

2022 LODGER'S TAX: ARTS AND CULTURE FUNDING REQUEST - DURANGO, CO

Goals

Enhance the quality of life and regional economy by coordinating, focusing, empowering, and celebrating the community's creative and cultural resources. Create new opportunities to support local arts and culture organizations on a larger, more impactful scale through the Lodger's Tax: Arts and Culture funding. This funding will continue to strengthen the experiences and teachings about creative and cultural practices central to education for people of all ages and to forming a highly functional, inclusive community.

OVERVIEW

The passing of the Lodgers Tax is an exciting time for creatives in our community. Creative Industries are an economic driver, enhancing Durango for our residents and visitors. The Lodger's Tax: Arts and Culture funds have created an opportunity for funding creative projects, events, programs, and experiences supported right here in the Durango community.

BACKGROUND AND CONTEXT

2021 ELECTION – LODGER'S TAX BALLOT INITIATIVE

- In the April 2021 election, the voters of Durango approved an increase in the Lodgers' Tax from 2% to 5.25%, an increase of 3.25%. The new revenue stream created by the 3.25% increase devoted 14% to Arts and Cultural Events, Programs and Facilities. Other areas supported by the new revenue stream include Sustainable Tourism Marketing and Transportation and Transit Services.
- The application and review process will be following the guidance provided by Durango's City Council outlined below.

CITY COUNCIL LODGER'S TAX POLICY

ARTS AND CULTURAL EVENTS, PROGRAMS AND FACILITIES

- Durango City Council created a [Lodger's Tax Policy](#) outlining the various components that the Creative Economy Commission (CEC) should work to address and remember when bringing recommendations for approval to council. The entire policy can be found at the link above; summarized below:
 - Respond to challenges and opportunities with recommendations.
 - Funding for substantive projects, capital projects, seed money for feasibility studies.
 - Expand art displayed in public spaces and business locations.
 - Create and enhance performance venues, creative work/live and rehearsal spaces.
 - Advance civic and community dialogue on creative matters.
 - Funding for local entities that fall into the Arts and Culture definition, enhance Durango's quality of life, and services needs that our community values.
 - Financial support for grant writing.
 - Consider robust, external peer review to evaluate and rank proposals and recommendations.
 - Cannot make long-term budget commitments that restrict future Councils to past council decisions.
 - Projects can be presented throughout the year for Council to consider allocating.

CREATION OF THE LODGER'S TAX APPLICATION

- Using the Lodger's Tax Policy provided by City Council, members from the CEC and the Durango Creative District worked together to create the application you will find below.
- The intent was to make the application process accessible and easy for individuals, organizations, and various other creatives to apply.
- Being the first year funding this program, it is likely that changes will be made based on best practices and areas for improvement in 2023.

ELIGIBLE PROJECTS

Please note this is not a comprehensive list of all eligible projects. If you have a project that is not listed below, please reach out to Tommy.Crosby@durangogov.org to discuss eligibility.

Public art	Enhance performance venues	Capital projects	Seed money for feasibility studies	Artisan housing projects
Financial support for grant writing	Murals	Dance performances	Concerts and musical performances	Theater productions
Film festivals	Food festivals	Artisan food projects	Sculptures	Facility upgrades

APPLICATION PROCESS

Step 1: Identify the project, program, event or experience location and partners.

Step 2: Contact City Staff with questions around eligibility or permits and permissions needed.

Step 3: Complete the application, including all accompanying materials, and submit to Tommy.Crosby@durangogov.org

Step 4: City Staff reviews application for eligibility and completeness.

Step 5: Creative Economy Commission reviews application and awards funding.

Step 6: Implement project, program, event or experience.

Step 7: Submit project report.

EVALUATION GUIDELINES

1. Quality of project – were you happy with the quality of the project?
2. Creativity – is this a new event or a continuing project?
3. Intergenerational components – are attendees multi-generational?
4. DEI components – is the project created by / for, available, accessible, marketed to, and attended by multiple cultures and communities?
5. Community Engagement – how will this project engage various cohorts of our community?
6. Collaboration – who did you partner with for this event?
7. Off-Season impact – does the project take place outside of the summer months?
8. Duration – is this a one time event, permanent, or temporary project?
9. Environmental sustainability – does the project abide by, and respect community efforts for environmentally sustainable activities?
10. Quality of proposal – does the proposal meet all requirements and include all necessary supplementary documents?

