

2021-\$2,000

Use of the stage-\$200

City of Alamosa 2022 Sponsorship APPLICATION

For events held **January through June, 2022** Applications are **due November 17, 2021**

For events held **July through December, 2022** Applications are **due April 15, 2022**

Knowing the ever-changing guidelines surrounding COVID-19, the City realizes that events are challenging to plan and that adjustments might be needed as the status with COVID changes.

Grant Criteria, Requirements and Guidelines

- Event should demonstrate its ability for economic and/or social impact.
- The event must be open to the public.
- All events must take place within Alamosa city limits.
- The grantee must complete the application with as accurate information as possible when estimating items.
- A complete budget must be attached in order for the application to be considered.
- Grant funds are to be treated as a sponsorship. Any Marketing or PR **must include** the City of Alamosa logo.

Application Review Process

All funding decisions will be made by City Council. A representative of the applying organization may be requested to meet with the City Manager or the Review Committee to clarify or provide additional event information.

The following funding policies apply to grant applicants and recipients:

- Funding is contingent upon the event occurring as proposed and within the proposed timeline. The applicant must notify the City of Alamosa if changes are expected.
- The City of Alamosa may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates or times.
- Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount of the grant requested.
- Previous funding allocations do not set precedent for future years.

*Applicants are strongly encouraged to expand their event. The City of Alamosa is favorable to events that are sustainable and have shown growth opportunities, not only with the event, but with the potential exposure and recognition to the Alamosa community. **Applications must be typed.***

Amount Requested \$ 2,000

Total Event Cash Budget \$ 4,500

Date(s) of event: May 6, 2021

Name of Applicant organization Sangre de Cristo National Heritage Area

Contact person: Julie Chacon

Position Title: Executive Director

Address: 231 State Avenue, PO Box 844, Alamosa, CO 81101

Email: jchacon@sdcnha.org

Phone: (719) 580-5016

Event Website: sangreheritage.org

How long has the applicant organization been in existence? 12 Years

Is the organizing entity a registered not for profit? ☒ Yes ☐ No

Event Information

Cinco de Mayo Block Party
Official Event Name

SLV Brewery/ San Juan
Venue

sangreheritage.org
Event Website

#sdcnha #sangreheritage #slvcincodemayo
Social Media Handles

Event Description

Cinco de Mayo is over 150 years old and was originally a grassroots celebration by Latinos in the United States to celebrate their clearly held values of freedom, democracy, and civil rights for people of all races and ethnic heritages. The event in Alamosa will be to celebrate the heritages of the San Luis Valley with a free community event involving traditional music, local dances, food and drink.

1. Is this event open to the Public? X Yes _____ No
2. What is the cost (if any) to attend event? Free
3. Is attendance limited in any way? X No
_____ Yes If Yes, Please explain _____

4. Please indicate how many attendees you expect to attend your event:

900 Local Attendees

50 Day Trip Attendees

50 Overnight Visits-Hotel, RV, AirBnB etc,

1,000 Total attendees

5. What is the mission or goal of this event?

To keep local traditions, culture and heritage alive and thriving amongst youth and citizens of the
Luis Valley. San

6. Who is target market?

The residents and visitors of the San Luis Valley and Sangre de Cristo National Heritage Area

7. Is there a unique aspect to your event?

The Cinco de Mayo block party is one of the only events for Cinco de Mayo, which has become very
popular
and well attended. Additionally this event features multiple heritage themes that showcase the unique
and diverse aspects of our communities.

8. Why was the date chosen?

The date was chosen because it is the Friday after Cinco de Mayo.

9. If grant funds are less than 100% of requested amount what is your plan to successfully

execute your event?

If the grant funds are less than 100% of the amount requested, we will supplement the remaining funds by seeking local sponsors. Sangre de Cristo National Heritage Area plans to

submit a grant application to the Alamosa County Local Marketing Board and Colorado Trust for additional funding.

Previously Funded Events (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? 2018, 2019, 2020, and 2021
2. What was the amount of funds you received? 2018- \$1,500, 2019- \$1,350, 2020- \$1,750, 2021-\$2,000
3. Approximate attendance: 2018-1,200, 2019-1,000, 2021-400
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

The first Cinco de Mayo celebration was very successful in attendance and reception by the San Luis Valley and

Heritage Area Communities. Our goal is to expand the celebration each year by giving local performers opportunities to share the unique Sangre de Cristo National Heritage Area's cultures, traditions, and heritage. We would like to also expand our sponsorships.

The second year was also very successful despite another event also occurring on the same date and time.

In 2020, the event was canceled due to COVID-19. Sangre de Cristo National Heritage Area was awarded \$1,750 and returned the funds due to cancellation.

In 2021, the event was canceled again due to COVID-19 restrictions, but we decided to hold the event in September for Hispanic Heritage Month! We held the event but the turn out wasn't what we hoped for, but during a pandemic we were grateful we got approximately 400 attendees throughout the evening!

We anticipate that future events will only produce growth.

If you are filling out the form in Acrobat Reader, you must save the completed form by choosing File > Save As and renaming the file, otherwise you will lose your typed info when you close the file.

