf

Please upload course syllabus, class descriptions or program details.

Brochure 2021 v5.pdf

Please upload event/program/organization budget.

Budget FY 21 22.xlsx

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

CSSM BOD Members as of April 2021 contact info only.xlsx

2022 Annual Contribution: Betty Ford Alpine Gardens Garden maintenance and education program

Town of Vail 2022 Annual Council Contribution Request

CONTRIBUTION POLICY

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DISCLOSURE TO ALL APPLICANTS:

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

Email contact

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

\$125,000

In-Kind Contribution Requested

1 Blue parking pass for Director and 2 year round designated parking spots in Ford Park

What is the name of your event or program?

Garden maintenance and education program

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$105,000

Will you also apply for 2022 funding from the CSE?

No

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

522 South Frontage Road East

City

Vail

State

Colorado

Zip Code

81657

Telephone number

9704760103

Email address

melissa@bettyfordalpinegardens.org

Event/program and/or organization website

bettyfordalpinegardens.org

Number of years organization has been in business

35

Organization's Mission Statement

To deepen understanding and promote conservation of alpine plants and fragile mountain environments

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 6~21.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?

35

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

Betty Ford Alpine Gardens is one of the leading drivers of Vail's summer economy. Providing a world class botanic garden along with thought provoking educational exhibits and a nationally recognized collection of plants. BFAG is both a top destination to visit and enjoy but also puts Vail at the forefront of alpine plant conservation, a critical component of Vail's sustainable destination designation. With an annual budget of \$1.4 million in 2021, the Gardens invests heavily to provide an integral piece of the Vail experience, one that grows year over year and proved to be pandemic resilient.

As the annual budget for the Gardens has grown from 500k to 1.4 million over the last 10 years, so has the programming, the size and quality of the Gardens and its national and international reputation. The Gardens is requesting a small but meaningful increase in its funding to continue to be such a phenomenal asset to the Vail Community.

Historically the Gardens has received funds from the RETT budget and funds for its annual educational exhibits through CSE. In 2020, those funds were reduced due to the COVID budget, down 7k on the previous year.

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

Betty Ford Alpine Gardens is situated in Vail's Ford Park.

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

Botanical Gardens take constant maintenance, rejuvenation and replanting to remain fresh and vibrant. Every year volunteers and staff work tirelessly to keep these Gardens in world class condition for the more than 100,000 visitors that walk the paths each year.

In addition, new and thought provoking exhibits both in the Education Center and out in the Park provide visitors another reason to return each year. Previous topics have included pollinators, glacial retreat, the new era of perennial wheat to save our nation's soils and currently 'Plants are an Answer' to climate change. Next year's theme is the Sixth Extinction, looking into the alarming rate of current species loss.

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

NA

EVENT/PROGRAM INFORMATION

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

Betty Ford Alpine Gardens is one of the leading drivers of Vail's summer economy. Providing a world class botanic garden along with thought provoking educational exhibits and a nationally recognized collection of plants. BFAG is both a top destination to visit and enjoy but also puts Vail at the forefront of alpine plant conservation, a critical component of Vail's sustainable destination designation. With an annual budget of 1.4 million in 2021 the Gardens invests heavily to provide an integral piece of the Vail experience, one that grows year over year and proved to be pandemic resilient.

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

Betty Ford Alpine Gardens takes pride in making everything it does of the highest quality, world class.

Annually the Gardens selects a pertinent, relevant educational theme to create a reason for visitors to return year after year to the Education Center as well as the ever changing Gardens. Next year the theme will be the sixth extinction, looking at scientific evidence to support the idea that species are going extinct at a faster rate than previous geologic extinctions.

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

Betty Ford Alpine Gardens has a 35 year history of attracting thousands of visitors. Over the years this number of visitors continues to grow and the reputation as a destination in Vail is solidified. Usually ranking 1 or 2 on Trip Advisor of 'Things to Do in Vail' the Gardens has been an integral part of the Vail experience. Now marketing on the Front Range the numbers of visitors has increased dramatically.

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

Gardens themselves are an ever changing tapestry of color and floral display. Visitors come year after year to enjoy and see the new gardens and changing displays. Each year the Gardens adds new areas and rejuvenates old areas so that there is always something new for both first time and returning visitors.

Along the same lines, an annual theme each year for both indoor and outdoor educational exhibits ensures that there is always something new to learn and experience.

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

The incredible floral displays drive thousands of visitors through the gates. On a daily basis, Ford Park is a hub of family activity. Regular tours, workshops, nationally recognized speakers and our sell-out Chefs in the Gardens programs provide vitality to Vail's premier park every day throughout the summer and now increasingly during the winter season as well.

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 that they have come to rely on year after year. This place is a labor of love and professional expertise. Every year we provide new or redeveloped workshops, speakers and tours and the number of attendees grows, speaking to the increased demand for these pleasurable but also thoughtful activities.

Each year, care and upkeep of the Gardens 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.

Growth Potential: How will the event or program achieve recognition and drive participation?

Recognition has been significantly increasing for Betty Ford Alpine Gardens. Locally the Gardens is always ranking around the top of Trip Advisors "Things to do in Vail". Just this week, we have been a feature in USA Today, the Denver Post, Vail Magazine and will be filmed for Denver 7 News getaways next week. Publicity and recognition comes to us. Our stunning, new coffee table book, "On the Roof of the Rocky Mountains" is going to solidify the position of the Gardens as truly one of Vail's greatest treasures.

We have an active marketing and publicity program with the Vail Daily, CPR and social media. Our website has been redeveloped and crashed last week due to the unexpected numbers of people seeking early tickets for chefs. We work diligently to keep up with the increased demand and participation.

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.

We have now added numerous 'Citizen Science' programs that teach visitors how to make observations in nature that collectively provide valuable scientific data to national information banks. These observations are telling us valuable information such as whether native plants are blooming earlier than historic data and what is pollinating them.

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 especially through our new Citizen Science Programs described in the previous question.

Our volunteer gardening program gives locals and visitors alike the opportunity to have a direct impact on our community. With about 50 active volunteers we provide a place to gather, socialize, compare gardening notes and get to know other community members.

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. So many of our visitors come to the Gardens simply to recharge and escape from the chaos of our day to day lives.

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 features two major renovation projects - the Bijou's Garden renovation and the rooftop trellis expansion valued at 136K. 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.

As detailed in a previous question the Gardens is regularly featured in national media outlets. USA Today's recent feature article highlighted six Botanic Gardens that 'Take you to Another Place'. Our Silk Road and Himalayan Garden were selected along with giants in the botanical world such as the Madagascar Forest at Fairchild in Miami and the Chilean Garden at the San Francisco Garden.

Please upload course syllabus, class descriptions or program details.

Program Details_Gardens Upkeep.docx-5.pdf

BUDGET

Please 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, amongst other things, 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.

Education funding will be used to design and manufacture the 2021 Exhibit on the Sixth extinction, pay for a line up of thought provoking speakers and gardening workshops. In recent years our exhibits have been developed in house by our education team and then professionally designed and manufactured to ensure the highest professional quality. By designing in house we develop exhibits that are unique to Vail and answer questions that we determine are relevant and impactful.

Please upload event/program/organization budget.

FINAL 2021 Budget.xlsx

Who currently funds the event/program?

Town of Vail, Frechette Family Foundation, exhibit sponsors, 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 the general operations

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

21

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

Current TOV funding is an important part of our annual budget. To be supported by the town in which we operate and on whose land we work is a critical partnership. Without funding support from the TOV, it is inevitable that the quality of the product we currently provide will diminish.

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 2022?

Yes

MARKETING

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?

\$461,000

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.

Betty Ford Alpine Gardens has a 35 year history of raising funds needed to keep the Gardens in bloom. Funds come from major gift donors, members, foundation grants as well as a reliable source of earned income.

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

The Gardens is supported by individuals. 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?

Betty Ford Alpine Gardens has grown significantly in reputation, size, number of programs and visitorship making it, according to many national media, one of the most important 'things to do in Vail'. TOV funding still reflects the days when we were a small garden without a visitor center. Our operating budget has now tripled along with the quality of the Gardens, the national recognition and the number of visitors. We would like to invite the TOV to partner in this success and support the Gardens at a level that reflects this elevation of organization and program.

REQUIRED ATTACHMENTS

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

Board of Trustee List 2021.docx

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

2020 Impact Report _ Gardens.pdf

OPTIONAL ATTACHMENTS

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

<https://www.vailmag.com/best-of-vail/2021/06/land-above-the-trees>

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

www.bettyfordalpinegardens.org

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

9-13-19 BFAGVolunteer Cleanup Day (5 of 18).jpg

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

7-22-20 Kids Guided Activities 1st edit (9 of 14).jpg

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

BFAG CSE Recap.pdf

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

email once your application has been submitted.<---

Linked Form

nicola@bettyfordalpinegardens.org

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

Certificate of Good Standing 6~21.pdf

Please upload course syllabus, class descriptions or program details.

Program Details_Gardens Upkeep.docx-5.pdf

Please upload event/program/organization budget.

FINAL 2021 Budget.xlsx

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

Board of Trustee List 2021.docx

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

2020 Impact Report _ Gardens.pdf

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7-22-20 Kids Guided Activities 1st edit (9 of 14).jpg

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BFAG CSE Recap.pdf

2022 Annual Contribution: Eagle River Watershed Council Eagle River Watershed Council Service Funding Request

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022.
Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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

\$42,000

What is the name of your event or 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 2021? (Please include total funding you received from the CSE and Town Council)

\$36,000

Will you also apply for 2022 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

461 Railroad Ave Unit C

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

17

Organization's Mission Statement

Eagle River Watershed Council advocates for the health of the Upper Colorado and Eagle River watersheds 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.

Sales Tax Exempt Cert state.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 health of Gore Creek is important to the Town of Vail's full-time residents, as well as to seasonal homeowners and visitors and 40 million downstream water users. 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 collected 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 placed 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 and bio-monitoring occurred 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 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.

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 uncertainty regarding COVID-19 called for modifications to the event as held for the previous two decades, approximately 22 tons of trash, which is about 10 tons more than in typical years, were collected along 140 miles of highways by the volunteers at the 2021 Highway Cleanup alone. It is reasonable to expect that 2022's event will again require the removal of significant amounts of trash and debris. Eagle River Cleanup teams cover about 70 miles of river and streams throughout the watershed each fall, and planning for the 2021 is ongoing. 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 roadways 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.

Sediment source monitoring and Bio-monitoring of 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 while being mindful of the fact that the Colorado Dept of Transportation must also worry about the safety of travelers on 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 (\$8,000) - 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, 2022'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.

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 Gore Creek 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 a positive part of the identity of Vail as well as the larger 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 is 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. Though the immediate threats posed by COVID are not currently what they were, the experience both tested and proved the Watershed Council's ability to adapt, adjust and remain flexible. It also provided a nudge to update our website and create fresh content. 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, and will adapt as needed to maintain high-energy engagement of volunteers and ensure the event remains an enjoyable tradition for years to come.

Growth Potential: How will the event or program achieve recognition and drive participation?

Getting the word out about the importance of protecting, conserving and restoring our riparian areas in particular, is critical and interest in these topics is growing. As evidenced by higher-than-ever interest in volunteer participation in the 2021 Community Pride Highway Cleanup, we expect event and program recognition and participation to continue to grow, and wish to support it with increased capacity. We are building on this momentum with a new short film about the work of the Watershed Council and its importance, a revamped newsletter and ever-growing social media promotions for all of our events and programs.

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 our 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 will have been around for 22 and 28 years in 2022, respectively. More than 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. We will ensure 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. We will leverage 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. We are working to adapt existing sponsorship programs and partnerships to offer value to businesses, entities and the Watershed Council alike - especially by including bios from collaborators and logos on marketing materials.

We encourage our Board of Directors to seek personal and professional networking opportunities within their communities on behalf of Watershed Council events and initiatives.

Please upload course syllabus, class descriptions or program details.

Program Details 2022.pdf

BUDGET

Please 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?

This information is provided in the program description above.

Please upload event/program/organization budget.

2022 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), Eagle County, 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 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 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. In the past, the Gore Creek Strategic Action Plan projects have been 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 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 2022?

Yes

MARKETING

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?

\$244,066

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), Eagle County, 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 each comes from approximately 30 local businesses, municipalities and entities each, including Eagle County and the towns of Avon, Gypsum and Edwards Metro District. The Gore Creek Strategic Action Plan projects are typically 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 local and regional businesses and entities for underwriting and sponsorships 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 to further its water quality monitoring efforts, 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 work being done in Vail is being replicated by downstream communities with the help of the Watershed Council. Thank you for your leadership in these critical efforts.

REQUIRED ATTACHMENTS

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

BOD list 2021 Name Affil Joined City.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

Contribution Use Report 2022.docx

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 2021 Community Pride Highway Cleanup Article: <https://www.vaildaily.com/news/1000-volunteers-spend-saturday-cleaning-up-trash-from-vail-area-highways/>

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 Martha Anderson - manderson@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.

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

Linked Form

smith@erwc.org

Submission Date

06/20/2021

Submission Date

06/20/2021

2022 Annual Contribution: File Attachments

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

Sales Tax Exempt Cert state.pdf

Please upload course syllabus, class descriptions or program details.

Program Details 2022.pdf

Please upload event/program/organization budget.

2022 ERWC Funding Request budgets.pdf

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

BOD list 2021 Name Affil Joined City.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

Contribution Use Report 2022.docx

Town of Vail 2022 Annual Council Contribution Request

CONTRIBUTION POLICY

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

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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 event or program?

EGE Air Alliance

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$67,500

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Chris Romer

Title of person completing the application

President & CEO, Vail Valley Partnership

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

EGE Air Alliance

Mailing Address Street

28 2nd Street, Suite 213

City

Edwards

State

Colorado

Zip Code

81632

Telephone number

9704774016

Email address

cromer@vailvalleypartnership.com

Event/program and/or organization website

<https://flyvail.com>

Number of years organization has been in business

20

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.

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?

20

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. Increased flights supports destination management efforts as destination visitors are high-value guests.

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 and our goal remains to attract new markets and new carriers. Summer 2021 resulted in new service to Atlanta and Chicago.

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. We anticipate maintaining support for the year-round service in 2022
- 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 May and continue to develop relations with airline partners such as Alaska and Sun Country.
- o We expect to add new service from a new market and/or a new airline partner for the winter 2022-23 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. Vail's goal of being a premier mountain resort community is dependent upon reliable air transportation for locals, guests, and second homeowners.

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. In 2021, we offered 1,000 local flight rebates to encourage the local community to utilize EGE.

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. Summer 2021 saw record flights to the airport.

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. EGE users stay longer, spend more, and have a higher inclination to be repeat visitors.

Growth Potential: How will the event or program achieve recognition and drive participation?

Increased direct air access positions Vail as a viable mountain resort destination on a year-round basis. Intercept study data shows that a majority of guests would not consider our area without nonstop air service.

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?

Our model is built on public-private partnerships with contributions from the business community, Eagle County, Beaver Creek Resort Company, Town of Gypsum, Town of Eagle, and others.

Please upload course syllabus, class descriptions or program details.

2022 funding request Vail.pdf

BUDGET

Please 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 will be used to secure minimum revenue guarantee contracts with airline partners for year round and new winter service.

Please upload event/program/organization budget.

EGE Air 2021 Budget Forecast (as of May 24 2021).xlsx

Who currently funds the event/program?

Eagle County, Town of Vail, Town of Avon, Beaver Creek Resort Company, Town of Gypsum, Town of Eagle, and dozens of private businesses

Who currently funds your organization?

See above

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?

We will have fewer opportunities to secure new air service to the destination

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 2022?

Yes

MARKETING

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?

\$525,000

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 Gypsum, Vail Valley Partnership

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

We have a robust private sector fundraising campaign

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 2021.xlsx

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

2022 funding request Vail.pdf

OPTIONAL ATTACHMENTS

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

<https://flyvail.com>

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

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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 Martha Anderson - manderson@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.

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

Linked Form

cromer@vailvalleypartnership.com

Submission Date

07/29/2021

Submission Date

07/29/2021

2022 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.

2022 funding request Vail.pdf

Please upload event/program/organization budget.

EGE Air 2021 Budget Forecast (as of May 24 2021).xlsx

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

EGE Air Alliance Board of Directors 2021.xlsx

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

2022 funding request Vail.pdf

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

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2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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

\$150,000

What is the name of your event or program?