Each category will be scored on a 1 – 9 scale (1 = poor, 9 = exceptional). Evaluations with the highest cumulative score are likely to receive funding closer to their requested amount. Certain categories may not apply to certain projects and that will be considered during the evaluation.

FREQUENTLY ASKED QUESTIONS

DEADLINE TO APPLY:

- June 30th, 2022
- August 31st, 2022

HOW MUCH FUNDING CAN BE REQUESTED?

- Lodger's Tax: Arts and Culture funding opportunities are for projects, program, events, and experiences over \$5,000.
- It is likely that projects will be awarded between \$5,000 - \$50,000. Projects may be awarded more than \$50,000 based on impact and availability of funds.

WHEN DOES FUNDING NEED TO BE USED BY?

- Funding must be used in the same fiscal year it is awarded.
- The City of Durango's fiscal year runs from Jan 1 – Dec 31.

CAN PART OF MY FUNDING REQUEST BE USED FOR ADMINISTRATIVE COSTS?

- Administrative costs can be up to 25% of a funding request.

WHO REVIEWS THE APPLICATIONS?

- The Creative Economy Commission reviews and approves funding requests for the Lodger's Tax: Arts and Culture funding.

CAN AN ORGANIZATION APPLY MULTIPLE TIMES PER YEAR?

- Organizations may only apply once per year for Lodger's Tax: Arts and Culture funding.

CAN AN ORGANIZATION APPLY CONSECUTIVE YEARS?

- Yes - organizations can apply for Lodger's Tax funding for consecutive years. Organizations will not be able to apply for additional funding until the project report has been submitted from their previous project.

CAN FUNDING BE USED FOR MARKETING?

- No - marketing for your event is not included in the scope of the Lodger's Tax: Arts and Culture funding request.
- Requests for marketing funding can be made to Visit Durango and the Lodger's Tax: Sustainable Tourism Marketing funds they have available.

WILL A CONTRACT BE REQUIRED FOR THIS PROJECT?

- If your project requires funding before the project is completed, and not receiving funding via a reimbursement, then it will be required to enter a contract between your organization and the City of Durango. If your project is going to be reimbursed after completion, you will not need to enter a contract with the City of Durango.

WHAT TYPE OF REPORTING WILL BE NECESSARY FOR THIS FUNDING?

- After your project, event, experience, or program is completed, there will need to be a report sent to tommy.crosby@durangogov.org detailing the scope and impact of your project, event, experience, or program. The outline for this report can be found [at this link](#) as well as in the supporting documents section of the application.

HOW DO I SUBMIT MY APPLICATION?

- **APPLICATIONS CAN BE SUBMITTED TO TOMMY CROSBY,** tommy.crosby@durangogov.org.

APPLICATION

LEAD APPLICANT INFORMATION

APPLICANT NAME:

ORGANIZATION NAME:

DATE:

PHONE:

EMAIL:

ADDRESS:

CITY:

STATE:

ZIP CODE:

PROJECT DETAILS

PROJECT NAME:

PROJECT LOCATION:

START DATE:

END DATE:

PROJECT DURATION:

DO YOU HAVE THE NECESSARY APPROVALS FOR YOUR LOCATION?

PROJECT DESCRIPTION

TYPE OF PROJECT:

TOTAL BUDGET:

FUNDING REQUEST:

PLEASE PROVIDE AN OVERVIEW OF YOUR PROJECT, EVENT, EXPERIENCE, OR PROGRAM. (LIMIT – 250 WORDS)

DOES THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM: (LIMIT – 250 WORDS)

EXPAND ART DISPLAYED IN PUBLIC SPACES AND BUSINESS LOCATIONS?

CREATE AND ENHANCE PERFORMANCE VENUES, CREATIVE WORK/LIVE AND REHEARSAL SPACES?