By submitting this application I/We attest that all of the information is complete and truthful and that the Requirements and Guidelines will be followed.

Sponsorship applications can be received by regular mail at 300 Hunt Avenue, Alamosa;
or by e-mail at PIO@ci.alamosa.co.us.

2022 Cinco de Mayo

Expenses:

Name	Date	Amount
Semillas de la Tierra		\$ 400.00
Band		\$ 1,500.00
Sound Equipment		\$ 300.00
Decorations		\$ 100.00
Skiball's Running World		\$ 1,000.00
Mondragon's Portable Toilet Rentals		\$ 250.00
Stage		\$ 150.00
Valley Courier Ad		\$ 340.00
		<u>\$4,040.00</u>

2021-\$501.00

Use of the stage-\$200

City of Alamosa **2022** **Sponsorship APPLICATION**

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For events held **July through December, 2022** Applications are due **April 15, 2022**

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Grant Criteria, Requirements and Guidelines

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- A complete budget must be attached in order for the application to be considered.
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550

Amount Requested \$ _____

10,012.00

Total Event Cash Budget \$ _____

Date(s) of event: 06/18/2022-06/19/2022

Name of Applicant organization: Rollin' Deep Car and Bike Club

Contact person: Chris Quintana

Position Title: President

Address: _

Email: Rollindeepcarclub1@gmail.com

Phone: 7195803939

Event Website: N/A

How long has the applicant organization been in existence? 27 Years

Is the organizing entity a registered not for profit? ____ Yes _Yes ____ No

Event Information

Rollin Deep Car and Bike Show

Cole Park Alamosa Colorado

Official Event Name

Venue

N/A
Event Website

Facebook
Social Media Handles

Event Description: Our event consist of a car show live music, a car hop, and vending for the public.

1. Is this event open to the Public? ☒ Yes ☐ No
2. What is the cost (if any) to attend event? ☐ N/A ☐
3. Is attendance limited in any way? ☐ N/A ☐ No
☐ Yes If Yes, Please explain _____

4. Please indicate how many attendees you expect to attend your event:

2000 Local Attendees

1500 Day Trip Attendees

500 Overnight Visits-Hotel, RV, AirBnB etc,

4000 **Total** attendees

5. What is the mission or goal of this event?

The mission and goal of our event it to bring car enthusiast together to share the love and passion they have for vehicles.

6. Who is target market?

Our target market is the market is the community of Alamosa and Tourist o of Alamosa.

7. Is there a unique aspect to your event?

The unique aspect to our event is the work of art that car enthusiast put in their cars. Where one of the longest Lowrider shows In Colorado.

8. Why was the date chosen?

The date was chosen on father's day because my dad had a love for vehicles more than anyone could image. So we decided father's day would be a good date for a car shows so that way fathers like mine would be able to enjoy a car show on their day.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

If the funds are less than 100% of the requested amount we will have fundraiser and get sponsors to help successfully execute our event.

Previously Funded Events (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? Last year
2. What was the amount of funds you received? 501
3. Approximate attendance: 3500
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

Our event growth was significant last year. We had a lot more people come to the car show last year compared to the year before.

We had a lot more people form out of town come to our show year. Our growth plan this year is to advertise the car show more than we have in the past.

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Rollin Deep Care Show Budget 2022

Items	Amount
Porta Pots	\$932.00
Trophy's	\$2,500.00
Cash Prizes	\$1,000.00
Entertainment	\$800.00
Insurance	\$800.00
Advertisement	\$1200.00
Photographer	\$800.00
Hotel	\$600.00
Misc.	\$1380.00
Total	\$10,012.00

Has never applied before

City of Alamosa

2021 Sponsorship APPLICATION

For events held January through June, 2021 Applications are due December 31, 2020

For events held July through December, 2021 Applications are due April 15, 2021

Knowing the ever-changing guidelines surrounding COVID-19, the City realizes that events are challenging to plan and that adjustments might be needed as the status with COVID changes. However, since this round of awards includes events through June of 2021, the City remains hopeful that some can begin to be organized.

Grant Criteria, Requirements and Guidelines

- Event should demonstrate its ability for economic and/or social impact.
- The event must be open to the public.
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Application Review Process

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- Previous funding allocations do not set precedent for future years.

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Amount Requested \$ \$ 7,125.00

Total Event Cash Budget \$ \$12,250.00

Date(s) of event: April 24-30, 2022

Name of Applicant organization San Luis Valley Victim Response Unit

Contact person: Reyna Martinez

Position Title: SLV Victim Response Unit Director/Alamosa County Victim Advocate Coordinator

Address: 1315 17th Street Alamosa Colorado 81101

Email: rymartinez@alamosacounty.org

Phone: 719-589-6604 ext. 4005

Event Website: <https://alamosacounty.colorado.gov/departments/sheriff>

How long has the applicant organization been in existence? 26 years

Is the organizing entity a registered not for profit? Yes ☒ No

Event Information

National Awareness and Safety Week

Official Event Name

Local park/Alamosa Armory(depending on the weather)