Community Access Media

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$105,000

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

JK 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

38

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.

SOSCertStanding2021.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?

38

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, social media 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 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 with our programs and educational 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, on the internet at highfivemedia.org and on social media. 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 or fireworks. 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.)

We're asking for an increase from 35 percent of franchise fees received from Comcast, to 50 percent, which is an additional \$40k to \$50k each year.

We've identified several potential programs in our strategic plan that we could accomplish with increased funding. These include advanced media-making workshops, citizen journalism, apprenticeships/internships for youth, relocation to a central location on a bus line to better serve those without a vehicle, increased affordable production of nonprofit videos, and an after-school media club where students can learn skills they can take into the video industry, working for organizations like High Five, or creating a portfolio for further education.

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.

Growth Potential: How will the event or program achieve recognition and drive participation?

We will drive recognition and participation through marketing efforts, with a focus on outreach to area nonprofits to create collaborative partnerships.

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

One of our goals as an access station is to offer the community the tools to become future leaders, by becoming active in local government via coverage of proceedings and training to wield the power of local media to effect change. With these skills, these folks may move beyond the local sphere to grander opportunities.

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.

Cord cutting is the single greatest threat to community access television in the valley and across the nation. Many folks have chosen to forgo cable television subscriptions, which in turn causes a drop in franchise fees, our main source of revenue. High Five Access Media and the town do not receive franchise fees from internet subscriptions, even though the cables carrying these signals in public rights of way are the same used for cable TV. With increased support from the town, we'll be able to solidify our place in the community and, in turn, create a comprehensive fundraising plan to overcome these threats.

Please upload course syllabus, class descriptions or program details.

HFAM-Brochure.pdf

BUDGET

Please 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.

HFAM_Budget2021.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?

47

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 2022?

Yes

MARKETING

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?

\$118,000

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 continued support of this important community asset!

REQUIRED ATTACHMENTS

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

HFAM_BOD.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

TOV_FundingRecap2021.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>

<https://www.highfivemedia.org/media-education>

<https://www.highfivemedia.org/hire-us>

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 Martha Anderson - manderson@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.

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

Linked Form

info@highfivemedia.org

Submission Date

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

SOSCertStanding2021.pdf

Please upload course syllabus, class descriptions or program details.

HFAM-Brochure.pdf

Please upload event/program/organization budget.

HFAM_Budget2021.pdf

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

HFAM_BOD.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

TOV_FundingRecap2021.pdf

2022 Annual Contribution: Eagle Valley Child Care Association Eagle Valley Child Care Association

Town of Vail 2022 Annual Council Contribution Request

CONTRIBUTION POLICY

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- B. All applications for annual funding shall be completed and submitted by June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

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2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

souse@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 event or program?

Eagle Valley Child Care Association

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$55,000

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Sadie Ouse

Title of person completing the application

Office Manager

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

Eagle Valley Child Care Association

Mailing Address Street

Po Box 1700

City

Vail

State

Colorado

Zip Code

81658

Telephone number

9709262501

Email address

souse@eaglevalleychildcare.org

Event/program and/or organization website

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

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?

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 childhood 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 facility providing early childhood 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 operate our second school in Edwards 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. Vail Child Care Center is rated by Colorado Shines as a 4 diamond site. This rating demonstrates our commitment to providing quality child care. 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 4 diamond site through Colorado Shines.

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

EVCCA promotes an atmosphere of curiosity in young children. Children's desire to continue learning about life is what makes a vibrant society.

Growth Potential: How will the event or program achieve recognition and drive participation?

N/A

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 allows Vail's families to continue to thrive within the Valley. Without local childcare, families will be forced to take their children elsewhere.

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 2021.pdf

BUDGET

Please 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 Financials 2021.pdf

Who currently funds the event/program?

The program is largely funded through tuition income and our Business Partners, Town of Vail and Vail Health. The program is also funded by the Colorado Child Care Assistance Program, Temple Hoyne Buell Foundation, and Eagle County Early Childhood Services.

Who currently funds your organization?

See above.

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?

If the requested amount is not fully funded the program will still occur, however, it will be in a reduced capacity. Without the funding, EVCCA would have to raise the cost of tuition which would then reduce the amount of local families 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 2022?

Yes

MARKETING

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. 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.

We have also received grant dollars from the Buell Foundation, Vail Valley Cares, and Vail Valley Foundation in the past and continue to seek these partnerships yearly. We continue to actively explore other donation and grant opportunities 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?

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

EVCCA Board List 2021.pdf

If you received Council funding for 2021, 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

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.<---

Linked Form

llopez@eaglevalleychildcare.org

Submission Date

Submission Date

07/01/2021

2022 Annual Contribution: File Attachments

Please upload course syllabus, class descriptions or program details.

EVCCA Fact Sheet 2021.pdf

Please upload event/program/organization budget.

EVCCA Financials 2021.pdf

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

EVCCA Board List 2021.pdf

Town of Vail 2022 Annual Council Contribution Request

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

GENERAL INSTRUCTIONS:

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

Email contact

community@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 event or program?

Community Conservation

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$5,000

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Oliver Skelly

Title of person completing the application

Community Conservation Coordinator

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

9707487654

Email address

community@evlt.org

Event/program and/or organization website

Eagle Valley Land Trust

Number of years organization has been in business

40

Organization's Mission Statement

The 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.

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)

While the Eagle Valley Land Trust (EVLТ) may not have typical infrastructure (ie. a building) in Vail, 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 and 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.

More specifically, the CLC program consists of free guided hikes on publicly accessible conserved land. We work to partner with other nonprofits 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 Falls, 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.

EVLT's Restoration Series is growing as well. After a successful project in 2019 on Meadow Creek Open Space regarding noxious weed removal, we are looking to expand our projects within the Town of Vail, EVLT staff recently met with TOV staff at the Buffehr Creek easement to design a trails project aimed at removing the dangerous and outdated water bars on Buffehr Creek/North Trail. We are looking to make that happen by mid-September.

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.

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?

EVLT'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?

EVLT 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.)

At the beginning of 2021, EVLT hired a full-time Community Conservation Coordinator with the goal of expanding its relevance within the Eagle River Valley. The coordinator is responsible for designing and implementing new programs and content for the land trust and partners. To date, EVLT has piloted a number of successful new programs including birding tours, nature photography lessons, and mindfulness exercises. EVLT has also begun assisting federal land managers like the Bureau of Land Management and the United States Forest Service in volunteer recruitment for restoration projects. EVLT's monthly hiking series with the Eagle Valley Outdoor Movement highlights Vail's beautiful open spaces to underserved audiences. An exciting new venture with Vail Recreation District, the Minturn Downriver Dash, shows off EVLT's ability to leverage land conservation into innovative ideas. EVLT's focus on bringing fresh ideas into the fold will help bolster the Town of Vail's already impressive array of programming.

EVLT 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).

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

EVLT'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.

Growth Potential: How will the event or program achieve recognition and drive participation?

The balance between conservation, recreation and development is center-stage here in Colorado. EVLT's programs explore the nuances of these issues without taking sides. These are the kinds of conversations that need to be had as well as those that are sought to be had. The Vail Valley community has a vested interest in making their voice heard and EVLT is eager to hear that voice through our outreach initiatives.

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

EVLT 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?

EVLT 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.

EVLT 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?

EVLT 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.

2021 Budget_Final.xlsx

BUDGET

Please 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?

EVLT 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 to pursue conservation projects collaboratively with the town and maintain a robust stewardship program that protects 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.

2021 Budget_Final.xlsx

Who currently funds the event/program?

EVLT 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, EVLT has recently received \$5,000 per year from the Town of Eagle, which has 5 conservation easements within the town boundaries. The remainder of EVLT's program services are funded as noted below.

Who currently funds your organization?

EVLT 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?

The pandemic has enhanced the importance of open space and along with it, an interest in outside community events like those that EVLT offers. EVLT needs the Town's support to meet this increased demand for our outreach programming. With the support of a Town of Vail Community Grant, EVLT 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, EVLT will continue to fulfill its legal obligation to monitor EVLT'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 2022?

Yes

MARKETING

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 Eagle

Town of Gypsum

Town of Avon

Town of Minturn

Vail Recreation District

Walking Mountains Science Center

The Cycle Effect

Bright Futures Foundation Buddy Mentors

Eagle Valley Outdoor Movement

Eagle River Watershed Council

Betty Ford Alpine Gardens

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?

EVLTL is excited to continue our partnership with the Town as it continues blazing a path of municipal leadership and outstanding sustainability goals.

REQUIRED ATTACHMENTS

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

Board and Staff Contact Sheet.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

TOV Funding Recap.pdf

OPTIONAL ATTACHMENTS

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

<https://evlt.org/community-land-connection-series/>

<https://www.vaildaily.com/search-results?q=trust+our+land&range=2020-06-30>

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

EVLTL_Annual Report_2020_V9.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 Martha Anderson - manderson@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.

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

Linked Form
development@evlt.org

Submission Date
06/30/2021

Submission Date
06/30/2021

2022 Annual Contribution: File Attachments

Please upload course syllabus, class descriptions or program details.
2021 Budget_Final.xlsx

Please upload event/program/organization budget.
2021 Budget_Final.xlsx

Organization rosters naming all officers, board of directors and respective positions as relevant
Board and Staff Contact Sheet.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds
TOV Funding Recap.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
EVLT_Annual Report_2020_V9.pdf

2022 Annual Contribution: Vail Valley Mountain Trails Alliance Trail Conservation Crew, Adopt A Trail, & Wildlife Trail Amb...

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022.
Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

ernest@vvmtna.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

\$17,500

What is the name of your event or program?

Trail Conservation Crew, Adopt A Trail, & Wildlife Trail Ambassadors

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$4,590

Will you also apply for 2022 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.

Vail Valley Mountain Trails Alliance

Mailing Address Street

PO Box 3986

City

Avon

State

Colorado

Zip Code

81620

Telephone number

9702791055

Email address

ernest@vvmta.org

Event/program and/or organization website

vvmta.org

Number of years organization has been in business

10

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.

Organization's Tax Status

Non-Profit (501C-3)

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

Cert of Good Standing 12.1.20.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?

6

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. Our Trail Conservation Crew (TCC) employs residents of Vail (2 in 2021). The TCC will lead volunteer AAT teams part-time but also collaborate with local land managers and partner organizations to perform and execute recreation and conservation projects. Their focus will be trail maintenance, protecting seasonal wildlife closures, closing illegal/social trails, designating campsites and closing illegal campsites, communicating fire restrictions, educating trail users at trailheads, removing garbage, and overall mitigating the impact increased recreation is having on trails and our public lands.

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 (18) 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.

The Trail Conservation Crew in 2021 so far, has already led AAT teams on Booth, Gore, Son of Middle Creek and have already put in over 20 hours of Wildlife Trail Ambassador outreach at Vail trailheads. These numbers are only going to increase as the summer continues.

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

It is still apparent and obvious that trails and outdoor recreation are more important than ever. They provide 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 trail 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.

Trail Conservation Crew

The Trail Conservation Crew (TCC) is a seasonal full time trained trail crew of six (6) employed by the VVMTA from April 1 - October 31. The TCC will create six seasonal full time jobs for Eagle County locals who want to improve the public lands and trails that they and our community love.

The VVMTA's Adopt A Trail (AAT) and Wildlife Trail Ambassador (WTA) programs have been incredibly successful maintaining trails, protecting wildlife, and creating local trail stewards. Volunteer stewardship is important and will continue to be a large part of sustaining recreation in Eagle County. However, the pandemic significantly increased trail use and a pure volunteer model cannot keep up with the current and future impacts. At the same time, land managers' staffing, resources, and funding continue to decline and trails and public lands struggle to be maintained.

The development of the TCC is a necessary expansion and natural progression of the AAT and WTA programs to meet the demands of the growing number of trail users and impacts on trails due to the pandemic.

The TCC will lead volunteer AAT teams part-time but also collaborate with local land managers and partner organizations to perform and execute recreation and conservation projects throughout all of Eagle County. Their focus will be trail maintenance, protecting seasonal wildlife closures, closing illegal/social trails, designating campsites and closing illegal campsites, communicating fire restrictions, educating trail users at trailheads, removing garbage, and overall mitigating the impact increased recreation is having on trails and our public lands.

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 TCC, AAT and WTA programs include trails on Forest Service and BLM land throughout all of Eagle County. These programs operate on all municipalities lands in Eagle County including 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 TCC, 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. The TCC directly addresses the growing impacts by being the professionally trained boots on the ground on a daily basis as well as training volunteers.

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.

Growth Potential: How will the event or program achieve recognition and drive participation?

The TCC, AAT, and WTA are regularly covered via the Vail Daily, social media, radio, and magazines locally, regionally, and nationally. The coverage draws community participation to get involved and become stewards of our trails and public lands in Eagle county.

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

The TCC, 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?

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.

VVMTA Annual Report FINAL 2020.pdf

BUDGET

Please 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 2021 Budget _ 6.15.21.pdf

Who currently funds the event/program?

National Forest Foundation grant, USFS Eagle-Holy Cross Ranger District, Great Outdoors Colorado, 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?

5

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

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 2022?

Yes

MARKETING

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?

\$281,173

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

\$10,000

2. Please list your confirmed sponsors or partners.

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
Alpine Engineering
Yeti's Grind
Partners Environmental
Circle A Auto Repair

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?

Adopt A Trail 2020 Stats

Miles of corridor cleared	163
Trees removed	170
Drains cleaned	567
Feet of trail restored	15,953
Pounds of trash removed	128
Closed social trails	71
Total volunteers	750
Volunteer Days on Trail	137
Total volunteer hours	2,647

Trail Ambassador 2020

Total hours volunteered	387
Total Volunteers	327
Total people contacted	448

Statistics captured on cameras

Knob Hill

55 people seen on closed trail

135 wild animals seen on closed trail/

7 dogs seen on closed trail

Everkrisp

59 people seen on closed trail

42 wild animals seen on closed trail

7 dogs seen on closed trail

North Trail

204 people seen on closed trail

83 wild animals seen on closed trail

16 dogs seen on closed trail

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 2021, please upload a document recapping the use of prior year Council funds

VVMTA TOV Recap Presentation.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/6-person-trails-crew-will-work-in-eagle-county-this-summer-thanks-to-a-6-figure-grant-from-goco/>
<https://www.youtube.com/watch?v=sUiz2l0m7Ug>
<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?](https://www.highfivemedia.org/show/wildlife-closures?fbclid=IwAR1737Lmt1SR3xAlwJWHJm8T3qovrKf50zW8pCERfcZke15JrApNMGkSQrM)
[fbclid=IwAR1737Lmt1SR3xAlwJWHJm8T3qovrKf50zW8pCERfcZke15JrApNMGkSQrM](https://www.instagram.com/ecadoptatrail/)
<https://www.instagram.com/ecadoptatrail/>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
VVMTA Annual Report FINAL 2020.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
GOCO Resilient Communities Grant Application _ ECO Open Space & VVMTA _ FINAL.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
2020 AAT Seasonal Report.pdf

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form
ernest@vvmta.org

Submission Date
06/29/2021

Submission Date
06/29/2021

2022 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.
Cert of Good Standing 12.1.20.pdf

Please upload course syllabus, class descriptions or program details.
VVMTA Annual Report FINAL 2020.pdf

Please upload event/program/organization budget.
VVMTA 2021 Budget _ 6.15.21.pdf

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 2021, please upload a document recapping the use of prior year Council funds

VVMTA TOV Recap Presentation.pdf

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

VVMTA Annual Report FINAL 2020.pdf

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

GOCO Resilient Communities Grant Application _ ECO Open Space & VVMTA _ FINAL.pdf

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

2020 AAT Seasonal Report.pdf

2022 Annual Contribution: Friends of Mountain Rescue (FMR) in Support of Vail Mountain Rescue Group (VMRG) 1) Swiftwater tr...

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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

\$9,100

What is the name of your event or program?

1) Swiftwater training (technical river rescue) during Summer 2022, and 2) a new whitewater raft.

Is this a new event or program?

Yes

Will you also apply for 2022 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

919-933-2999

Email address

jenniferholzworth@gmail.com

Event/program and/or organization website

vailmountainrescue.org

Number of years organization has been in business

14

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.