ADVANCE CIVIC AND COMMUNITY DIALOGUE ON CREATIVE MATTERS?

DOES THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM INCREASE ENGAGEMENT WITH BIPOC, LGBTQ+, UNDOCUMENTED, DISABLED, HOUSELESS, OR OTHER UNDER-REPRESENTED COMMUNITIES? (LIMIT – 250 WORDS)

PLEASE DEMONSTRATE HOW THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM ALIGNS WITH THE CITY OF DURANGO COMPREHENSIVE PLAN FOR ARTS AND CULTURE ([LINK TO COMP PLAN FOUND HERE](#), PAGES 113 - 119). (LIMIT – 250 WORDS)

IS THIS A NEW PROJECT, EVENT, EXPERIENCE, OR PROGRAM? (LIMIT – 250 WORDS)

WILL THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM REQUIRE A FEE TO ACCESS? (LIMIT – 250 WORDS)

PLEASE DESCRIBE ANY INTERGENERATIONAL ASPECTS OF THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM. (LIMIT – 250 WORDS)

ARE THERE ANY PARTNERS (ORGANIZATIONS, INDIVIDUALS, NON-PROFITS, ETC.) IN THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM? PLEASE LIST ALL COLLABORATIVE PARTNERS. (LIMIT – 250 WORDS)

IS THIS PROJECT, EVENT, EXPERIENCE OR PROGRAM A ONE-TIME EVENT? (LIMIT – 250 WORDS)

WILL THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM HAVE AN OFF-SEASON IMPACT TO DURANGO? OFF-SEASON DEFINED AS NOVEMBER - APRIL. (LIMIT – 250 WORDS)

DOES THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM HAVE MATCHING FUNDS OR OTHER FUNDING SOURCES? (LIMIT – 250 WORDS)

WILL THIS PROJECT, EVENT, EXPERIENCE, OR PROGRAM BE ABLE TO MOVE FORWARD WITHOUT LODGER'S TAX: ARTS AND CULTURE FUNDING? (LIMIT – 250 WORDS)

IF THIS PROJECT NEEDS FUNDING PRIOR TO PROJECT COMPLETION, PLEASE DESCRIBE WHY A REIMBURSEMENT AFTER THE PROJECT IS COMPLETED WILL NOT WORK. (LIMIT – 250 WORDS)

PLEASE PROVIDE ANY ADDITIONAL DETAILS NOT YET MENTIONED. (LIMIT – 250 WORDS)

APPLICATION CHECKLIST

DO NOT SUBMIT UNTIL ALL THESE ITEMS ARE INCLUDED!

- Approval and/or permits for location and activities (liquor, special event, etc.)
- Detailed budget with other source of income of resources
- Resume of lead applicant and team members
- Detailed Timeline
- Visuals to help understand the project
- Save your file as, "Organization Name_2022 Lodger's Tax Application"
- Submit completed application to Tommy Crosby at Tommy.Crosby@durangogov.org

SUPPORTING DOCUMENTS

Lodger's Tax: Arts and Culture Funding Report (Complete after project is finished)

- <https://www.durangogov.org/DocumentCenter/View/23739/Lodgers-Tax-Arts-and-Culture-Reimbursement-Form>

Lodger's Tax: Arts and Culture Policy

- <https://www.durangogov.org/DocumentCenter/View/23710/Lodgers-Tax-Policy>

Lodger's Tax Ordinance No. O-2021-3

- <https://www.durangogov.org/DocumentCenter/View/19949/Lodgers-Tax-Ordinance-and-Election-Results-2021-PDF>

City of Durango Comprehensive Plan

- <https://www.durangogov.org/DocumentCenter/View/8887/Comprehensive-Plan-2017?bidId=>

City of Durango Strategic Plan

- <https://www.durangogov.org/DocumentCenter/View/19665/Adopted---2021-Strategic-Plan-PDF>

Durango Creative District Cultural Plan

- <https://www.docdroid.net/X2NWJCY/dcd-culturalplan-predraft-october2020-pdf>