Venue

<https://alamosacounty.colorado.gov/departments/sheriff>

Event Website

multi-media participation from local and state

Social Media Handles

Event Description

At the San Luis Valley Victim Response Unit, we believe that The First Annual Walk and Wag for Safety and Awareness will have an immense positive impact on our community as well as the State of Colorado. The event will allow the public to interact closely with Law Enforcement, Victim Services, First Responders and the community organizations that support NCVRW in positive ways which will aid in reporting crimes, thus preventing and/or assisting victims. Through the event, resources will be made apparent to the community, and as more people become participants in the event, more people will be able to be aware and advocate for their own safety. Because the San Luis Valley Victim Response Unit has a strong working relationship with COVA, DCJ and the law enforcement VA coordinators across Colorado we hope this project will create a mass participation across the state and deliver a positive impact to all the victims of crime, letting them know we care. The SLV VRU strongly feels this grant will not only assist and impact the victims in our community but the victims across Colorado. we feel this grant will allow the SLV VRU to be able to take the first step towards a great project that may make a difference in our community. Living in a small rural area we learn very quickly one person can make a difference and one agency can impact the world.

1. Is this event open to the Public? ☒ Yes ☐ No
2. What is the cost (if any) to attend event? Free to public
3. Is attendance limited in any way? ☒ No
☐ Yes If Yes, Please explain _____

4. Please indicate how many attendees you expect to attend your event:

 Local Attendees
 Day Trip Attendees
 Overnight Visits-Hotel, RV, AirBnB etc,

250-500 **Total** attendees

5. What is the mission or goal of this event?

The SLV VRU mission and vision for this project is to establish a long-term goal that will promote crime victim awareness and safety for many years to come.

The goal is to coordinate an event that will create a mass participation across the state and deliver a positive impact to all the victims of crime in order to reduce our crime rate and provide safety tips for our community.

6. Who is target market?

This event will be available to the community of all ages and free of charge.

7. Is there a unique aspect to your event?

5k-K9 Walk or Wag for Safety and Awareness is a unique event of it's own that we have not seen in our community.

8. Why was the date chosen?

The date was chosen due to National Crime Victims Rights Week and in order to promote safety for the community.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

The San Luis Valley Victim Response Unit (SLV VRU) is a functioning program that relays on grant funds and donations in order to be able to serve the victims of crime within the San Luis Valley. The SLV VRU is well know for their collaboration among many organizations and agencies across the San Luis Valley, therefore we do believe many organizations and agencies will co-sponsor and collaborate in order to crate a successful event. If grant funds are less then 100% of the requested amount, the funds provided will be reallocated to the appreciate line items in order to make this event successful and meet our goal.

City of Alamosa sponsorship grant funds will be used for line items that will not be covered by other grants, donations and/or sponsors.

Previously Funded Events (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? _____
2. What was the amount of funds you received? _____
3. Approximate attendance: _____
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

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San Luis Valley Victim Response Unit National Awareness and Safety Week Community Project

Project:

This project will begin by having all the Cities and Counties participating in NCVRW have a proclamation, recognizing and celebrating National Crime Victim Safety and Awareness Week. This will emphasize crime victim awareness and safety across the state of Colorado as we unit during this week to remember, celebrate and recognize victims, survivors and their families throughout 3 of 5 our event. This is a very important event as prom and many schools are coming to at an end of their school year. With the help of the RETAC, SLV Health, CSP and many of our local law enforcement agencies, our goal is to promote safety tips for children of all ages. Sometimes it is our kids that remind us to wear our seatbelts or to call 911 for help.

The SLV VRU would like to use this concept and coordinate with the support of the San Luis Valley Health the first annual 5K-K9 walk/run; "Walk and Wag for Safety and Awareness". This event would kick off as a virtual walk/run allowing anyone to join, post pictures on our Facebook page, #NCVRW, and include a message they would like to share with other victims and survivors. Flags, banners, magnates will be placed around the five counties and throughout the law enforcement agencies. At the end of the week an in-person event will be coordinated within the city of Alamosa. We will kick off the event with our first annual 5K -K9 walk/run; "Walk and Wag for Safety and Awareness". The event stands out from most as participants will be running along and interacting with our Law Enforcement K9's: Blitz, Cash and Samantha. Tables will be set up with our local law enforcement agencies, and organizations that provide services to victims of all crime. A few of these organizations will include San Luis Valley Health Regional Medical Center, The Boys and Girls Club of the San Luis Valley, SLV Immigration Services, SLV RETAC and more. These agencies will have resources, activities, and food for the participants. Knowing that this will be our first event of many to come, an evaluation will be conducted at the end in order to get feedback and suggestions for the next year's event.

With the project grant funds, the SLV VRU will unitize them for the 5K-K9 walk/run t-shirts, as well as award prizes for this event. In addition, we will have a coloring contest for kids from K-5th grade, teen poem or essay contest that they will deliver a message to their peers about the importance of staying safe. These prizes we hope to purchase items from our local businesses in order to give back to our community.

Because this event will be shared nation wide as well as with our Colorado Law Enforcement agencies in order to encourage their participation, the City and County of Alamosa will be receiving lot of publicity as well as guest that may be interested in participating. The SLV VRU hopes this event will set an example for other organizations, towns, cities and states to follow, relaying a positive message to their community that they do care about all crime victims and the safety of their community.