Swiftwater and river rescues are a reality in Vail and Eagle County. VMRG gets "called-out" on river rescues each year along with other County First Responders. Each year varies but our recent numbers are: 2018 - 14, 2019 - 5, 2020 - 15, 2021 - 2. These missions range in locations from the Upper and Lower Colorado River, the Eagle River, and Gore Creek. These types of missions require technical skills and recurring training to successfully execute in a safe manner.

VMRG's most significant swiftwater mission in the recent past occurred in June 2020 when a 3-year-old boy went missing in the Eagle River in the town of Eagle. This mission spanned multiple operational periods and the VMRG river team searched for over 1600+ hours in and on the banks of the river. This mission pulled together all of the tactics, techniques, and procedures of swiftwater rescue. Sadly, the missing boy was recovered east of Dotsero in July 2020.

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

1) Swiftwater Rescue Technician Advanced Course. Three days of intensive swiftwater (river) rescue techniques and principles at an advanced level.

The Swiftwater Rescue Technician Advanced course, has students build on the foundational skills learned in a swiftwater rescue basic course, and students learn techniques that shift from self-rescue to victim rescue. Each day will be a combination of lectures, demonstrations and discussions, along with practical hands-on field sessions in our local rivers. Participants can expect a dynamic training environment that fosters improved decision-making, as well as development of fundamental tactile skills.

Course topics may include:

- scene safety and management
- on scene communications
- advanced swimming techniques
- advanced river hydrology and features
- integration of rope systems and mechanical advantage
- advanced low light and night searching
- “go” rescues and swimming with victims
- non-motorized boat operation
- highline systems with midpoint lower and raise
- addressing complex situations in the swiftwater environment

The above list is not exhaustive. Specific techniques and topics covered are influenced by the overall participant mix and their interests. Each Mather Rescue seminar or workshop is a custom experience.

2) Whitewater raft. VMRG is in need of a new whitewater raft to execute our on-river rescues and to conduct river searches. The ideal size is approximately 14 feet and can be used with paddlers or an oar frame. Several companies make rafts that meet the team’s needs for durability and performance at a fair price point. A final decision would be made upon grant award.

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 training will take place within 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?

Swiftwater and river rescues are a reality in Vail and Eagle County. VMRG gets “called-out” on river rescues each year along with other County First Responders. Each year varies but our recent numbers are: 2018 - 14, 2019 - 5, 2020 - 15, 2021 - 2. These missions range in locations from the Upper and Lower Colorado River, the Eagle River, and Gore Creek. These types of missions require technical skills and recurring training to successfully execute in a safe manner.

VMRG internally trains on these specialized skillsets during the spring and summer as water levels allow; however, outside experts, such as Mather 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 swiftwater techniques and procedures. This allows our team to move forward in the very technical river rescue skillsets.

VMRG also understands the importance of working closely with other agencies, and invites Vail Fire to send participants to the class. VMRG will hold two slots in the training class for interested participants who meet the prerequisite qualifications (basic swiftwater rescue training). 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. The classroom training and field exercises will be in Eagle County based on river water levels at the time of the class. During past swiftwater trainings, Donovan Pavilion and Gore Creek were used as primary locations.

VMRG primarily uses a 15+ year-old (end-of-life) NRS 14’ whitewater raft for it’s on-river rescue activities. The NRS raft has met our team’s needs for swiftwater rescue well but it no longer stays inflated and is showing considerable signs of wear. VMRG needs to replace it prior to a field failure with the raft.

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.

Growth Potential: How will the event or program achieve recognition and drive participation?

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?

Swiftwater and river rescues are a reality in Vail and Eagle County. VMRG gets "called-out" on river rescues each year along with other County First Responders. Each year varies but our recent numbers are: 2018 - 14, 2019 - 5, 2020 - 15, 2021 - 2. These missions range in locations from the Upper and Lower Colorado River, the Eagle River, and Gore Creek. These types of missions require technical skills and recurring training to successfully execute in a safe manner.

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.

Swiftwater Course Description.docx

BUDGET

Please 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: 1) Swiftwater training (technical river rescue) during Summer 2022, and 2) a new whitewater raft. The training will cover 12 participants in the May/June timeframe at a cost of \$395 x 12 participants for a total of \$4,290. Additionally, VMRG will hold two slots in the class for qualified and interested Vail Fire participants. The raft replaces a 15-year-old boat that VMRG currently uses for local river rescues at a cost of \$4,900.

Please upload event/program/organization budget.

2022 TOV Budget.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's 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. Significant funding comes from State fishing and hunting licenses or CORSAR card purchases. Those revenues are allocated to county sheriff's 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 2022?

No

MARKETING

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 2021, please upload a document recapping the use of prior year Council funds

2021 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

Photos of Previous Rescues.docx

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

2020 Mission Summary.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 Martha Anderson - manderson@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.<---

Linked Form

jenniferholzworth@gmail.com

Submission Date

Submission Date

06/29/2021

2022 Annual Contribution: File Attachments

Please upload course syllabus, class descriptions or program details.

Swiftwater Course Description.docx

Please upload event/program/organization budget.

2022 TOV Budget.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 2021, please upload a document recapping the use of prior year Council funds

2021 TOV Funding.docx

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

Photos of Previous Rescues.docx

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

2020 Mission Summary.docx

2022 Annual Contribution: Bright Future Foundation for Eagle County Making Futures Bright for survivors of domestic violence...

Town of Vail 2022 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 June 30th by 5:00 P.M. Any application received after that date will not be considered. Please complete all fields in this application. No hard copies are accepted.

Email contact

sher@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

\$20,000

What is the name of your event or program?

Making Futures Bright for survivors of domestic violence, sexual assault, stalking and trafficking.

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$40,000

Will you also apply for 2022 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

38

Organization's Mission Statement

Making Futures Bright: Changing lives affected by domestic violence nd sexual abuse.

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?

38

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 2020, Colorado courts documented 162 filings for domestic violence and 46 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 describe the location(s) of the event or program in previous years.

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. Town of Vail contributed \$50,000 toward this effort.

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

Bright Future Foundation offers holistic services designed to meet the diverse needs of survivors. Our four quintessential programs are: Advocates Ensuring Freedom, the BrightHouse, 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 supports: 24/7 crisis hotline, advocacy/case management services, Ensuring Freedom Housing Program, legal advocacy and representation and trauma-focused behavioral health services. 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, 7 days a week, 365 days a year and is staffed by trained staff and volunteers. Bright Future Foundation responds to over 400 hotline calls each year. Volunteers contribute 6,000 hours annually to sustain our crisis hotline. Bright Future Foundation's bilingual advocate/case managers are the foundation of all the work we do for survivors in the community. New clients are assigned an 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. Victims of violence and their families often have a constellation of complex needs which require assistance and intervention that go beyond traditional service provision parameters. Our model offers crucial professional services under the umbrella of one organization. The design is survivor-centered, survivor-driven and prevents the re-traumatization that can occur when victims are referred to outside agencies for vital services and forced to recount their story with each service request.

Ensuring Freedom offers survivor-driven flexible housing stabilization services for survivors. This evidenced-based Domestic Violence Housing First 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 comprehensive case management services. Bright Future Foundation employs a specific yet flexible criteria for distribution of funds through the program. Bright Future Foundation assists over 125 survivors each year in Ensuring Freedom. Over 85% of the survivors we serve in our housing programs remain in safe, permanent housing after 12 months.

Finally, legal advocacy and trauma-focused behavioral health services are the most requested services at Bright Future Foundation. Legal advocacy and representation assist participants who are overwhelmed by complex court and legal proceedings. Bright Future Foundation'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. Our staff attorney provided legal advocacy and consultation for 140 survivors this past year including assisting survivors to obtain civil restraining orders. Trauma-focused behavioral health services are available for both individuals and families affected by violence, including teens and children. Services are conducted in both English and Spanish at no cost to the client.

Our new emergency housing facility, the BrightHouse, is a vital component to our crisis response in the community. BrightHouse is replacing Freedom Ranch Safehouse as the only emergency shelter in Eagle County. As such, the BrightHouse is essential to the safety and well-being of our community. At the BrightHouse, staff provide safety, security and protection to survivors and their families who are victims of violence. The BrightHouse creates a welcoming, sustainable, trauma-informed environment for empowering survivors of all genders, their children and pets as they embark on their unique path to safety and security. The facility has efficiency apartments and communal space for up to 22 survivors. Additionally, the main level has advocacy, counseling, meeting and training rooms so that residents can easily access all of Bright Future Foundation's comprehensive services.

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 emergency housing facility is 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, guests and workers 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 a 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.

Additionally, the BrightHouse Emergency Housing is being recognized as a model for trauma-informed design for sheltering.

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

N/A

Growth Potential: How will the event or program achieve recognition and drive participation?

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 volunteers 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?

N/A

Please upload course syllabus, class descriptions or program details.

BFF Impact Report print.pdf

BUDGET

Please 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?

Funding will be used for for program expenses related to our core client services.

Please upload event/program/organization budget.

2021 Adopted Budget.xls

Who currently funds the event/program?

Bright Future Foundation has a healthy mix of individual and corporate donors, government funders, community and foundation grants and special events income. Please see budget for listing of funders.

Who currently funds your organization?

same as above

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?

It will not change.

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 2022?

Yes

MARKETING

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?

\$1,816,000

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

\$200,000

2. Please list your confirmed sponsors or partners.

DVP- State of Colorado

VOCA - State of Colorado

VALE- 5th Judicial District

Colorado Coalition for the Homeless

Sexual Violence Prevention Program -CDPHE

Health Resources and Services Administration

Family Violence Justice Fund

Eagle Valley Behavioral Health

Eagle County Government

Vail Valley Cares

McGowen Fund

AV Hunter Trust

United Way

Colorado Health Foundation

Rocky Mountain Health Foundation

Town of Avon

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

We are always seeking new donors who share a passion and commitment to our work.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?
On behalf of our board, staff and most importantly, the families we serve, thank you for consideration of our request.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant
2021 Board Members.docx

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds
Town of Vail Report 12-20.docx

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
Making Futures Bright for local families_Vail Daily_Advertorial.docx

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Its No Secret _ New Safehouse 1 pager for print.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 Martha Anderson - manderson@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.

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

Linked Form
sheri@mybrightfuture.org

Submission Date
06/23/2021

Submission Date
06/23/2021

2022 Annual Contribution: File Attachments

Please upload course syllabus, class descriptions or program details.
BFF Impact Report print.pdf

Please upload event/program/organization budget.
2021 Adopted Budget.xls

Organization rosters naming all officers, board of directors and respective positions as relevant
2021 Board Members.docx

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds
Town of Vail Report 12-20.docx

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Making Futures Bright for local families_Vail Daily_Advertorial.docx

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

2022 Annual Contribution: Eagle Valley Community Foundation The Community Market and MIRA

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

laura@eaglevalleycf.org

What is the name of your organization?

Eagle Valley Community Foundation

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

\$25,000

What is the name of your event or program?

The Community Market and MIRA

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$65,000

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Laura Hartman

Title of person completing the application

Director of Operations

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

Eagle Valley Community Foundation

Mailing Address Street

PO Box 1580

City

Vail

State

Colorado

Zip Code

81658

Telephone number

970-325-3620

Email address

melina@eaglevalleycf.org

Event/program and/or organization website

www.eaglevalleycf.org

Number of years organization has been in business

6

Organization's Mission Statement

EVCF provides access to programs and resources that support wellness, healthier food and other essential needs in our community while embracing individual dignity and a commitment to sustainability and quality.

Organization's Tax Status

Non-Profit (501C-3)

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

EVCF_CO_REV.

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?

4

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

EVCF and our two flagship programs- The Community Market and MIRA bus build a healthy community for our entire valley. The Town of Vail is committed to growing a vibrant, diverse economy and community, providing their citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities. None of this would be possible without a strong workforce. For so many of our service-sector workers, the high costs of housing and other living expenses make staying in the Valley year-round a real challenge. The Community Market's free groceries and MIRA's support with accessing mental health services, utility assistance, and more, make staying in the Vail Valley feasible. As seasonal, tourism-based, service-driven economy, we were hit hard by the COVID-19 pandemic. The Community Market feed nearly four thousand people per year for a year to help locals stay local.

In the first five months of 2021, TCM has fed approximately 54,000 individuals (includes duplicates as most customers come in every week). From April 2020 to April 2021, TCM provided free groceries for 2,100 Town of Vail residents. Each shopper typically goes home with about seven meals for each member of their household. At TCM, we utilize volunteers, bulk purchasing, and food rescue to keep costs down. We provide the grocery equivalent of a meal for less than one dollar. A \$25,000 annual contribution from the Town of Vail will help us to ensure that those who live and work in the Town of Vail are better fed, healthier, and more financially secure.

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

The Community Market's warehouse and original market are in Gypsum. The second market location is in Edwards. We host pop-up mobile markets across the valley, from Dotsero to Red Cliff. TCM has worked with Vail Resorts to support workers on mountain with food resources.

The MIRA (Mobile Intercultural Resource Alliance) Bus travels to over 20 locations from Vail to El Jebel. In Vail, MIRA is parked in town near the Patagonia store to provide a free COVID vaccine clinic during the GoPro Mountain Games. MIRA has attended other events in the Town of Vail such as Pink Vail.

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

The Community Market is more than a traditional food bank. We provide our customers with an abundance of free, healthy food without barriers. Our market has two locations and three mobile pop-up sites. We are open six days per week to accommodate the busy work schedules of Vail Valley residents. We keep our markets stocked with fresh produce, meats, dairy, and shelf stable goods. Customers aren't asked for income statements or ID's. We are open to all without barriers.

The MIRA bus travels the valley, parking where our less advantaged community members live and work. MIRA staff connects residents to a variety of resources. We partner with over 20 local organizations to offer free cardiovascular checks, mental health counseling, medicaid and SNAP enrollment, health education, flu and COVID vaccinations, utility and housing assistance, exercise classes, helmet distribution, carseat safety checks, and so much more!

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

EVCF aims to reach local residents who support our tourism-based economy and often live down valley from the Town where they work. TCM's main warehouse and market are in Gypsum, open six days per week. Our second TCM location is in Edwards, open three days per week. Additionally, we host mobile markets three days per week in Dotsero, Eagle, and Avon. The MIRA bus travels to all towns from Avon to Dotsero 4 days per week. Occasionally, we host mobile markets and MIRA events in the Town of Vail in conjunction with special events related to health or employee wellness, such as Pink Vail and Vail Resorts on-boarding. Although so many of our customers work in the Town of Vail, we aim to meet people where they live to provide a more convenient access to free, healthy, groceries.

EVENT/PROGRAM INFORMATION**Brand Fit: How will your event or program support the mission and vision of the Vail Town Council?**

In order to be the premier intermountain resort community with exceptional experiences for guests and citizens, Vail needs to have strong support resources for citizens and workers earning the lowest wages. MIRA and TCM add to a vibrant and diverse Town that supports a healthy lifestyle for people across the income spectrum.

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

The MIRA Bus fits the Town of Vail brand and look with its wrap and messaging--smiling families, outdoors, blue skies.

The Community Market messaging is inclusive, positive, and upbeat. We prioritize health and dignified individual experiences.

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

In June of 2021, the MIRA bus partnered with the Town, VVF, and the State of Colorado to provide free COVID-19 vaccines at the GoPro Mountain Games. Local community members and visitors alike could take advantage of a free, convenient opportunity to receive a vaccine. This is a great example of providing a service to target markets of both visitors and community members as everyone was eligible for a vaccine.

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

The MIRA bus is constantly innovating. We add new activities every season. This year, we are partnering with the Steadman Clinic to offer free, fun, exercise demonstrations.

The Community Market has a history of innovation through partnership as well. In May 2020, we partnered with Hovey & Harrison, Red Maple Catering, Splendido and Vin48 to provide 500 home-cooked meals each week to families in need. We kept restaurant workers employed and feed hungry families. Our second iteration of the program provided 800 families with gift cards to dine at one of six down valley restaurants in the Spring of 2021. Again, we supported families, local business, and service workers all at one.

EVCF brings innovation and collaboration and "fresh content" to all our programs.

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

Generally, going to a food bank is not a celebration. We know that when families come to our doors, it is the result of hard times. At TCM we pride ourselves on offering a dignified experience for all. Our generous donors help. This year, on Mother's Day, a local second-homeowner reached out. She was not able to become a mother, despite her desire for children. Her heartbreak left her with gratitude for the many mother's who work tirelessly just to put food on the table. So, she and a few friends got together and purchased and beautifully wrapped, thoughtful gifts for fifty moms that we distributed through The Community Market on Mother's Day 2021. What a celebration of life and community!