Item Description	Quantity	Cost Per Unit	Total Cost Per Item
Scholarship Winner	1	\$ 500.00	\$ 500.00
T-shirts for 5K-K9 run	250	\$ 12.50	\$ 3,125.00
Community BBQ for 500 people	1	\$ 2,000.00	\$ 2,000.00
Award prizes for 5k-K9 winners	5	\$ 100.00	\$ 500.00
Award prizes for k-5 grade coloring contest	5	\$ 100.00	\$ 500.00
Award prizes for 6-12th grade meesage to your peer - stay safe/ask for help	4	\$ 125.00	\$ 500.00
			\$ -
			\$ -
			\$ -

Item Description	Quantity	Cost Per Unit	Total Cost Per Item
NCVRW theme 4'x5 refrigerator magnets with saftey and awarness logo and resouces information for all victims (uprinting)	1000	\$ 0.27	\$ 270.00
NCVRW theme dog bandana with saftey and awarness logo (4print)	250	\$ 1.40	\$ 350.00
NCVRW theme water bottle lables with saftey and arwarness logo (48 hours print)	2000	\$ 0.18	\$ 360.00
NCVRW theme large ribbon bumper sticker magnet for LE vehicles (4all promos)	250	\$ 1.87	\$ 467.50
Universal Saftey and Awarness with NCVRW theme logo designer fee	1	\$ 120.00	\$ 120.00
3'x5' Custom Flags with Saftey and Awarness with NCVRW theme (vispronet)	25	\$ 65.99	\$ 1,649.75
6'x3' Custom Banner with Saftey and Awarness with NCVRW theme (vispronet)	10	\$ 76.16	\$ 761.60
Facebook Boost post for 5K-K9 walk saftey and awareness event	30	\$ 5.00	\$ 150.00
Multicolor ballons and helium tank for event	4	\$ 60.44	\$ 241.76
Vigil Candles Box 100	3	\$ 35.99	\$ 107.97
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	TOTAL DIRECT COSTS		\$ 4,478.58

2021-\$2,500

Use of the stage-\$200

Use of the tent-\$300

City of Alamosa

2022 Sponsorship APPLICATION

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- Previous funding allocations do not set precedent for future years.

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Amount Requested \$ \$5,000

Total Event Cash Budget \$ \$127,000

Date(s) of event: June 23-26,2022

Name of Applicant organization Alamosa Round-UP

Contact person: Dawn Honeycutt

Position Title: President

Address: PO Box 59, Alamosa CO 81101

Email: jdhoneycutt@hotmail.com

Phone: 719.589.6955 602.571.0535 cell

Event Website: www.alamosaroundup.com

How long has the applicant organization been in existence? 41 years

Is the organizing entity a registered not for profit? X Yes No
we were just approved in 2021 for 501(c)(3) status :)

Event Information

Alamosa Round-UP
Official Event Name

Alamosa Rodeo Grounds
Venue

www.alamosaroundup.com
Event Website

@alamosaroundup Facebook & Instagram
Social Media Handles

Event Description

The Alamosa Round-UP is a long standing tradition in Alamosa. Its 4 day Event brings Mutton Bustin, Local Barrel Racing, 2 performances of PRCA Professional Rodeo, A Concert and a Demolition Derby to Alamosa. Other events including a Downtown Block Party make the Round-UP a week not to be missed in the San Luis Valley. 1000's of people travel from all over the West including all parts of Colorado, Arizona Wyoming, New Mexico, Texas and California. Each year the Round-UP gets bigger and bigger. Our online ticket sales have allowed us to locate our spectators. (see Ticket Heat Map)

1. Is this event open to the Public? X Yes No
2. What is the cost (if any) to attend event? tickets range from \$8 for kids- \$15 for adults
3. Is attendance limited in any way? No
X Yes If Yes, Please explain Ticket sales are limited by seating availability.

4. Please indicate how many attendees you expect to attend your event:

5000 Local Attendees

2000 Day Trip Attendees

2500 Overnight Visits-Hotel, RV, AirBnB etc,

9500 **Total** attendees

5. What is the mission or goal of this event?

To bring a family friendly, western event to the Community we love and call home.

6. Who is target market?

Local Community and Rodeo fans all over the Country- hopefully next year the normal traveling world.

7. Is there a unique aspect to your event?

The combination of events is like no other.

8. Why was the date chosen?

This date overlaps with a large rodeo in New Mexico, it allows us to piggy back on their Cowboys/Cowgirls.

9. If grant funds are less than 100% of requested amount what is your plan to successfully execute your event?

We have enormous support from the Local Community. We always work within our budget to ensure the long term success for the Event. We don't take the stewardship of the Community's support lightly. We strive to improve the event every year, our budget determines how much we can do.

Last year ,(2021) The City's donation of the Tent and New Stage were huge assets to our success!! Not only did they look great, but they were highly functional and greatly needed!! Thank you The big tent made for the perfect Cowboy Hospitality Area, and protected the donated furniture from Rustic Log.

Previously Funded Events (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? We have recieved funds of different levels since 2010- when we brought back the PRCA Rodeo to the Round-UP.
2. What was the amount of funds you received? From \$2250- \$10,000
3. Approximate attendance: 9,500
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

The Alamosa Round-UP grows every year, with the exception of 2020 of course. As we increase our Social Media presence, our Market grows and expands, not only within the Valley but all over the Country and the World. In 2019 we had a number of visitors from Europe, 2020 and 2021 did not, but hopefully as travel goes back to normal, those visitors will return. This year we even had some famous guests, including the Goalie from the Colorado Avalanche- Pavel Francouz. We only found out because he posted about it on his Social Media. (More great advertising :))

We hear nothing but possitive feedback every year, and our goal is to make the spectator's experience better and better every time. This year we added a video board with replay capability. This allowed for a more interactive fan experience. The Video Board also allows The Round-UP to be telecast on The Cowboy Channel and the Cowboy Channel+ App. This provides for National/Worldwide exposure. The Video Board and production needed with it, does come with a greater price tag. Our normal Scoreboard costs were \$3500, The Video Board in 2021 was \$11,175. This is part of the reason that we are asking for more support. Thank you for your support of this Event over the years, it means a lot.

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Alamosa Round-UP Budget 2022

PRCA Rodeo/Mutton Busting/Barrels

Income	
City of Alamosa	5,000
Visit Alamosa	3,375
Sponsorships/Local Support	40,000
Cowboy Channel	2,000
Mutton Bustin Fees	1,250
Mutton Bustin Tickets donation	
Alamosa County- Video Board Structure	2,500
Ticket Income Friday Night Rodeo	9,000
Ticket Income Sat Night Rodeo	9,000
Concert Combo Tickets @ \$15	1,500
Wrangler Sponsorship	1,500
Local Barrels Entry Fees	135
Beer Sales Net	4,000
1/2 Vendors	900
T-Shirt Sales	0
	80,160

Demolition Derby

Income	
Derby Heat Sponsors	
Derby Title Sponsorship	
Derby Ticket Sales Sunday 4:00pm	10,581
Tickets Online	
Derby Back Gate	
Derby Driver Entry Fees	2,310
Derby Beer Sales Net	2,000
1/2 Vendors	900
T-Shirt Sales	0
	31,649

Concert

Income	
Visit Alamosa	3,500
Concert Sponsors	4,000
Modragons- Trade	1000
Alcon- Fencing Trade	1000
Concert Ticket Sales 206 @ \$30	3529
Concert Combo Tickets 169 @ \$25	4000
Advance Ticket Sales 13 @ \$24	390
Concert Beer Sales	2000
	18,919

Expenses

Announcer: Bob Edmonds	2,500
Sec: Karen Kissel	1,000
Timers: Mary Borgan	350
Timers: Sandy Gwatney	350
Pick-up men: Orrin Honeycutt	700
Pick-up men: Tel Honeycutt	700
Bull Fighter:	800
Bull Fighter:	800
Barrelman/Crown ????	no 2021
Specialty Act Haley Proctor	2,500
Fireworks	500
Rodeo Music: Brandy Edmonds	300
Rodeo Sound	900
Ticket Sellers- Volunteers	0
Judges	1,060
PRCA Photographer	300
PRCA and WPRA Prize\$	14,400
PRCA Approval Fee/Committee Dues	1,200
Vet-	750

Expenses

Announcer: Bob Edmonds	
Sec: Dawn	
Timers/Trade-Tshirts	
Judges/Caps	
Derby Trophies-Trade	
Barrelman/Crown	
Specialty Act: Motorcycles	
Fireworks National Anthem	
Rodeo Music: Brandy Edmonds	
Rodeo Sound:	
Ticket Sellers- Volunteers	
Prize \$/ Outlaw	
Main	
Most Aggressive Bonus	
Most Aggressive	
Mini's	
Pick-ups	
Insurance	
Insurance-Liquor Liability	
Special Events Permit	

Expenses

Opening Band	1,000
Headliner	0
Staging Lights/Sound	0
Sound- Opening Band	0
Stage	0
T-shirts	0
Beer Costs	
Food/Snacks Band/Set-up/BBQ	
Hotels	0
Porta Potties	0
Generators/Electricians	500
Fencing	100
Ticket Sellers- Volunteers	300
	0
	1,000
	3,850
	1,500
	2,500
	625
	300
	100