Growth Potential: How will the event or program achieve recognition and drive participation?

TCM and the MIRA bus have been widely recognized in the community. Both have been recognized in the past three years in Vail Valley Partnership's Success Awards.

<https://www.vaildaily.com/news/community-market-sees-300-increase-in-visitors-during-covid-19-invites-community-to-contribute-via-donation/>

<https://www.vaildaily.com/news/local-nonprofit-mira-bus-breaking-down-barriers-to-accessing-covid-19-vaccine-for-roughly-3000-residents/>

<https://www.vaildaily.com/news/making-it-count-how-the-community-market-and-mira-are-helping-with-eagle-countys-census-push/>

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

The MIRA bus and Community Market are building capacity in our community.

Many of our staff started as customers. They were looking for food and other resources for their families. Then, they volunteered to give back. Eventually, when jobs opened up, they applied and were hired. Now, these community members are some of our greatest team assets.

MIRA staff have presented at national conferences for human services and mobile clinics. They are contributing to a national body of knowledge to meet community needs through collaboration.

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

MIRA and TCM are community based-initiatives. Providing for the basic needs of the community provides positive, lasting benefits, especially for young children. Furthermore, we provide a safe, rewarding environment for over 400 volunteers per year.

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

EVCF has great relationships with our local media. We have been covered regularly by the Vail Daily. The MIRA bus has even been covered by the Denver Channel. Frequently, local and state politicians come to visit. We have a track record of gathering community support.

<https://www.vaildaily.com/news/michael-bennet-visits-eagle-county-to-discuss-and-witness-local-covid-19-response/>

<https://www.thedenverchannel.com/news/local-news/eagle-countys-mira-bus-brings-community-services-to-hurting-families>

Please upload course syllabus, class descriptions or program details.

EVCF_2020_Annual Report.pdf

BUDGET

Please 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?

EVCF will use the \$25,000 of requested funds to support the general operations of our two programs: The Community Market (TCM) and MIRA Bus.

The Community Market feeds 2,400 people per week an average of seven meals per person per visit for less than a dollar per meal. With ten staff and food purchasing, The Community Market operates on about \$15,000 per week.

Because of incredible in-kind support, the MIRA bus operates on less than \$5,000 per week cash from EVCF.

Please upload event/program/organization budget.

2021 Draft Summary Budget.xlsx

Who currently funds the event/program?

Private donors, grants, government contributions

Who currently funds your organization?

Private donors, grants, government contributions

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?

EVCF's aim to meet the hunger and wellness needs of residents in the Valley. Without support from the Town of Vail and other local governments, it is financially difficult to keep up with the demand. However, we will still provide our services to the best of our abilities.

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 2022?

Yes

MARKETING

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

Local residents

SPONSORSHIPS & PARTNERSHIPS

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

\$760,000

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

\$550,000

2. Please list your confirmed sponsors or partners.

Eagle County Government, Vail Health Foundation, Delta Dental of Colorado, El Pomar Foundation, Anschutz Family Foundation, Rocky Mountain Health Foundation, State of Colorado, Town of Avon, Town of Eagle, and many more.

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

We always welcome new partners to support TCM and MIRA. Beyond financial support, we welcome partners that help us to provide more robust services on the bus and increase access to healthy food through the pantry. We always welcome individuals and groups to volunteer.

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

EVCF_BoD.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

TOVThank you.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

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

laura@eaglevalleycf.org

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

EVCF_CO_REV.

Please upload course syllabus, class descriptions or program details.

EVCF_2020_Annual Report.pdf

Please upload event/program/organization budget.

2021 Draft Summary Budget.xlsx

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

EVCF_BoD.pdf

If you received Council funding for 2021, please upload a document recapping the use of prior year Council funds

TOVThank you.pdf

2022 Annual Contribution: Vail Religious Foundation 50th Anniversary Capital Campaign

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

katie@ktccconsultingllc.com

What is the name of your organization?

Vail Religious Foundation

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

\$500,000

What is the name of your event or program?

50th Anniversary Capital Campaign

Is this a new event or program?

Yes

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Kathryn M. Campbell

Title of person completing the application

Director of Development & Marketing

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

Vail Religious Foundation

Mailing Address Street

19 Vail Road

City

Vail

State

Colorado

Zip Code

81657

Telephone number

970-476-3347

Email address

katie@ktcconsultingllc.com

Event/program and/or organization website

www.vailchapel.com

Number of years organization has been in business

56

Organization's Mission Statement

For over 50 years, the Vail Religious Foundation has welcomed six congregations under one roof at the Vail Interfaith Chapel. We support and enrich the spiritual life of our community as a center for faith and worship, education, emergency services, support groups and the arts. We cultivate collaboration through interfaith dialogue, celebrating unity and cherishing diversity as part of one global human family.

Organization's Tax Status

Non-Profit (501C-3)

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

CO Non Profit and Exemption Status Certs.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)

The original pioneers and founders of Vail saw a vision for our town in 1962, and it required three foundational elements to create community in Vail: a library, a medical center, and a chapel. The Vail Religious Foundation was formed in 1963 by Mrs. Keith Brown, Richard Dobson and John Amato to explore the construction of a mountain chapel dedicated to worship and community service. It was a novel idea in the early 1960s, as the chapel at the Air Force Academy was the only such building in Colorado, and one of very few in the country - and the Chapel still is one of few chapels of this kind.

After receiving a land grant from Vail Associates, the VRF broke ground in 1968 and the Vail Interfaith Chapel was completed in November, 1969.

31 year later, the Chapel was renovated with a new roof and new windows, and the adjacent Ministry Building was added. This enhanced the Chapel's ability to serve not only B'nai Vail Jewish congregation and several Christian faiths, but the entire community.

Now, 24 years later after the last renovation, the Chapel serves our entire community not only as the spiritual and religious center, but as our community center with cultural, educational, personal growth and emergency services offerings. One of the most important of these community uses is as an aid station and emergency shelter for stranded tourists. It has also hosted 14 Alcoholics Anonymous each week since the early 1970s, and now hosts several additional similar support group meetings and classes each week. Bravo! Vail calls it home for 12 chamber music concerts and discussions each summer, and it serves the Vail Symposium, bridge groups, knitting groups, bible studies, meditation, Mahjong and more.

An average 45-50 weddings and religious ceremonies, outside of regular and holiday worship services, are held here annually, generating \$15-20 million in revenue to local business and tax revenue to the Town of Vail.

Over 50,000 people flow through the doors of the Vail Interfaith Chapel each year. As the single spiritual center of the Town of Vail and one of the town's most historic sites, the Vail Religious Foundation and the Chapel are foundational to the town we are today, and instrumental to its future.

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

50th Anniversary Capital Campaign: \$10 million

\$6.5 million needed for construction costs

\$2.5-3 needed for the reserve fund

\$500,000 - 750,000 needed for campaign costs over 2 years (includes staff, advertising, event production, marketing and other project-related hard costs)

The efforts on the Vail Religious Foundation's 50th Anniversary Capital Campaign began last May, 2020. In the past, the VRF has struggled to maintain the buildings due to budget constraints, operating annually in 2019-2020 on a budget of \$126,000 per year. It has been 23-34 years since the roof, windows and snowmelt systems were installed. The parking lot snowmelt system failed in 2013, and VRF Board of Directors realized it was time to replace these failing systems.

Last May, when we hired Beck Building Company and Suman Architects to assist with these projects and in performing the VRF's first reserve study with Borne Consulting, we began the process of reviewing the buildings top to bottom, inside and out. We analyzed building use increases including external use of the riverside spaces not only for outdoor weddings but public use. We realized that the buildings needed more work than originally planned. With the 52 year old electrical and heating systems failing, these needed a full replacement to keep the buildings safe and in working order. Lack of efficiencies of these systems, a failing elevator, outdated and inefficient kitchen equipment, lack of storage for the six congregations, breaking cabinets, countertop and sink in the sacristy, no ADA compliance on the alter, and a failing wood shake roof, gutter and fencing situation has all been expensive to maintain. No one has been willing to perform maintenance work on the roof and snowmelt boiler for at least five years.

Aside from the age of several systems and major parts of the buildings, the old wood shake roof was no longer up to Town of Vail code and a fire hazard. The snowmelt boiler failure meant liability from icy roofs and sidewalks. Snowplowing was getting prohibitively expensive.

In addition to improving inefficient, old and broken items, our design team helped us realize there are several ways to limit future operating costs and limit the need for an even larger reserves through streamlining these systems, replacing equipment with more efficient items, restoring what we have, and ensuring the life of new construction is intact.

This 50th anniversary construction projects will make possible much needed immediate fixes, but then also extend the life of the chapel and surrounding grounds. We are partnering with Holy Cross Energy to reduce as much as possible the environmental

impact of the building itself, riverside spaces, and building use.

Scope of work includes:

Roof Replacement - Completed

- Replace roof on both buildings
- Replace and add snow guards, gutters and downspouts
- Include heat tape at gutters/downspouts/overhangs
- Roof Mounted PV Solar Panels

Parking Lot Replacement and Snowmelt – 1/3 completed

- Includes parking lot and adjacent sidewalks
- Implement new sidewalk along north side of Chapel building
- New boiler
- Install new electric vehicle chargers

Chapel Entry

- Includes main entry steps, turn around and adjacent sidewalks
- Re-use most of the current pavers, implement pattern for paver sales (large and small)
- New stone steps/landing and walls at entry
- New snowmelt at entry steps/landing, weather stripping and seals
- Replace handrail and step lights
- Security updates throughout building
- Refurbish/restore entry doors to seal and correctly hinge

Chapel – Replace 51-year-old Electrical System

Chapel - Replace 51-year-old HVAC system

Chapel Altar – implement ADA Compliance

Replace 24-year-old Chapel Windows

Chapel Elevator Replacement or renovation

Chapel Sacristy Renovation

Chapel Woodwork and Pew Restoration

Move door to caretaker's unit to west side

Riverside Outdoor Spaces

- Expand Chapel south side patio
- Smaller patio south of Ministry Building where services and weddings are held
- Snowmelt portions of path
- Improve path from west chapel entry/exit to Ministry building lawn space
- Enclose deck area to conceal storage at Ministry building
- Improve riverside areas with necessary approval from Town of Vail in conjunction with Restore the Gore efforts
- Replace east stone stairs to south Chapel patio
- Donor recognition walls along lit paths

Chapel - Lower Level

- Security updates
- Add door at bottom of stairs to acoustically isolate from main space above
- Sliding glass 12' door for access to terrace
- Kitchen renovation
- Reconfigure storage in multi-purpose room
- Finishes and furniture updates to children's room and small conference room
- Donor recognition walls along stairs to lower level

Ministry Building – Main Level

- IT system and security improvements
- Electrical and lighting updates for energy efficiency
- Reconfigure offices, conference room, and kitchen for additional workspace

Ministry Building – Lower Level

- Security updates
- Repair baseboard heat
- Upgrade Kitchen and modify footprint for additional storage
- Reconfigure storage for six congregations and emergency shelter supplies
- Carpet replacement

Emergency/Egress – Chapel & Ministry Building per fire code

Asbestos sampling and testing - Completed

Compliance with current TOV building codes

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 Vail Interfaith Chapel is what separates our town, our ski resort from those who do not provide the soul, warmth, friendliness, and comfort needed and wanted by our citizens. The Chapel serves an inherent need for "regular life" - support services, emergency services, and a faith center. Not only do our residents attend services, with all six congregations having a member base of approximately 2,500 of our 7,000 year round residents, our guests do the same. They value it, and want the Chapel here; according to our survey performed in June, 2020, of the 25% of survey respondents who are second homeowners, 19-23% said the Chapel was influential in their decision to buy property in Vail. Our current donations from community members reflect the importance it has to everyone in the Vail Valley.

All renovations have been planned with bringing the Vail Interfaith Chapel to the level expected by our guests and residents. At the forefront of planning are considering reduction of costs as much as possible and environmental impact yet ensuring we meet the high aesthetic standard found throughout Vail.

Our residents and guests expect a high level, luxury experience. Over the last 24 years the Chapel has not been maintained to this level due to operational budget limitations. The Chapel's capability to serve the needs of our community and meet the standards of our guests must be improved.

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

The Vail Interfaith Chapel was a foundational element in the original vision for the Town of Vail as a community. It was one of the three sites needed, as determined by our pioneers and founders, to create a community (as opposed to just a ski resort).

The Vail Interfaith Chapel provides comfort, spirituality, solace, acceptance, community outreach, worship, peace, joy and forgiveness where we share life, death, food, shelter, wealth, sorrow and loss, stories, and happiness. At our core, this is what our residents and guests seek, and what we need to retain our identity as a community.

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

The Vail Interfaith Chapel attracts both visitors and residents through its offering of both religious and non-religious services. With six Christian and Jewish congregations, an average 45 local and destination weddings, and several nonreligious building uses described herein, over 50,000 people walk through its doors each year.

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

Fresh content at the Vail Interfaith Chapel is a daily event. Every worship service, wedding, baptism, support group meeting, Bravo concert, Vail Symposium discussion and more, are each individualized special events.

The construction projects have been planned with expanded offerings in mind. On the Lower Level of the Chapel, a sliding 10 foot door will allow more community events, individual celebrations, receptions and meetings to be held in an indoor-outdoor experience. The expansion of the south patio and a new terrace on the south side of the Ministry building allow for increased wedding and special events. (The terrace is being implemented for safety - this space is currently used quite often in the summer for weekly Shabbat and outdoor weddings, but the ground is not even and not usable for those with disabilities.)

ADA compliance to the altar will also allow the building to be up to code and expanded use for weddings, worship, and concerts.

Kitchen improvements in both buildings will allow for increased use for meetings, emergency shelter, catering if needed in the Chapel, and increased community uses.

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

The Vail Interfaith Chapel is inherently a place of celebration. Year-round worship services, weddings, baptisms, community gatherings and memorials are all events that promote Vail, and are inherently full of vitality, fun and celebration.

One of the goals of the 50th Anniversary Capital Campaign is to establish an annual fall community gathering that promotes family life and children's activities, potentially display a historic showcase of Vail history, as well as provide space for the newly forming Pioneers of Vail program to gather twice per year as long as it exists - once in summer, once in winter. It is also a place for community gatherings in time of crisis such as 9/11, or the candlelight vigil when Jewish synagogues in New York were in peril the winter of 2019/2020. It brings life and brings peace, solace and happiness to all who enter.

Growth Potential: How will the event or program achieve recognition and drive participation?

The Vail Religious Foundation has already proven its recognition and participation from both residents and guests, having already raised \$3.8 million in gifts and pledges (\$1.6 million in pledges to be paid 2022 - 2030).

We continuously push out stories to the media about the project, its donors, construction progress, events, and more. We have a separate marketing budget, not included here, for a strong marketing effort that includes local, regional and national media pitches, radio advertising, newspaper and magazine advertising, in person events, collateral, digital marketing, and more.

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

The Vail Interfaith Chapel has been not just A leader, but THE leader across the country as a truly inter-faith model for several different faiths sharing the same space. The Chapel has been contacted by several entities over the last 50 years to inquire how we make this work. Most recently we have been working with Birdie Briton, chairman of the board for a similar new Robert F. Kennedy Chapel to be built in New Hampshire. The interfaith chapel in Aspen has also contacted us in the past about our model of use between the congregations.

The Vail Religious Foundation has also been breaking ground in creating a historic designation program for the Town of Vail. After much research and planning, VRF Foundation Administrator Kathy Fagan has submitted a historic designation program to the Town for its consideration to implement for other similar sites in Vail. The Chapel was designated a cultural and historic site by Vail's Town Council on December 1, 2020 - one of few such sites in Vail.

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

Not only does a chapel provide a place to worship God, it is a place to reflect on gratitude, to breathe deep and gather strength, to connect us socially, to find common ground, be close to family (whether related or not), to give back, to forgive others as well as ourselves. The Vail Interfaith Chapel has provided this for over 50 years, and will continue to do so well into the future.

Communities and individuals, residents and guests alike, gather here for worship, to find peace with themselves or others at support group meetings, to enjoy music and discussion, to become more educated, to spend time together. We even have a second homeowner that frequently comes to the Chapel to play the piano. These are lasting memories and benefits that the Chapel brings - intangible and immeasurable, but deeply experiential and moving. Things that make a difference in a person's life, rather than something they can buy. These experiences solidify the excellence of our town to those who visit, and builds the audience for our future.

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

The Vail Interfaith Chapel has a symbiotic relationship with both leveraging media and attracting donors and sponsorship support. The more media we push out about the 50th Anniversary Capital Campaign and the more present we are in the public eye, the more sponsorship and donations we garner. And vice versa.

For example, we recently had our first appearance at the Vail Farmer's Market. Not only was it popular on our own social media platforms, but a recent visit to the Chapel and write up on Instagram by Ree Drummond of the Food Network brought people to our tent with questions about it. We found that many people do not know the Chapel exists, and the most interest came from people with questions about the worship schedule. We also happened to raise \$15,000 that day.

Another example is the \$1 million gift we received from the Wiegers Family Foundation in February. We ran an article in the Vail Daily that garnered a lot of attention from other donors, and it sparked a brief increase in donations.

This two-way street has brought success to this campaign and interest to the Chapel.

Please upload course syllabus, class descriptions or program details.

CapitalCampaignDescription-060121comp.pdf

BUDGET

Please 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 deposited into the general campaign fund and used for construction costs. At the Town's request, we will set up a separate account for the Town of Vail contribution, from which only construction costs would be paid.

Please upload event/program/organization budget.

VailChapelBudget-1721.pdf

Who currently funds the event/program?

\$280,000 has been funded by the VRF itself. Individual and corporate donors will fund the balance.

Who currently funds your organization?

Wedding revenue and building use the six congregations for operations.

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

8

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

Our fundraising team is challenged to find another donor at this level. The VRF has contributed \$280,000 of its \$400,000 reserve to get the project started. We have one \$1 million donor (the Wieger Family Foundation), and the Perot family foundations have gifted a total \$500,000. FirstBank has paid into the project at nearly \$500,000, bound by Shared Use Agreement.

No other donor has gifted or pledged more than \$50,000 at this time. We do not expect the number of high level donors (\$100,000+) to exceed 10. Five of the six congregations that use the Chapel have pledged. One of the support groups has also committed a pledge that is approximately 55% paid.

If the Town does not support this project, it would send a message to other potential donors, our guests and residents that the Chapel is not a priority of the town. This would, in turn, negatively affect people's interest in supporting this campaign, from small donors to large.

The VRF needs the town's support to show that the Chapel is integral to retaining and maintaining our sense of community now and in the future.

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 2022?

No

MARKETING

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?

\$6,500,000

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

\$168,687

2. Please list your confirmed sponsors or partners.

Alcoholics Anonymous

B'Nai Vail

Jane and Steve Friedman

Morris and Mikki Futernick

Malvin and Susan Keller

Mark & Betsy Kogan

Dr. Robert and Janie Lipnick

Dr. Dan Brajtbord Sharon Kushner

Ronald and Janis Simon

David & Pamela Wolf

Stan & Bonnie Beard

Covenant Presbyterian Church

Brooke Ferris

Richard & Nancy Leslie

Bob & Alex Linn

Mr. Tim and Sheresa Wilbanks

Jim and Joyce Wilson

Peter and Lucy Dunning

Episcopal Church of the Transfiguration

Mountain Community Church

Mount of the Holy Cross Lutheran Church

Alpine Bank

Beck Building Company, Inc.

Berkshire Hathaway HomeServices Colorado Properties

Gallegos Corporation

Vail Resorts

St. Patrick Catholic Church

Caroline Anderson

George & Margo Andrews

Maria Anjier

Lin Ball

Mr. Peter Battin

Roger and Margo Behler

Mr Frederick Berhenke

Len and Laura Berlik Foundation, Inc.

Charmayne & Charles Bernhardt

Ms. Janet Boeser

Dan and Kimberly Brewster

Keith & Carol Brown Family Foundation

Andy and Missy Brown

Vi Brown

Doe Browning

Mr. & Mrs. Thomas G, and Robin Burch, Jr.

William & Mary Burns

Kathryn and David Campbell

Ms. Eleanor Caulkins

Cathleen A. Conroy Charitable Foundation

Mr. James Clarke
Jeffrey and Becky Cohen
Mr Ted Collins
Mr. James and Judy Donnalley
Eric & Sue Dorf
Kathleen & Jack Eck
Robert A. Engelke
Kathy Fagan
Sara J. and Bill Fisher
Sheila Foss
Robert Galvin Foundation
Susan & Harry Frampton
Paul and Gail Frangoulis
Victoria Frank
Professor Donald Robert Fraser
Paul Galvin Memorial Foundation
Mrs. Donna Giordano
Donald Goerig
Charles Gordon
Gross Family Foundation
William & Marylyn Hamlon
Mr. & Mrs. Charles & Janis Heiden
Ben Helgemo
Mr. Herbert Henderson
Amber Henninger
Mr Dwight Henninger
Mr. Fredrick H. Hibberd
James Hobbs
FirstBank of Vail Holding Company
Summer Holm
Wesley and Susan Horner
Kathy & Al Hubbard
Chris and Shelly Jarnot
David and Annette Jewell
Dan Johnston
Christopher Jones
Stauffer Commercial LLC Joseph Stauffer
Mr. & Mrs. Brooks & Julie Keith
Raymond & Carolyn Kidwell
Susan Kirkpatrick
Diane Kovalik
Paul and Joyce Krasnow
Kenton Krohlow
Mr. Ben Krueger
La Nonna, Inc.
Rebecca & Stephen Laird
Bryce Langen
Mr. Josh and Christina Lautenberg
Dr. Robert and Janie Lipnick
Diana Mathias
Ellen and Raymond McDermott
Chris McGarrigal
Mr. & Mrs. William S. & Shirley McIntyre
Alan McLean
Jill & David G. Mertens
Liz Meyer
Luc and Liz Meyer
John and Annemarie Mueller
Network for Good
Carrie Lynn Newton
Carol Nitz

Ms. Brigid O'Connor
John & Patricia O'Neill
Rachel Otis
Jefferson Patterson
The Perot Foundation
Sarah and Ross Perot, Jr. Foundation
Grace Poganski
Amanda Precourt
Vali Pulis-Wilcox
Jim & Liz Pyke
Mike & Heather Rawlings
Mr. Steven Read
Steven & Mary Read
Refunds
James Regele
The Knowlton Foundation Richard and Nancy
Vince and Cinda Riggio
Gussie Beuck Ross
Anne & Chris Rozzell
Robert Ruder
Cynthia Ryerson
Carol Samurin Nover
Tom & Mary Pat Santel
Richard & Gwendolyn Scalpello
Mr. Donald Scheid
Steve and Elaine Schwartzreich
Jeanne Whitney and Scott Morrison
Debra & Rob Shay
Page Slevin
Mr. & Mrs. Rod & Beth Slifer
Ms. Carolyn Smith
James & Kelley Smith Charitable Fund Smith
Brielle and Tye Stockton
Marjorie Swig
Edwin Swinford
Craig & Michelle Taylor
Vivian Teets
The Sitzmark Lodge
Michael Tiner
Vail Religious Foundation
Mr. Robert and Kathryn Valleau
Carl and Amy VanEssendelft
Mr. & Mrs. Carl & Ruth Walker
Heather Waller
Robert Walsh
Albert Wehl
Ms. Sheila Whitman
Ms. Joan Whittenberg
George and Betsy Wiegers
Bruce Willard
Kenneth Wilson
Tina and David Wilson
Mrs. A. M. Pepmeyer
Gus & Dana Spaulding
Ron & Jaye Timmerman

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

There are several sponsorships/donor benefit levels:

Supporters \$0 - \$999
Community Builders \$1,000 - \$4,999
Patrons \$5,000 - \$9,999
Successor \$10,000 - \$24,999
Historian \$25,000 - \$49,999
Centennial \$50,000 - \$99,999
Benefactor \$100,000 - \$249,999
Legacy \$250,000 - \$499,999
Founder \$500,000+ (FirstBank, Wiegers)

Levels above \$10,000 are allowed naming rights as well as other benefits.

ADDITIONAL INFORMATION

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

Of the \$3.8 million we have received in pledges and cash, we have spent just over \$2.2 million to date on start up of the project (architecture, building estimates and fees, marketing and additional staff) and Phase 1 construction which will total approximately \$1.7 million (roof, Phase 1 parking lot, Phase 1 windows, and solar panel installation).

\$1.6 million of the amount raised to date are outstanding pledges, approximately \$800,000 are to be paid by donors between 2023 and 2030. These funds will help replenish the reserve.

Funds raised this summer will pay for Phase 2 construction projects starting late August, 2021 that total approximately \$1.5 million (Phase 2 parking lot, Phase 2 windows, elevator replacement, sidewalks). We have approximately \$400,000 scheduled in pledges to be paid first quarter 2022, but we need to raise \$3-3.5 million minimum to pay for 2022 construction projects. We would greatly appreciate this requested contribution from the Town to show the Town's prioritizing this project to the community, and inspire others to help us reach our goal.

REQUIRED ATTACHMENTS

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

About VRF-4.pdf

If you received Council funding for 2021, 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.vailchapel.com

www.facebook.com/vailinterfaithchapel

www.youtube.com/channel/UCcZWsWuMgzqucb9nA8C9j5w

2020 Annual Report: <https://www.dropbox.com/s/gcf2lhfmmbzdj2z/2020AnnualReport-FINAL-comp.pdf?dl=0>

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
signed Proclamation_No._9__Recognize_Vail_Interfaith_Chapel_120120 (2).pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
VailDailyCover-4621.jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
WiegersArticle-VD21121.pdf

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

katie@ktcconsultingllc.com

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

CO Non Profit and Exemption Status Certs.pdf

Please upload course syllabus, class descriptions or program details.

CapitalCampaignDescription-060121comp.pdf

Please upload event/program/organization budget.

VailChapelBudget-1721.pdf

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

About VRF-4.pdf

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

signed Proclamation_No._9__Recognize_Vail_Interfaith_Chapel_120120 (2).pdf

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VailDailyCover-4621.jpg

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

WiegersArticle-VD21121.pdf

2022 Annual Contribution: Small Champions, Inc. Small Champions Sports and Recreation Programs

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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)

Services

Type of Funding Requested

Cash and In-kind

Amount of Cash Contribution Requested

\$5,000

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 2021.- Mar. 2022

What is the name of your event or program?

Small Champions Sports and Recreation Programs

Is this a new event or program?

No

How much funding did you receive from the Town of Vail for 2021? (Please include total funding you received from the CSE and Town Council)

\$0

Will you also apply for 2022 funding from the CSE?

No

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

Small Champions Sports and Recreation Programs. www.smallchampions.org

Number of years organization has been in business

25

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 cognitive and physical 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.

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?

25

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 opportunities for children, youth, and young adults in Eagle County who are challenged with cognitive and physical disabilities to be part of a group from the same community that meets often to enjoy sports and recreational activities. Our programs support the physical and emotional development of our participants in an environment of growth, learning and fun. It is important for our Small Champions to have a peer group and for their families to forge friendships with others in our community, enabling them to help one another. The outcome for our participants and families is a sense of pride, accomplishment and belonging. No other program exists in the Vail/Eagle River Valley that provides these services to these special children.

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

Small Champions operates an Adaptive Ski and Snowboard program at Vail Mountain in the winter and a Camp Vail/Small Champions Day Camp in partnership with the Vail Recreation district in the summer.

We also provide a variety of other year-round sports and recreational programs throughout the Vail Valley for our Small Champions.

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

Small Champions operates an Adaptive Ski and Snowboard program at Vail Mountain in the winter and a Camp Vail/Small Champions Day Camp in partnership with the Vail Recreation district in the summer.

We also provide a variety of other year-round sports and recreational programs throughout the Vail Valley for our Small Champions.

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

Small Champions also has multiple year-round sports and recreation activities for our participants that take place in Eagle County, including in the Towns of Avon, Eagle, and Gypsum, as well as Eagle-Vail and Edwards.

EVENT/PROGRAM INFORMATION

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

The Small Champions programs for youth with cognitive and physical disabilities, directly supports the mission and vision of the Vail Town Council, by providing life enhancing opportunities to a very diverse and under served population in our community.

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

The visibility of our group of Small Champions participating in the same world class recreational opportunities as our visitors and community members, demonstrates the commitment to Inclusion and Diversity for the Vail brand.

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

Small Champions programs for youth with disabilities allows those special kids in our community to participate in many of the incredible outdoor recreational activities that make Vail such an amazing destination and home. Visitors and community members alike see our determined athletes taking part in the same recreation that brought them to Vail.

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

Small Champions is continually developing and adding new programs and activities for our youth and their families. The opportunity for a wide variety of physical and emotionally enriching activities is a hallmark of the Vail community. We are grateful that our special youth can join in.

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

The amount of joy, excitement, and pride in achievement is evident to all when our special youth are observed enjoying the many activities available in the Vail community.

Growth Potential: How will the event or program achieve recognition and drive participation?

Small Champions is recognized as a locally based community organization that has and continues to provide life changing opportunities for the special youth in Eagle County for 25 years. Our participation numbers have increased year after year. Many community members, return visitors, and new visitors have been involved and support the organization.

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

Seeing our Small Champions athletes and their coaches participating in our world class sports and recreation activities demonstrates that Vail is a leader in including all who wish to participate, the opportunity to do so.

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

Starting in 1996, we saw the need for local children regardless of disability or special need to have the opportunity to participate in the many sports and recreational activities available in our community. By providing specialized coaching/instruction along with specialized adaptive equipment, our mission is to include these special youth in life enhancing sports and recreation activities. We believe that recreational education encourages independence and life skills for our participants. The aim is to enhance each Small Champion's physical, emotional, and social development. Being that all these children are Eagle County residents, their family members, friends and peers participate as volunteers, mentors and aides. This interaction brings these special needs children "out of the shadows" and involves them as valued members of our community.

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

Small Champions has a long running relationship with local media outlets - Vail Daily, Vail Valley Magazine, Vail/Beaver Creek Magazine, local radio stations, etc. We actively pursue exposure from media outlets.

Small Champions is actively developing new donor and sponsorship relations, as well as maintaining existing relationships with our donors and sponsors.

Please upload course syllabus, class descriptions or program details.

Small Champions Profile.pdf

BUDGET

Please 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 be used to support our Small Champions 2022 Camp Vail Summer Day Camp and our Small Champions 2022 Vail Ski/Snowboard program.

The in-kind parking passes will be used for our Small Champions families and coaches to support our special needs children during our SC Ski/Snowboard program 2022.

Please upload event/program/organization budget.

Copy of 2021 Budget Quarterly.xls

Who currently funds the event/program?

Vail Resorts Epic Promise, Town of Vail, Town of Avon, Eagle County, United Way of Eagle River Valley, Vail Health, Eagle County School District, Galvin Family Foundation, Roubos Family foundation, Kent and Vicki Logan, Sid and Ruth Lapidus, Slifer Smith and Frampton Foundation, Vail Valley Cares, Vail Valley Surgery Center, as well as many other individuals, businesses, and organizations.

Who currently funds your organization?

All of our funds are raised through donor relationships, special events, and grant writing. The above list and new donor outreach is where we currently receive funding.

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?

We will continue to provide our programs. Funding will allow us to offer our programs to more qualifying individuals, and expand existing opportunities to our participants.

The in-kind parking passes for our winter program are essential to our families and coaches of our disabled/special needs children in order for them to support those kids on our Small Champions Ski & Snowboard program 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 2022?

Yes

MARKETING

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?

\$201,500

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

\$80,000

2. Please list your confirmed sponsors or partners.

Vail Resorts Epic Promise, Vail Recreation District, Vail Health, Vail Valley Cares, United Way of Eagle River Valley, Town of Avon, Slifer Smith and Frampton Foundation, Mountain Recreation, Eagle Valley Behavioral Health. Kent and Vicki Logan, Sid and Ruth Lapidus.

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

We are actively seeking new and returning Sponsors and Partners. In 2021 we began new partnerships with Vail Health/Eagle Valley Behavioral Health, and Mountain Recreation.

We continue to seek out relationships with those organizations and individuals that support our mission.

We greatly value our existing partnerships and strive to continue those relationships.

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 70 Eagle County youth and their families. Small Champions is the only organization in our community that provides these year-round activities to this group of special individuals.

We greatly appreciate the support we receive from the Town of Vail and town council members.