Rodeo Labor

Insurance	
Insurance-Liquor Liability	
Special Events Permit	

Pick-ups

Insurance	
Insurance-Liquor Liability	
Special Events Permit	

Mini's

Pick-ups	
Insurance	
Insurance-Liquor Liability	
Special Events Permit	

Liability Insurance/Liquor Lic/Additional Insureds

	800
	100

Donation CCSP to Pour Beer	500	Donation CCSP to Pour Beer	400	Donation CCSP to Pour Beer	100
VIP	1,600	VIP	600		
Wristbands	100	Wristbands	100	Wristbands	50
Bleachers Rio Grande County	200	Bleachers	100		
Boas (Red White & Blue)	500				
Pink Night T-shirts	0	Pink T-shirts	0		
T-shirts Volunteers/Sponsors/Committee	2,300	T-shirts Volunteers/Sponsors	400		
T-shirts Flag Girls	650				
Vests- Committee	540				
Caps	1,600	Grocery Race	500		
Tickets printed	150	Tickets printed	150	Tickets printed	150
Big Signs- Vista Print	320				
Week at A Glance Cards/Thank you notes	0				
Posters	170	Posters	170	Posters	170
Radio Ads KGIW/KZBR/KWUF/KALQ	700	Radio Ads KSPK	504	Radio ads KYDN/KSLV	500
Radio Ad Made	150	Live Remote		KYDN- Trade for ticket give-away \$250	
Summer on the Rio	790	Summer on the Rio		KYDN - 57 spots discounted	
101 Things to do in the Valley	450	101 Things to do in the Valley	790	KSPK- \$1000 free ads-trade	
Newspaper Inserts	750	Newspaper Inserts	450	KSPK -	
Cowboy Hospitality-Peps/Water	100	Driver Hospitality Peps/Water	750		
Cowboy Hospitality/VIP Ice	30	Cowboy Hospitality/VIP Ice	0	KGIW/KZBR/KALQ/Pagosa	0
Cowboy Hospitality-Food Juanitos	1,500	Derby Driver's Hospitality-Trade	0	Radio ad made	used rodeo ad
Dessert	150			Newspaper ads	0
Facebook Boosts	500			Facebook Boosts	200
Ambulance	0		0		
Security	500	Security	500	Security	250
Security Mufton Bustin	0				
Parking	trade	Parking	trade	Parking	trade
Trash Pick-up	0	Trash Pick-up	0	Trash Pick-up	0
Parks and Rec	750	Parks and Rec	750	Parks and Rec	313
Porta Pots Trade	0	Porta Pots Trade	0		
Stamps	100		100		
Copies	0	No Day Sheet	0		
Build Video Board Structure	1,250		1,250		
Business Phone	360		360		
Internet	300		300		
Supplies/Fuel/Vista Print	758		300		
Fuel	250		250		
Supplies Covid	0		0		
Social Distancing signs Dennis Donated	0	Social Distancing Signs	0		
New Flags/Poles	0				
Scoreboard	9,675	Scoreboard	1,500		
Knives-Cowboy Prizes	1,320	Sticks Spray Paint, Duct Tape	40		
Barrel Racer Stirrups- Trade (\$350)	300				
Repairs/Improvements	500				
Sheep- Ron Cash	trade				
Livestock	20,000				
Locals Barrel Racing Prize \$	500				
Mufton Bustin Buckles Frontier	265				

Profit/Loss	81,813	22,039	25,433
	-1,653	9,611	-6,514
Round-UP Profit/Loss	1,444		

Application for use of City of Alamosa Parks and Recreation Facilities

2222 Old Sanford Road Alamosa, Colorado 81101

Phone: (719) 589 -2105 * Fax: (719) 587 -3541 * www.AlamosaRec.org

Name of Applicant (Individual/Group/Organization)	Alamosa Round-UP		Date of Birth	
Address of Applicant (Street or PO Box, State, Zip Code)	PO Box 59. Alamosa CO 81101		Phone Number	(<u>719</u>) <u>589</u> - <u>6955</u>
Email Address	jdhoneycutt@hotmail.com			
On-site Manager or Representative of Function (if different from above)	Dawn Honeycutt		Phone Number	(<u>602</u>) <u>571</u> - <u>0535</u>
Name of Event (if applicable)			Head Count	9,500
Type of Event (Indicate one)	<input type="checkbox"/> Wedding	<input type="checkbox"/> Meeting	<input type="checkbox"/> Assembly (1 st Amendment)	
	<input type="checkbox"/> Party	<input type="checkbox"/> Fundraiser	<input checked="" type="checkbox"/> Other:	
Facility/Location Requested (Indicate all that apply and please be specific; ex.- Cole Park, West Pavilion)	<input type="checkbox"/> Park:		<input type="checkbox"/> Pavilion:	
	<input checked="" type="checkbox"/> Portable Stage	<input checked="" type="checkbox"/> Event Tent	<input checked="" type="checkbox"/> Other: Rodeo Grounds	
Date(s) of Use	From: <u>6</u> / <u>23</u> / <u>2022</u>		To: <u>6</u> / <u>26</u> / <u>2022</u>	
Time(s) of Use	From: ____ : ____ AM / PM		To: ____ : ____ AM / PM	
Is the use of the facility for monetary gain? (Indicate one)	<input checked="" type="checkbox"/> Yes		<input type="checkbox"/> No	
Will alcohol be sold or consumed? (Special permit required)	<input checked="" type="checkbox"/> Yes		<input type="checkbox"/> No	
Do you need access to water or electricity for your event? (\$10 each/day; not available at all locations)	<input checked="" type="checkbox"/> Yes- Water <input checked="" type="checkbox"/> Yes- Electricity		<input type="checkbox"/> No- Water <input type="checkbox"/> No- Electricity	
	* Use of outlet must not exceed a total draw of 20 amps * Any problems associated with over drawing electricity are the responsibility of the renter			
What equipment (if any) will be moved into the park for the event?	Tents, Stage, Portable Bleachers, trailers, Sound Equipment, fencing Example: tents, tables, chairs, volleyball nets, etc.			
What other changes (if any) to the park will be made for the event?	animal pens Example: fencing, animal pens, etc.			
Additional Comments	pleae midigate weeds if possible- Thank you, it makes a big difference.			