REQUIRED ATTACHMENTS

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

2021 SC BOD List .pdf

If you received Council funding for 2021, 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.smallchampions.org

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

SC Winter 2021 VVM.pdf

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

SC Vail Valley Magazine Article.pdf

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

Small Champions.pdf

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

smallchampions@gmail.com

Submission Date

06/29/2021

Submission Date

06/29/2021

2022 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.

Small Champions Profile.pdf

Please upload event/program/organization budget.

Copy of 2021 Budget Quarterly.xls

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

2021 SC BOD List .pdf

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

SC Winter 2021 VVM.pdf

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

SC Vail Valley Magazine Article.pdf

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

Small Champions.pdf

2022 Annual Contribution: Vail Mountaineer Hockey Club (formerly Vail Junior Hockey Association)

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

kristi@vailmountaineers.org

What is the name of your organization?

Vail Mountaineer Hockey Club (formerly 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 14 days of ice time at Dobson in order to support our fundraising events in Vail. We have expanded our annual Vail Sportsmanship Tournament to 4 weekends and are requesting 12 days that provides an economic boost to the Town of Vail during an otherwise slow period in our mountain town. The dates for the 2022 tournament are October 28, 29, 30 and November 4, 5, 6, 11, 12, 14, 18, 19, and 20. The remaining requested 2 days will be used in September of 2022 for our annual Avalanche Alumni Weekend where we bring in retired NHL players for our youth hockey clinics, a meet and greet, and an exciting hockey game.

Will you also apply for 2022 funding from the CSE?

Yes

Please note that funding requests can not be requested through both the CSE and Town Council application processes for events and programs that fall into the Signature Event, Destination Event, or Cultural Heritage categories. If you have questions about which funding channel your organization should apply through please contact Carlie Smith at csmith@vailgov.com or Jeremy Gross at jgross@vailgov.com

How much funding will you request for 2022 from the CSE?

15,000

Name of person completing the application

Kristi Scheidegger

Title of person completing the application

Executive 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

81657

Telephone number

970-331-6669

Email address

kristi@vailmountaineers.org

Event/program and/or organization website

www.vailmountaineers.com

Number of years organization has been in business

48

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 to boys and girls 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_IRS_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 over 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 annual Vail Sportsmanship Tournament; Precision Skills Clinics; Avalanche Alumni Weekend 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 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 thrive.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Please upload event/program/organization budget.

ProfitandLoss(1).pdf

Who currently funds the event/program?

Self-funded- VMHC funds our programming/events.

Who currently funds your organization?

Members (local families), Sponsors, Local Grants and Partnerships

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

It will not change. We will continue to host our fundraising events. If it is not funded at full request, the club will continue to work to provide affordable and competitive hockey opportunities for our members with less revenue from fundraising.

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 2022?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$119,774

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

\$290,756

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, Gallegos, Garfinkel's/El Sabor, General Store, Hensel Phelps, Highline Sports, 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 and Yeti's Grind

Donors/Sponsors/Partners for 2019 Avalanche Alumni Weekend:

Active Energies Solar, ACE Security, Alan McLean, Alpine Bank, Alpine Builder's Hardware, Ambition Custom Apparel, American Lawn Care, Antlers, Arrigoni Woods, Berich Masonry Mountain Division, Beth Taylor, Bob's Place, Burke Harrington Construction, Colorado Car Co., Cool Kids Colorado, Comerford Insurance, Dean Johnson, Engel Voelkers, Garfinkel's, Genesis Hospitality Corp, Gourmet Cowboy, The Greenspeed Project, Horizon Roofing, InsulVail, K.H. Webb Architects, Lowen family, Michael Rawlings Photography, Mountain Limousine, Optimum Events, Pella, Primary Colors Painting, Pro Ambitions, Rhize Technology, Rimel Family, Rocky Mountain Creations, Roseanne Rehn, Saint Clare of Assisi, Salt Creek Home, Steadman Philippon Clinic and Research Institute, Stonegate Rentals, Synergy Systems, Town of Vail, Turtle Bus, TV8, Vail Daily, Vail Financial Services, Vail Summit Ortho, Vail Custom Builders, WERKS Auto, Yeti's Grind and Zastrow Dentistry

Local Grants:

Epic Promise, Town of Avon, Town of Eagle, Town of Vail- CSE

In-kind Sponsors:

Epic Promise Coaches

Team Managers Directors

Others TBD for 2021 events

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. With each year, those opportunities increase and we have hopes that our sponsorships and partnerships will continue to grow.

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 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 operate off a fixed "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

Vail Mountaineer Hockey Club Board of Directors.pdf

OPTIONAL ATTACHMENTS

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

We post updates about our events to our Social Media pages-

Facebook: @vailmountaineerhockeyclub

Instagram: @vmhchockey

2019- Avalanche Alumni Weekend: <https://www.vaildaily.com/news/joe-sakic-to-join-colorado-avalanche-alumni-game-against-vail-yeti-at-dobson/>

2019- Avalanche Alumni Weekend: <https://www.vaildaily.com/entertainment/avalanche-alumni-hockey-vail-oktoberfest-trail-running-races-and-more-tricias-weekend-picks-9-13-19/>

PLEASE NOTE: Our 2020 Avalanche Alumni Weekend, scheduled for September 2020, was canceled due to the pandemic. Our 2020 Vail Sportsmanship Tournament was held in limited capacity and with modifications in October/November 2020.

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 Martha Anderson - manderson@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.

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

Linked Form

kristi@vailmountaineers.org

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

VMHC_IRS_Registration.pdf

Please upload event/program/organization budget.

ProfitandLoss(1).pdf

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

Vail Mountaineer Hockey Club Board of Directors.pdf

2022 Annual Contribution: Ski & Snowboard Club Vail

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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 Ice Arena - four days

Will you also apply for 2022 funding from the CSE?

Yes

Please note that funding requests can not be requested through both the CSE and Town Council application processes for events and programs that fall into the Signature Event, Destination Event, or Cultural Heritage categories. If you have questions about which funding channel your organization should apply through please contact Carlie Smith at csmith@vailgov.com or Jeremy Gross at jgross@vailgov.com

The 2022 funding request from the CSE would be for support the complimentary Vail Cup series for young snowsports athletes, both local and visiting, as an introduction to a fun, community based competition series.

How much funding will you request for 2022 from the CSE?

5,000

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

970-790-5161

Email address

sschmidt@skiclubvail.org

Event/program and/or organization website

skiclubvail.org and vailskiswap.com

Number of years organization has been in business

59

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 bringing new residents and guests to Vail every year as well as supporting local youth with 600+ athletes across alpine, freeski park and pipe, freeride, snowboard, mogul, Nordic and cycling on both a part-time and full-time basis. SSCV has academic partnerships with Vail Ski & Snowboard Academy and Red Sandstone Elementary School, both Eagle County public schools, as well as Vail Mountain School, to provide academic solutions for full-time SSCV athletes to enable them to more seamlessly integrate academics and athletes to excel on and off the snow. 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 and Snowboard 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 for its 600+ athletes.

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

Please 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 2020 Budget 2021 submitted TOV 6-27-21.pdf

Who currently funds the event/program?

In 2020 with COVID indoor size restrictions in Vail, Ski Pro (a long time vendor at the Swap) stepped in and ran the Swap and paid SSCV a percentage of sales proceeds and other payments as detailed in the above 2020 actuals after SSCV made the difficult decision that it could not have run the 2020 Swap with the multiple key vendor format it had historically used given overall indoor COVID size restrictions. Ski Pro stepped in to run the 2020 Swap and support SSCV while doing so. The overall net financial benefits to SSCV to have Ski Pro produce the Swap (both in commissions and other payments from Ski Pro as well as in terms of SSCV needing to spend less funds on the staff otherwise needed to run an event of this magnitude on its own) provide a net benefit to SSCV so SSCV plans to have Ski Pro produce the event for SSCV in 2021 as outlined in the above 2021 budget and to explore this structure moving forward into 2022 as well.

Who currently funds your organization?

SSCV is currently funded by athletic program fees, net proceeds of events and initiatives, 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 still 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 2022?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$66,000

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.

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 51 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. See additional notes under "Who currently funds the event/program" section above?

REQUIRED ATTACHMENTS

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

Ski & Snowboard Club Vail TOV Board Officers list 6-27-21.pdf

OPTIONAL ATTACHMENTS

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

vailskiswap.com

skiclubvail.org

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Swap Materials for TOV application 6-27-21.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 Martha Anderson - manderson@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.

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

Linked Form
sschmidt@skiclubvail.org

Submission Date
06/27/2021

Submission Date
06/27/2021

2022 Annual Contribution: File Attachments

If applicable, please attach current State Department of Revenue Certificate with this application.
Ski and Snowboard Club Vail Tax Exempt use.pdf

Please upload event/program/organization budget.
SWAP Actuals 2020 Budget 2021 submitted TOV 6-27-21.pdf

Organization rosters naming all officers, board of directors and respective positions as relevant
Ski & Snowboard Club Vail TOV Board Officers list 6-27-21.pdf

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Swap Materials for TOV application 6-27-21.pdf

2022 Annual Contribution: The Skating Club of Vail

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

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

In- Kind Services and Facilities Only

In-Kind Contribution Requested

10 Days of Ice Time @ Dobson Ice Arena

Will you also apply for 2022 funding from the CSE?

Yes

Please note that funding requests can not be requested through both the CSE and Town Council application processes for events and programs that fall into the Signature Event, Destination Event, or Cultural Heritage categories. If you have questions about which funding channel your organization should apply through please contact Carlie Smith at csmith@vailgov.com or Jeremy Gross at jgross@vailgov.com

How much funding will you request for 2022 from the CSE?

2,500

Name of person completing the application

Carol Ewes

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

42

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 Vail 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

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Please upload event/program/organization budget.

2021 VI Budget.pdf

Who currently funds the event/program?

Membership, entry fees, ticket revenue, and community sponsorship

Who currently funds your organization?

Membership, entry fees, ice fees, and event ticket revenue

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

Without the in-kind contribution to our club, we would never be able to provide these competitive and performance-based opportunities for our local figure skaters. The Vail Invitational and Winter Ice Show 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 skating competition and the ice show as the cost to 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 2022?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$1,000

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.

-Sponsors vary from year to year. They generally come from local businesses that offer sponsorships between \$25 - \$500.
-Town of Vail is our only sponsor for in-kind services, which is greatly appreciated.

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.

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 the utmost importance. We would not be able to provide the events to our skaters or community without your continued support.

REQUIRED ATTACHMENTS

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

2021-22 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

We encourage questions about the Council application to be sent via email to Martha Anderson - manderson@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.

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

Linked Form

scvclubinfo@gmail.com

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

Please upload event/program/organization budget.

2021 VI Budget.pdf

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

2021-22 Board Members.pdf

2022 Annual Contribution: Special Olympics-Vail Valley Dream Team Ski/Snowboard Team

Town of Vail 2022 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 June 30th by 5:00 P.M.

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

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

chilihorse@hotmail.com

What is the name of your organization?

Special Olympics-Vail Valley Dream Team Ski/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

56 Parking passes for the Lionshead Parking Structure

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Kathy Mikolasy

Title of person completing the application

Head Coach and Volunteer Coordinator

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

N/A only seeking in-kind donation

Mailing Address Street

PO Box 3724

City

Eagle

State

Colorado

Zip Code

81631

Telephone number

9703903816

Email address

chilihorse@hotmail.com

Event/program and/or organization website

Specialolympicsco.org

Number of years organization has been in business

52

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 that 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

Please 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 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 Regional Office 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 2022?

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?

\$20,680

2. Please list your confirmed sponsors or partners.

Our confirmed sponsors/partners are the Town of Vail for parking passes(in the past \$1380.00) and also Vail Resorts Epic Promise Program (in the past) which donates in-kind donations in the way of 89 lift tickets, 250 drink coupons and the use of the race course for a total of \$19,300 value. 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 continue to receive the parking passes from the Town of Vail and the in-kind donations from Vail Resorts 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 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. Thank you.

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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Linked Form

chilihorse@hotmail.com

Submission Date

Submission Date

06/29/2021

2022 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 2022 Annual Council Contribution Request

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

Email contact

christine@foresightskiguides.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

(2) Blue Parking Passes and (1) Pink Parking Pass

Will you also apply for 2022 funding from the CSE?

No

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

www.foresightskiguides.org

Number of years organization has been in business

20

Organization's Mission Statement

The mission of Foresight Ski Guides is "to promote fitness, athletic skills, personal achievement and self esteem for individuals who are blind and 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.

CO Sec of State Renewal Receipt 2021.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 and 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. One Denver Visually Impaired Participant (VIP) came up four times this past season to ski with Foresight! Another VIP from St. Louis traveled to Vail twice. And that was during COVID!

Youth are groomed to become proficient skiers so when they are older, they return to Vail year after year. A mom of one of our youth VIPs told me recently her daughter is the reason the family kept coming up to ski this season, because of her experience at Vail with Foresight. The family of eight has already bought their EPIC passes for next season and the daughter is looking forward to hitting the slopes with Foresight.

Adult VIPs who are scheduled to ski with Foresight often travel to Vail 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). Foresight pays for lodging, adaptive instructors, daily lunch, and roundtrip transportation from Denver. The VIP's guests 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 at a Vail hotel. 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.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

No

Please upload event/program/organization budget.

2021 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, Albertsons Companies Foundation/Safe Foundation, Virginia Hill Foundation, Jelm Foundation, The Denver Foundation, El Pomar Foundation, Masonic Lodge, and a myriad of individual donors including Foresight's Board of Directors, volunteer guides, and program participants.

Who currently funds your organization?

Foresight receives in-kind and financial support from Vail Resorts/EpicPromise, Town of Vail, Vail and Edwards Rotary Clubs, Albertsons Companies Foundation/Safe Foundation, Virginia Hill Foundation, Jelm Foundation, The Denver Foundation, El Pomar Foundation, Masonic Lodge, and a myriad of individual donors including Foresight's Board of Directors, volunteer guides, and program participants.

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

If Foresight is not awarded in-kind support the program will still operate as planned. Other, less convenient, parking options will need to be identified. Foresight provides parking for its volunteer ski guides, half of whom drive from the Front Range, 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. 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 2022?

Yes

SPONSORSHIPS & PARTNERSHIPS

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

\$56,627

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

\$157,735

2. Please list your confirmed sponsors or partners.

Jelm Foundation- Bessemer Trust \$2,000.00
Paula and Oliver W. Jones Foundation \$1,776.71
Kissinger Family Foundation \$250.00
El Pomar Foundation \$5,000.00
The Denver Foundation \$19,000.00
Virginia Hill Foundations \$15,000.00
Albertsons Foundation \$2,500.00
Vail Rotary \$3,100.25
Edwards Rotary \$1,250.00
Masonic Lodge \$6,000.00
Littleton Lions Club \$750.00

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

Foresight has submitted grant requests to Foreseeable Future Foundation (\$5,000); John G. Duncan Charitable Trust (\$15,000); Jelm Foundation (\$18,000); Anschutz Family Foundation (\$15,000); Hughes Charitable Fund (\$10,000). Additional partners include Vail Marriott and Comfort Inn, Avon - these businesses support Foresight with discounted hotel room rates. Foresight will also hold its end of year fundraising campaign in conjunction with Colorado Gives Day.

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 been a tough 15 months but through perseverance and dedication Foresight survived and thrived. We refused to give up on our VIPs and provided ski guiding services all winter long. We didn't set any records, but we had blind skiers on the mountain nearly every week during the season. We welcomed two new VIPs into our program and one new volunteer. One of the most rewarding experiences is being out skiing with a VIP and his/her guide and shadow and overhearing the skiing public comment that they can't believe a blind person is ripping down the mountain. It can't help but put a smile on your face. We are grateful for the support we've received from the Town of Vail over the years and hope to continue that long-standing partnership.

REQUIRED ATTACHMENTS

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

Foresight Board of Directors 2021.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

www.instagram.com/foresightskiguide

<https://www.facebook.com/foresightskiguide>

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

Bill Johnson with Brian and Jon Jan 2021.jpg

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

Jimmy with Peter, Greg and Christine 3.21.jpg

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

Paula with family and guides 2021.jpg

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Linked Form

foresightskiguide@gmail.com

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

CO Sec of State Renewal Receipt 2021.pdf

Please upload event/program/organization budget.

2021 Budget Final.pdf

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

Foresight Board of Directors 2021.docx

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

Bill Johnson with Brian and Jon Jan 2021.jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Jimmy with Peter, Greg and Christine 3.21.jpg

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Paula with family and guides 2021.jpg

2022 Annual Contribution: SOS Outreach

Town of Vail 2022 Annual Council Contribution Request

CONTRIBUTION POLICY

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

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

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

Email contact

grants@sosoutreach.org

What is the name of your organization?

SOS Outreach

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

25 parking passes

Will you also apply for 2022 funding from the CSE?

No

Name of person completing the application

Mia D'Angelo

Title of person completing the application

Manager, Grants & Foundations

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

SOS Outreach

Mailing Address Street

PO Box 2020

City

Avon

State

Colorado

Zip Code

81620

Telephone number

607-237-1891

Email address

grants@sosoutreach.org

Event/program and/or organization website

www.sosoutreach.org

Number of years organization has been in business

28

Organization's Mission Statement

SOS Outreach changes young lives, building character and leadership in underserved kids through mentoring outdoors. SOS engages youth, no matter what social, societal, or economic barriers exist for them, through meaningful outdoor adventure activities, primarily skiing and snowboarding in partnership with Vail Resorts. In Eagle County, SOS supports over 450 local kids in programs.

Organization's Tax Status

Non-Profit (501C-3)

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

SOS 501 c-3 letter.pdf

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

SOS partners with local school districts and youth-serving agencies to recruit youth who will benefit most from the structure and consistency of the SOS curriculum. Youth are recommended to the organization based on early indicators of behavioral, academic, and personal risk factors that suggest a decreased likelihood of high school graduation. During the 2019/20 season, the three most common risk factors reported by SOS families include: low income families, English as a second language and single parent families. Due to the prohibitively high costs required for participation in the vast majority of winter sports like skiing and snowboarding that dominate the Vail culture, many local families do not engage, despite proximity to Vail and its wide variety of world-renowned outdoor recreational activities. This exclusion further exacerbates pre-existing economic segregation in the outdoors, as low-income children of racial minorities continually rank as the least represented demographic in our shared outdoor spaces. In accordance with the Town of Vail's mission statement, SOS Outreach is in a position to bridge this gap and ensure more equitable representation of various diverse populations in the outdoors. Through providing low-cost participation, transportation, costly equipment and lift tickets required for participation in skiing and snowboarding at an extremely reduced rate, underserved youth are introduced to activities their families could never consider otherwise.

During the 2019/20 winter season and through the support of the Town of Vail, SOS Outreach facilitated on-hill activities at Vail for 457 participants. Of those participants, 104 reported the following demographic data: 84% of self-identified as an ethnic minority, 66% reported having a household income of less than \$40,000 per year, 51% of participants had no health insurance or were enrolled in Medicaid and 38% of participants were from non-two adult households.

By providing the most marginalized youth of the Vail Valley with opportunities to be included in the Vail community, SOS effectively reduces the likelihood of youth engaging in harmful behaviors. SOS also contributes to a more diverse population of skiing and snowboarding participants. Long-term organizational evaluation results demonstrate that more than 25% of participants return as lifelong skiers or snowboarders.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Please upload event/program/organization budget.

SOS Outreach FY 20 Adopted Budget_9.1.20.pdf

Who currently funds the event/program?

n/a

Who currently funds your organization?

SOS Outreach continues to diversify funding as the organization evolves and manages continued growth. Funding is secured from foundation grants, corporate partners, individuals, events, fee for service and in-kind contributions. SOS Outreach programs would not be possible without the support from in-kind partner contributions including outdoor gear, lift tickets, and equipment.

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

n/a

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 2022?

No

SPONSORSHIPS & PARTNERSHIPS

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

\$0

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

\$0

2. Please list your confirmed sponsors or partners.

n/a

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

n/a

ADDITIONAL INFORMATION

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

n/a

REQUIRED ATTACHMENTS

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

2020-2021 Board of Directors List and Terms Updated 11 17 2020.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

SOS_AnnualReport_2020_.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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Linked Form

mdangelo@sosoutreach.org

Submission Date

06/30/2021

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

SOS 501 c-3 letter.pdf

Please upload event/program/organization budget.

SOS Outreach FY 20 Adopted Budget_9.1.20.pdf

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

2020-2021 Board of Directors List and Terms Updated 11 17 2020.pdf

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

SOS_AnnualReport_2020_.pdf

2022 Annual Contribution: Roundup River Ranch

Town of Vail 2022 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 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

spinkham@roundupriverranch.org

What is the name of your organization?

Roundup River Ranch

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

125 parking passes for participants and volunteers for Superhero Ski Day in March 2022

Will you also apply for 2022 funding from the CSE?

Yes

Please note that funding requests can not be requested through both the CSE and Town Council application processes for events and programs that fall into the Signature Event, Destination Event, or Cultural Heritage categories. If you have questions about which funding channel your organization should apply through please contact Carlie Smith at csmith@vailgov.com or Jeremy Gross at jgross@vailgov.com

How much funding will you request for 2022 from the CSE?

4,000

Name of person completing the application

Shelley Pinkham

Title of person completing the application

Grants and Program Officer

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

Roundup River Ranch

Mailing Address Street

8333 Colorado River Road

City

Gypsum

State

Colorado

Zip Code

81637

Telephone number

9705245765

Email address

spinkham@roundupriverranch.org

Event/program and/or organization website

www.roundupriverranch.org

Number of years organization has been in business

15

Organization's Mission Statement

Roundup River Ranch enriches the lives of children with serious illnesses and their families by offering free, medically-supported camp programs that provide unforgettable opportunities to discover joy, friendships, and confidence.

Organization's Tax Status

Non-Profit (501C-3)

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

RRR 501 (c) 3 _&_ Name Change.pdf

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

Superhero Ski Day was developed in 2017 to support grassroots fundraising and with the goal of becoming the world's largest ski day devoted to raising awareness and funds for children with life-threatening medical conditions and their families. In March 2022 (exact date is TBD), Roundup River Ranch will host the 6th annual Superhero Ski Day on Vail Mountain to honor these campers and raise money so more kids can attend Roundup River Ranch. Superhero Ski Day raises awareness for Roundup River Ranch, uniting the many people touched by a child with a serious illness. Individuals and groups compete to raise funds through social media, email and traditional peer to peer fundraising methods.

With sponsorships including national support from Hasbro, Abercrombie & Fitch, Newman's Own and Walmart, as well as local community partners including Alpine Bank, Engel & Volkers, Gallegos Corporation, US Bank, Vail Valley Cares, Vail Health, Vail Resorts/EpicPromise, and Wagner Equipment. Our event reaches out to partners and provides the opportunity to support this event through sponsorships and team registration. Increasing awareness of Vail as a destination and civic pride in having a SeriousFun Children's Network camp are key focus areas of promoting this event.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Please upload event/program/organization budget.

2022 SHSD Event Budget Template FINAL.xlsx

Who currently funds the event/program?

The following is a list of attendees, donors and sponsors from the 2021 virtual event. Stewart Abbot, Janice Abbott, Alpine Bank, Dakota Anderson, Brenda Baesel, David Baesel, Deannah and Paul Baesel, Deannah and Paul Baesel, William Baldwin, Norman Balvin, Peter Barlow, Peter Barlow, Frances S. Baser, Frances S. Baser, Nick Baxter, Richard Bechtold, Darrell Behmer, Karen Benner, Cara Bertot, Jayne Palu and Timothy Beyer, Peter Blackford, Juri Boguniewicz, Gary Boudreaux, Sandy Brainsky, Martha Brassel, Susan Breeden, Mark Brown, MD, Toan Bui, Tom Bungay, Judith and Duncan Burdick, Heather Burke, Samantha and Michael Busenhardt, Donald Butler, Liz Cote'- Butler, Skip Cannon, Skip Cannon, Wendy and Mike Carey, Kathleen Carmody, Rick Carpenter, Beth Carroll, Brenda Carter, Maggie Charlton, Kenneth Cheng, Kenneth Cheng, John Christensen, Lisa and Peter Cirenza, Jennifer and Adam Clark, Carly Clements, LPN, Anonymous, GM Cole, Anonymous, Andrea Collins, Daniel Collins, Kelly Liken and Rick Colomitz, Melody Conlan, Foster Cooperstein, Dan Crow, Mary and David Davies, Susie Davis, Taylre Derby, Taylre Derby, Anne-Marie Desmond, Alyson DiCianca, Gina and Dan Dickinson, Gina and Dan Dickinson, Jack Dillon, Jack Dillon, Dudley Dix, Leslie Doyle, Lorian and Paul Dusha, Katherine Ebbs, Katherine Ebbs, Raymond Ebbs, Anonymous, David Ellis, Engel & Volkers Vail, Brian Ernster, Cathy and Joe Ethington, Cathy and Joe Ethington, Kim and Frank Filicicchia, Jane Fisher, Judy Foley, Judy Foley, John Forester, Catherine Bennett and Fred Frailey, Robert Fregolle, Kurt Furger, Greer and Jack Gardner, John Gault, John Gault, Monique Germone, Eric Gibeaut, Stuart Gilmour, Katie and Howard Glasser, Patricia Godfrey, James Goodman, Michael Graham, David A Green, Deborah Grimm, Julie and Fletcher Groff, Donna Gross, Tim O. Haas, Lia Gore, MD and Frank Haluska, MD, Laura and Harold Hamai, Dennis Harris, Jerry Hasbrouck, Kara Hasbrouck-Schmidt, Henry Hawthorne, Stephanie Hearn, Stephanie Hearn, Dr. William Heisel, Jenny Hejtmanek and Doug Tremblay, Molly Hemenway, RN, PNP, Joan Henle, Chris Herr, Karen Hill, RN, PNP, Joan and John Hillenbrand, Andy Hiller, Deborah Liptzin, MD and Clay Houser, Lisa and Michael Ingelido, Lisa and Michael Ingelido, Douglas Jackson, Jed Johnson, Michael Johnson, Michael Johnson, Meena Julapalli, MD, Diane Kalsow, Christa Kamb, Andrew Katz, Andrew Katz, Jill Keyes, MD, Elizabeth Kojaian, Olivia Koontz, Betsy and Larry McGuire, Sarah Mikkelsen-Krick and Mark Krick, Terence Krone, Sue and Victor Kuklin, Sue and Victor Kuklin, Cheri and Steve Lasky, Sarah Lasnier, Ken Leiker, Shanti Leiker, Paige Lindbloom, Stephen Lyle, Eileen and Doug Macrum, Heather Mahnken, Mike Maisey, Jayesh Makwana, Jeffrey Malehorn, Christine Maloney, Mitzi Marquez, Mary and Reid Marsh, Kenna Mazaros, Bill McCammon, Bill McCammon, Aemilia McDaniel, Brent McDaniel, Paula McKay, William and Gina McKinney, Dennis McMahon, Tracy Flanigan McVey, Leonard Metz, Cynthia and Kurt Mill, Peter Monson, Michael Mooney, Amy and Michael Moser, Jane Mott, Kyle Muller, Dee Murray, Gary Myers, Frederick Nesbit, Meghan OConnor, John Oliva, John Pane, Andrew Paquette, Noreen and Michael Parker, Joseph Petty, Jr., LeAnn and Richard Pierce, Shelley and John Pinkham, Kate Polce, Ray Psulkowski, Ron Reese, Chris Refsland, Bethany Rippe, CCLS, Carol Rivers, Josh Robbins, Ann and Ross Robbins, Ann and Ross Robbins, Ann and Ross Robbins, Ann and Ross Robbins, Ann and Ross Robbins, Ann and Ross Robbins, Eric Romano, Cynthia and David Rothbard, Sue and Mike Rushmore, Jennifer and Eric Rydin, The Sagel Family, Brenda Salway, Katie and Mike Santambrogio, Katie and Mike Santambrogio, Katie and Mike Santambrogio, Katie and Mike Santambrogio, Garry Schalla, Victor Schorn, Debbie and Jim Schultz, Sidney Schultz, Erv Schweiger, Barry Schwellenbach, Juliana Semione, Patricia and Ron Severson, Kathie and Bob Shafer, Kathie and Bob Shafer, Kathie and Bob Shafer, Carmel A. Shields, Victor Smith, Toni and Wes Spera, Lisa Steele, Tom Stephani, Elizabeth L. Stern, Renee Strong, Julie and Hugh Sullivan, Julie and Hugh Sullivan, Neil and Anne Sullivan, Briana Taylor, Theodore Taylor, William Taylor, Mary Thaler, Raj Thangavelu, Carolyn and Steven Thomson, Carolyn and Steven Thomson, Liz and Rodney Thonger, Gail and Anthony Tomei, John Vucasovich, Wagner Equipment, James Wattwood, Kristine Weisz, MD and Keith Weisz, MD, Erin Whitlow, Michael Wilkes, Daniel Wise, Daniel Wise, Geoffrey Wise, Peter Woods, JoAnn Wright, Katie Zinn, Charles Zoeller

Who currently funds your organization?

Roundup River Ranch has a diverse source of funders including individuations, corporations, and foundations. Below is a list of donors from Nov. 1 2020 - June 29, 2021. Adriana Hurtado Novella, Aemilia McDaniel, Alan-Bradley Windows and Doors, Inc., Alena Sherash, Alena Fraser, Alex and Marcus Kwan, Alexandra and John Blue, Alexandra and Robert Linn, Alexandra and Ron Mastriana, Alison Hoversten, Allen Insurance Agency, Allison and Cory Stern, Allison Tomaselli, Alpine Bank, Alpine Skin Rejuvenation, Alyce Weixler, Alyson DiCianca, Alyssa Thoma, Amanda and Jonathan Alpert, Amanda C Winters, MD, AmazonSmile Foundation, American Endowment Foundation, America's Charities, Amy and Adam Baker, Amy and C.H. Dorsey, Amy and Jonathan Nash, Amy and Michael Moser, Amy and Mike Gentile, Amy and Mike Hooley, Amy Gohres, Amy Holm, Amy Woodworth, Ana Maria Vazquez, Andrea Clark, Andrea Collins, Andrea Eddy, Andrea Markezin, Andrés Salazar, Andrew Gardner, Andrew Greenberg, Andrew Katz, Andrew Martin, Andrew Paquette, Andrew Sundberg, Andy Hiller, Angela and Scott Tucker, Angie and Mike Miller, Anilee Foster, Anjali Jones, Ann and Kevin Reidy, Ann and Les Cole, Ann and Ross Robbins, Ann Carroll, Ann Newman, Ann Siegal, Anna and Paul Robbertz, Anne and Cas Dunlap, Anne Brown, Anne Hirn, Anne W. Green, Anne-Marie Desmond, Annette and John Budzak, Annette Attolini Fertuck, Annette Ramer, Anni K. Davis and David W. Schlendorf, Annika Mosier, Anonymous, Anonymous Anonymous, Anslem Gardner, Antonio Diaz, Ariane Pegler, Arlene and Barry Hirschfeld, Arlene and Kenneth Posner, Audrey Stone, Austen Brown, B Thomas Family Foundation, Bank of America Charitable Gift Fund, Barb and Fred Baumann, Barbara A. Sidon, Barbara and Brad Smith, Barbara and Brent Bingham, Barbara and Edward Lukes, Barbara and Laurence Dobrot, Barbara and Lawrence Clark, Barbara Aparicio, Barbara Keller, MD, Barbara Nelson, Barbara Palermo, Barbara Ruh, Barry Schwellenbach, Bart Freeman, Bates Family Foundation, Beatrice Welters, Ben Oren, Benjamin F Edwards & Company Inc, Benjamin Lamberjack, Bernard and Suzanne Scharf, Beth Carroll, Beth and Glenn Frommer, Beth and Jack Affleck, Beth and Martin Gold, Beth and Rod Slifer, Beth Anderson, Bethany Rippe, CCLS, Betsy and Dennis Cheroutes, Betsy and Larry McGuire, Bettan Laughlin, Betty and Clinton Josey, Betty and Jim Rodgers, Betty and Walt Sanders, Bev and Bruce Wagner, Bev Schneider, Beverlee Sagel, Beverly and Richard Markoff, Bill D'Ambrosia, Bill McCammon, BJ and Garrett Smith, Blackbaud Giving Fund,