COVID-19 Terms and Conditions: Lessee is responsible for complying with all local, state, and federal public health mandates regarding COVID-19 orders. Lessee is strongly encouraged to consult with the Alamosa County Department of Public Health prior to the event or activity.

Submitting this form does not guarantee reservation of the facility requested.
 Payment must be paid in full prior to reservation date.

★ **SIGNATURE REQUIRED ON SECOND PAGE/REVERSE SIDE** ★

Applicant Agreement for Non-City of Alamosa Sponsored Functions

1. RELEASE AND INDEMNIFICATION (LEGAL IMPLICATIONS, READ CAREFULLY): APPLICANT HEREBY AGREES TO RELEASE, INDEMNIFY AND HOLD THE CITY OF ALAMOSA, THE ALAMOSA CITY COUNCIL, THE INDIVIDUAL MEMBERS THEREOF, AND ALL CITY OF ALAMOSA EMPLOYEES AND VOLUNTEERS FREE AND HARMLESS FROM ANY AND ALL CLAIMS, LOSS, DAMAGE, LIABILITY, COST OR EXPENSE THAT MAY ARISE DURING OR BE CAUSED IN ANY WAY, DIRECTLY OR INDIRECTLY, BY APPLICANT'S USE AND/OR OCCUPANCY OF ANY CITY FACILITY THAT IS THE SUBJECT OF THIS APPLICATION. APPLICANT AGREES TO FURNISH SUCH LIABILITY OR OTHER INSURANCE FOR THE PROTECTION OF THE PUBLIC AS THE CITY MAY REQUIRE.
2. I, the undersigned, hereby certify that I will personally be responsible on behalf of the Applicant for any damage sustained by the city facilities, furniture, equipment, or grounds accruing through the occupancy or use of said building and/or grounds by the applicant, normal wear and tear expected.
3. Applicant agrees to prohibit tobacco smoking and use or possession of illicit drugs by any person under the supervision of the applicant in or on any of the contracted facilities. The sale and consumption of alcoholic beverages is subject to additional laws, permits, regulations, and potentially higher insurance limits. Contact the City Clerk's Office at City Hall, 300 Hunt Ave., (719) 589-2593 for more information.
4. Applicant agrees to clear the facility used of the equipment and other paraphernalia within one hour after use, unless other arrangements have been made with the Director of Parks & Recreation. Events that go beyond the scheduled time may be subject to additional fees.
5. In the event of a cancellation, refunds will *only* be granted if made prior to the day of the event. For weekend rentals, cancellations must be received no later than Friday at 4:00pm.
6. In executing this declaration, I certify that I have been duly authorized by the herein set forth applicant to act in its behalf in making application of use of said facilities.
7. This permit constitutes a license which is revocable by the City at any time upon written notification of such revocation to the applicant.
8. 2.5% City sales tax applies to all sales, excluding admission tickets, and must be remitted to the City within 30 days of the completion of the event.
9. The following activities are not allowed without advanced written approval of the Parks and Recreation Department: the sale of food, beverages, goods, or merchandise; charging admission fees for services.
10. Do not advertise your event until the signed use contract is received confirming the reservation.

I have read and fully understand the terms of this Agreement, including in particular of THE RELEASE AND INDEMNIFICATION set forth in paragraph 1 of this Agreement.

I hereby certify that I have received and read the rules, regulations, conditions, and terms, if applicable, and that I, and/or the applicant, which I represent, will abide by them and I will conform to all applicable provisions of the laws of Colorado and to other rules and regulations of the City of Alamosa and to authorized agents which may be communicated to the applicant. I have received copies of the City of Alamosa Rules and Regulations for the Use of City Parks and Facilities and agree to abide with the same.

Signature of Applicant Representative		Date	<u>11</u> / <u>17</u> / <u>2021</u>
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For Administrative Use Only

Licenses & Permits Required	<input type="checkbox"/> Sales Tax License	<input type="checkbox"/> Trash Collection
	<input type="checkbox"/> Security Deposit	<input type="checkbox"/> Liquor Liability Insurance (\$1,000,000 min.)
	<input type="checkbox"/> Workmen's Compensation	<input type="checkbox"/> Liability Insurance (\$1,000,000 minimum)

The applicant must provide adequate coverage in the above marked areas. Please present the documentation with the application. If applicant is currently covered by any of the above, copies of that documentation needs to also be included. Incomplete applications (without copies of insurance, licenses, etc.) will not be accepted. Upon approval by all required City Departments, a copy of the contract will be returned to you, so you can have a copy in hand (as a permit) the day of the event.

Terms: Fees Due & Payable one business day prior to use	Reservation Fee: Additional Fees: Total:	Insurance; Type: Notes/Additional Terms:
Approved By: Signature & Date	Recreation Division Manager Director of Parks & Recreation	<div style="text-align: right;"> ____/____/____ ____/____/____ </div>

Default Graphs

A heatmap of ticket purchases by US zip code. International addresses and tickets purchases without billing information will not show up.



Has not applied before

Have provided stage tent in the past

City of Alamosa
2022 Sponsorship APPLICATION

For events held January through June, 2022 Applications are due November 17, 2021

For events held July through December, 2022 Applications are due April 15, 2022

Knowing the ever-changing guidelines surrounding COVID-19, the City realizes that events are challenging to plan and that adjustments might be needed as the status with COVID changes.

Grant Criteria, Requirements and Guidelines

- Event should demonstrate its ability for economic and/or social impact.
- The event must be open to the public.
- All events must take place within Alamosa city limits.
- The grantee must complete the application with as accurate information as possible when estimating items.
- A complete budget must be attached in order for the application to be considered.
- Grant funds are to be treated as a sponsorship. Any Marketing or PR **must include** the City of Alamosa logo.

Application Review Process

All funding decisions will be made by City Council. A representative of the applying organization may be requested to meet with the City Manager or the Review Committee to clarify or provide additional event information.

The following funding policies apply to grant applicants and recipients:

- Funding is contingent upon the event occurring as proposed and within the proposed timeline. The applicant must notify the City of Alamosa if changes are expected.
- The City of Alamosa may withdraw funding or request the return of funds for events which are substantially reduced, inaccurately portrayed in the application or which do not reasonably occur within the proposed dates or times.
- Funding will be awarded on a competitive basis and is not guaranteed. Applicants should be aware that they may not receive the full amount of the grant requested.
- Previous funding allocations do not set precedent for future years.

*Applicants are strongly encouraged to expand their event. The City of Alamosa is favorable to events that are sustainable and have shown growth opportunities, not only with the event, but with the potential exposure and recognition to the Alamosa community. **Applications must be typed.***

Amount Requested \$ 1000.00

Total Event Cash Budget \$ 41,020.00

Date(s) of event: June 3rd and 4th 202

Name of Applicant organization SummerFest on the Rio

Contact person: Carrol Rogers

Position Title: President

Address: PO Box 894 Alamosa, CO 81101

Email: info@summerfestontherio.org

Phone: 719-480-4806

Event Website: Summerfestontherio.org

How long has the applicant organization been in existence? 20

Is the organizing entity a registered not for profit? ☒ Yes ☐ No

Event Information

SummerFest on the Rio Cole Park
Official Event Name Venue

Summerfestontherio.org Summerfestontherio
Event Website Social Media Handles

Event Description

Art/crafts and entertainment

3. Is attendance limited in any way? XNo

4. Please indicate how many attendees you expect to attend your event:

100 Overnight Visits-Hotel, RV, AirBnB etc,

5000 **Total attendees**

- Tourism and community unity

- People of all ages

- Unique products and no admission

- Always first full weekend in June to kick off the summer.

- Continue to solicit sponsorships and donations

Previously Funded Events (Complete this section if your event has previously received grant funding from the City of Alamosa.)

1. When did you receive the funds? N/A
2. What was the amount of funds you received? _____
3. Approximate attendance: _____
4. Please describe the growth in your event. If there has been no growth please explain and outline growth plan.

The main goal for SummerFest is to rebuild the board to allow the event to allow the event to continue in the future. There is a need to obtain more funding to grow the festival, a desire to get more of the community involved and make them aware of the amount of planning and volunteers it takes to put on an event of this size. We are also looking to improve the quality of entertainment presented for the weekend.

If you are filling out the form in Acrobat Reader, you must save the completed form by choosing File > Save As and renaming the file, otherwise you will lose your typed info when you close the file.

By submitting this application I/We attest that all of the information is complete and truthful and that the Requirements and Guidelines will be followed.

Sponsorship applications can be received by regular mail at 300 Hunt Avenue, Alamosa;
or by e-mail at PIO@ci.alamosa.co.us.



Annual Expenses - 2022

Accounting	\$ 275.00
Advertising	\$ 4,500.00
Annual Website Maintenance	\$ 270.00
Bank Charges	\$ 50.00
Beer Purchase	\$10,000.00
Entertainment	\$14,800.00
Ice	\$ 400.00
Insurance	\$ 1,700.00
Lodging/travel for Entertainers	\$ 2,200.00
Misc	\$ 500.00
North Stage Sound System Rental	\$ 1,500.00
North Stage Sound Crew	\$ 750.00
Performance Licensing (ASCAP/SESAC)	\$ 700.00
Phone Line	\$ 570.00
Poker Run	\$ 0
Portable Toilets	\$ 2,000.00
Postage/Post office box	\$ 175.00
Special Permits and Licensing	\$ 330.00
Supplies	\$ 300.00

Total \$41,020.00

Funds Available for Event/Project

Donations and Grants (pledged or paid) <i>(Includes Marketing sponsorship)</i>	\$3000.00
Expected Revenue from Event/Project	\$25,000.00
Anticipated other Income through sponsorship	4,000.00
Funds Carried over from previous year	<u>\$ 6,000.00</u>
	\$ 38,000.00