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Moon-Murray, Jack Dillon, Jack G. Hiehle, Jae Dee Wood, Jaime OBrien, Jake Cripe, MD, James and Amy Regan, James C. Allen Charitable Foundation, James Goodman, James Peif, James Power, James Roberts, James Smithers, James Thompson, James Wattwood, Jamie Sporrer, Jan and Dee Wisor, Jan and Howard Shaw, Jan B. Smedley, Jan Miller, Jane and Gregory Johnson, Jane and Michael Kirby, Jane and Richard Mirande, Jane E. Hall, Jane Fisher, Jane Michaels, Jane Mott, Janelle Briggs, Janet A. 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Oltman Private Foundation, John Vucasovich, Jonathon Sera, Jonny Howle, Joseph Petty, Jr., Joseph Staron, Josephine Munsell, Josh Robbins, Joyce Pegg, Judi Gervasini, Judith and Duncan Burdick, Judith Stein, Judy and Joseph Moore, Judy and Richard Marks, Judy Foley, Judy, JD and Bob, JD Holmes, Julia Milzer, Juliana Semione, Julie and Fletcher Groff, Julie and Hugh Sullivan, Julie and Mike Chapman, Julie and Theodore Gerbick, Julie Overy, Julie Schwedt, Julie Shapiro, Julie Zimbelman, MD and Scott Zimbelman, MD, Juliet and Daniel

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Jr. and Brooke Stein Fund, Marty and Wesley Segelke, Mary and David Davies, Mary and Reid Marsh, Mary and William Kennedy, Mary Baumer, Mary Bochain, Mary Ellen and Stan Cope, Mary Jo and Bruce Maguire, Mary Lamb Lucas, Mary Thaler, Mary Vlaar, MaryBeth Garel, Mason Klahn, Matt Simek, Maureen Barton, Maureen Campbell, Maureen Johnson, McDonald's Corporation, MDC/Richmond American Homes Foundation, Meena Julapalli, MD, Megan Burch, Megan Florence, Megan Rodgers, PA-C, Meghan OConnor, Mellam Family Foundation, Melody Conlan, Meltzer Family Foundation, Melyssa Feiler, Mercedes Mendoza, Meredith Johnson, Mia Berlin, Michael Graham, Michael Johnson, Michael Mooney, Michael Rodenak, Michael Thiel, Michael Wilkes, Michele and Richard Right, Michelle and Paul Stevinson, Michelle Lake, Michelle Mitchener, Mihaela Zdravkova, Mike Eisenhauer, Mike Maisey, Mike Winn, Mile High United Way, Mimi and Tim Trombatore, Mitzi Marquez, Molly and Ernest Braxton, MD, Molly Griffin, Molly Hemenway, RN, PNP, Monique Davis, Monique Germone, Monte McGlochlin, Morgan Stanley Gift Fund, Mr. and Mrs. Robert Rostolder, Mr. Leonard Koch, Mr. Ryan Wallach, Mr. Will Comerford, Ms. Joy Nichols, Ms. Marsha Bickler, Ms. Patricia Melero, N M Morris Family Foundation, Namie and Arthur Liu, MD, Nancy and Bob Inman, Nancy and Harold Zirkin, Nancy and Henry Goetze, Nancy and Matthew McKenna, Nancy Bedlington and Robert Elkins, Nancy Farley, Nancy Lieberman, Nancy Pruckno, National Philanthropic Trust, Neil and Anne Sullivan, Neil Siegel, Netia and Henry Gerken, Network for Good, Nicholas Popejoy, Nicholas Sunday, Nick Baxter, Nicole Rogers, Noreen and Michael Parker, Norman Balvin, Northrop Grumman Charity Custodial Account, Northwestern Mutual Foundation, Nowell May, Oklahoma City Community Foundation, Olivia Koontz, Page Slevin, Paige Lindbloom, Paige Waymire, Pam Chicol, Pamela and Bob Barker, Pamela and John Grossman, MD, Pamela and Josh Gold, Pamela Bansbach, Pamela Grosas, Pamela Stenmark, Panni Naastad, Patricia and Dennis Gibbons, Patricia and James Bain, Patricia and Ron Severson, Patricia Carlson, Patricia Godfrey, Patrick and Deborah Sheehy, Patrick Clark, Patrick Mahar, M.D., Patsy and Pedro Cerisola, Patti and Ross Dixon, Paul Erwin, Paul Anders, Paul Gore, Paul, Emily, Jack, and JP St Ruth, Paula Garcia, Paula McKay, Peggy and Joseph Conway, Peggy Thompson, Penny Michaud, Peter Barlow, Peter Blackford, Peter Monson, Peter Woods, Peter Zwiebach, Pikes Peak Community Foundation, Pledgeling Foundation, Prisca Boris, Priscila Suinaga, Rachel Akeson, Rachel Hennem, Radene Gordon Beck, Rae Lamborn, Raj Thangavelu, Rakuten, Ray Psulkowski, Raymond Ebbs, Rebecca Aldrich, Rebecca Dahlguist, Records - Johnston Family Foundation, Inc., Re-Member Ministries, Renee and Stephen Leventhal, Renee Okubo, Renee Strong, Rhonda Strauss, Richard Bechtold, Richard Bradsby, Richard Goldman, Richard Liebhaber, Richard M. 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Schultz, Skip Cannon, Stacy and Randy Zerr, Stacy Knox, Stan Bush, Stanley Lapidus, Stephanie Hearn, Stephanie Henry, Stephanie McCarthy, Stephanie Milzer, Stephanie Villa, Stephen Holden, Stephen Kohara, Stephen Lyle, Sterling Carlson, Sterling Nell Leija, Steve Lewis, Steve Psaledakis, Stewart Abbot, Stone Edge Farm, Stone Heyman, Stromberg Carlson, Stuart Gilmour, Sue and Mike Rushmore, Sue and Victor Kuklin, Summer Kassmel, Sunny and Philip Brodsky, Susan and Albert Wehl, Susan and Alvin Schonfeld, Susan and Dave Schulz, Susan and Donald Sturm, Susan and Ed Cudahy, Susan and Paolo Narduzzi, Susan and Richard Frank, Susan Baker, Susan Breeden, Susan Cunningham, Susan Shepps, Susan Sonders, Susanne Johnson, Susie Davis, Suzanne and Peter Koh, Suzanne Filla, Suzanne Gallegos, Suzanne Griffin, Suzy and Jim Donohue, Suzy Jaeger, T. Rowe Price Program for Charitable Giving, Tamar Arbeli, Tami Young, Tamra Tharratt Converse, Tanja Wojcik, Tara and Loren Hofer, Tara Yeager, Taylre Derby, Terence Krone, Terri Dvorkin, The Anschutz Foundation, The Ayco Charitable Foundation, The Bahramzadeh Family Foundation, The Beer Spa, The Benevity Community Impact Fund, The Children's Hospital Association Colorado, The Corundum Group, The Denver Foundation, The Ferguson Family, The Gallegos Corporation, The Herzog Family Fund, The Jazzbird Foundation, The Keith and Carol Brown Family Foundation, The Kettering Family Foundation, The Peternell Family Foundation, The Reel Family Foundation, Inc, The Sagel Family, The Strear Family Foundation, Inc., The Village Market, The Westport Fund, The Woodell Family Foundation, Inc., Thelma and Herb Rubinstein, Theodore Taylor, Thomas Klauer, Thomas Shoup, Tim O. Haas, Toan Bui, Todd and Karen Grubin, Todd Davidson, Tom Bungay, Tom Stephani, Toni and Jonathan Saiber, Toni and Wes Spera, Town of Avon, Tracey Bentley, Tracey Clery, Traci and Michael Wodlinger, Tracy Flanigan McVey, Tyra Rudrud, United Jewish Foundation of Metropolitan Detroit, United Way of Greater Kansas City, United Way of Greater Milwaukee & Waukesha County, Vail Health, Vail Mountain School Philanthropy Service Group, Vail Valley Foundation, Vail Valley Jet Center, Vail Valley Surgery Center, LLC, Val Ropes and Richard Nelson, Valerie Weber, Vali and Dennis Wilcox, Valinda Yarberry, VanHee Properties, Vicki and Chris Peterson, Victor Schorn, Victor Smith, Vikki Martin, Vincent Saturnino, Virginia Miller, Virginia Posnick, Wagner Equipment, Walmart, Walmart # 1095, Walmart Foundation, Wayne Hoagland, Wendy and Mike Carey, Wendy Sapuntzoff, Whitewater Express Car Wash, William and Gina McKinney, William Baldwin, William Ferguson, William S. Bennett, William Schmitz, William Taylor, WRG Foundation, Zastrow Dentistry, LLC, Zoe Mazzulli, Zoella and Devon Donaghue,

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

The event will proceed as planned if request is not fully funded. Funds are raised through registration fees, sponsorships, in-kind support and donations. The in-kind request helps keep event expenses to a minimum so more funds can be directed to send kids with serious illnesses to Roundup River Ranch for free!

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 2022?

Yes

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?

\$15,000

2. Please list your confirmed sponsors or partners.

Currently we do not have any confirmed partners for 2022. We will begin soliciting sponsors in the Fall of 2021.

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

Superhero Ski Day was developed in 2017 to support grassroots fundraising and with the goal of becoming the world's largest ski day devoted to raising awareness and funds for children with life-threatening medical conditions and their families. In March 2022 (exact date is TBD), Roundup River Ranch will host the fifth annual Superhero Ski Day at Vail Mountain to honor these campers and raise money so more kids can attend Roundup River Ranch. (Note: The event was cancelled in 2020) Superhero Ski Day raises awareness for Roundup River Ranch, uniting the many people touched by a child with a serious illness. Individuals and groups compete to raise funds through social media, email and traditional peer to peer fundraising methods.

With sponsorships including national support from Hasbro, Abercrombie & Fitch, Newman's Own and Walmart; medical partners including DaVita based in Denver: as well as past local community partners including Gallegos Corporation, Alpine Bank, Engel & Volkers, US Bank, Vail Valley Cares, Vail Health, Vail Resorts/EpicPromise, Vail Summit Orthopedics and Wagner Equipment. Our event reaches out to partners and provides the opportunity to support this event through sponsorships and team registration. Increasing awareness of Vail as a destination and civic pride in having a SeriousFun Children's Network camp are key focus areas of promoting this event.

ADDITIONAL INFORMATION

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

The date for the 2022 Superhero Ski Day has not been finalized. We anticipate it will be the second or third Saturday in March of 2022. We will notify the Council once finalized.

Many thanks for your past and generous support of Roundup River Ranch!

REQUIRED ATTACHMENTS

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

RRR Board Members as of 03.31.2021.pdf

OPTIONAL ATTACHMENTS

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

www.roundupriverranch.org

<https://www.facebook.com/roundupriverranch>

<https://www.youtube.com/watch?v=fA0M6o3k08w>

<https://www.youtube.com/watch?v=J5GF8GznV3I>

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

Superheroes Are Everywhere Toolkit.pdf

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

SHSD - Friends.jpg

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 Martha Anderson - manderson@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.

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

Linked Form

spinkham@roundupriverranch.org

Submission Date

Submission Date

06/30/2021

2022 Annual Contribution: File Attachments

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

RRR 501 (c) 3 _&_Name Change.pdf

Please upload event/program/organization budget.

2022 SHSD Event Budget Template FINAL.xlsx

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

RRR Board Members as of 03.31.2021.pdf

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

Superheroes Are Everywhere Toolkit.pdf

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

2022 Annual Contribution: Vail Skating Festival (Summer in July and Winter Event in December)

Town of Vail 2022 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 June 30th by 5:00 P.M.
- C. The Town Council will evaluate the various proposals based on their direct benefit to the entire community of Vail, fulfillment of the Town's mission, and how this contribution will affect our resort community's future health. The Town Council's mission statement reads: In order to be the premier international mountain resort community, we're committed to growing a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.

DISCLOSURE TO ALL APPLICANTS:

1. No money will be disbursed until March 1st, 2022.
2. Because of uncertainty of revenue estimates, please note the following possibilities:
 - a) Contribution funding may be reduced based on 2022 revenues.
 - b) The Town of Vail may choose to disburse funding in quarterly installments throughout 2022. Special event funding will follow the CSE's guideline of payment in thirds pending completion of CSE and Town of Vail permitting requirements.
3. Notification of awards will be sent after the Council approves the final budget in December.

GENERAL INSTRUCTIONS:

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

Email contact

eshipstad@outlook.com

What is the name of your organization?

Vail Skating Festival (Summer in July and Winter Event in December)

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

4 days Dobson Arena (2 summer/2 winter)

Will you also apply for 2022 funding from the CSE?

Yes

Please note that funding requests can not be requested through both the CSE and Town Council application processes for events and programs that fall into the Signature Event, Destination Event, or Cultural Heritage categories. If you have questions about which funding channel your organization should apply through please contact Carlie Smith at csmith@vailgov.com or Jeremy Gross at jgross@vailgov.com

How much funding will you request for 2022 from the CSE?

20,000

Name of person completing the application

Eddie Shipstad

Title of person completing the application

Owner/ President

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

Shipstad Entertainment or Shipstad Skating Instruction INC

Mailing Address Street

55 VILLEGREEN ST

City

Colorado Springs

State

Colorado

Zip Code

80906

Telephone number

13039476113

Email address

eshipstad@outlook.com

Event/program and/or organization website

www.vailskatefest.com www.vailsummerskate.com www.shipstadent.com

Number of years organization has been in business

21

Organization's Mission Statement

To provide the highest level of skating entertainment and education to the skating community, skating fans, and general public. We are continuing my family's tradition of ice show entertainment since 1936.

Organization's Tax Status

For Profit

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 Skating Festival's mission is to bring the highest level of skating talent in the world to the #1 destination resort in the world. We are giving the guests and residents of Vail and surrounding areas amazing events that not only incorporate the highlight of the event with the Ice Spectacular Show at Dobson Arena, but free shows at the Solaris and Arrabelle Ice Rinks, and educational events with the clinic/seminar for skaters around the country, Canada, Mexico, and the Front Range.

BUDGET

Please provide a detailed estimated event/program budget, including anticipated revenues and expenses.

Are your books audited?

Yes

Please upload event/program/organization budget.

2022 Event Budget Vail Skating Festival Summer and Winter IN-KIND Application.xlsx

Who currently funds the event/program?

CSE, Sponsors (Steadman Clinic, Alpine Bank, MK/John Wilson Blades, Shipstad Entertainment)

Who currently funds your organization?

Shipstad Skating Instruction INC/Shipstad Entertainment

If the event/program is not funded at full request, how will the event change with a lower funding allocation?
Participant fees will increase to cover expenses. For the winter event, expenses for housing will need to be cut as well as possibly the amount of elite talent. Our goal is to not cut any of the advertising budget.

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 2022?
Yes

SPONSORSHIPS & PARTNERSHIPS

1. What is the dollar \$ amount of sponsorships and/or partnerships from other sources reflected in the event/program budget?
\$13,000

1a. What is the dollar \$ amount of in-kind services or items provided from sponsors or partners?
\$12,500

2. Please list your confirmed sponsors or partners.
Steadman Clinic/Steadman Philippon Research Institute
Alpine Bank
MK/John Wilson Blades
Shipstad Entertainment

3. Please explain the potential for additional sponsorships or partners.
We are looking into adding a world-wide boot manufacturer as well as a local real estate company.

ADDITIONAL INFORMATION

Are there any other things you'd like to share with Council and staff that are not included in the application?
The two days of in-kind for the summer event keep the expenses down for the skaters of the clinic and coaches coming for additional educational information. The two days of in-kind (Dobson Arena) for the winter event assists with us being able to bring in the best talent possible. Coming off of an Olympic year (2022 Olympic Games) can be a great draw to our event with having current Olympians in the shows.

REQUIRED ATTACHMENTS

Organization rosters naming all officers, board of directors and respective positions as relevant
Shipstad Entertainment Board of Directors.pdf

OPTIONAL ATTACHMENTS

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

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Vail Promo Video with Sponsors.mov

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

Upload any other relevant materials such as: event photos, videos, PR coverage, articles, sample event branding
Tomoki Vail 2020.mov

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Linked Form

eshipstad@outlook.com

Submission Date

Submission Date

06/28/2021

2022 Annual Contribution: File Attachments

Please upload event/program/organization budget.

2022 Event Budget Vail Skating Festival Summer and Winter IN-KIND Application.xlsx

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

Shipstad Entertainment Board of Directors.pdf

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

Vail Promo Video with Sponsors.mov

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crowd.png

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Tomoki Vail 2020.mov