



Colorado's Meeting & Events Incentive Program APPLICATION QUESTIONS

Overview

The Meetings and Events Incentive Program provides rebates of eligible hard costs for meetings and events in Colorado to assist in the state's recovery from the COVID-19 pandemic. This program supports the retention and attraction of meetings and events to Colorado through December 31, 2022.

Pre-approved applicants will receive a 10% cash rebate against **eligible hard costs** of hosting a meeting or event in Colorado that takes place on or before December 31, 2022.

All applicants must complete an online application through the [application portal](#) for the Meetings & Events Incentive **Rebate Program**. The application can be found under the **Meetings & Events Incentive** tab. Instructions for how to navigate the platform are also available [here](#).

It is recommended that users prepare answers in a word processing document, and then cut and paste into the online application. To aid in the process, this document includes all application questions.

APPLICATION QUESTIONS

Section One: Event Host Information

Complete the following questions on the event host. The event host is the company, business, organization, or individual hosting the event.

1. Event Host
2. Host Mailing Address
3. Host City
4. Host State
5. Host Zip Code
6. Meeting Planner Name (if applicable)
7. Meeting Planner Company (if applicable)
8. Who is requesting to receive the rebate?
 - a. Event Host/Client Name (should match answer in Question 1)
 - b. Meeting Planner Company (should match answer in Question 7)
9. Rebate Recipient Mailing Address
10. Rebate Recipient City
11. Rebate Recipient State
12. Rebate Recipient Zip Code

Section Two: Event Information

If your meeting or event is likely to be cancelled, postponed or relocated without financial support you must provide supporting documentation such as a letter stating intent to cancel or postpone due to reduced sponsorship fees, increased food and beverage costs, i.e. Be specific, draw attention to the financial inability to hold the event without support and reference proposals that showcase financial restriction. Additional examples can be found in the [program guidelines](#).

*All applications must include a detailed budget outlining the total overall costs for the meeting. **Label budget file in this format: Applicant Name_Overall Budget.** Each file upload has a size limit of 5MB. (Tip: Shorten the file name if you have trouble uploading the file.)*

Note: *If the event will not have access to a hotel pickup report, the client needs to work with the property beforehand to ensure the hotel property can complete a [written verification](#) listing the total room pick-up associated with the specified meeting or event. If pre-approved, this documentation is required and if not provided, your incentive will be forfeited.*

1. Event Name
2. Event Venue Name
3. Event Venue City
4. Event Venue County
5. Type of Event or Meeting
 - a. Business Gathering
 - b. Concert Series
 - c. Conference
 - d. Exhibition/Trade show
 - e. Festival
 - f. Sporting event
 - g. Wedding
 - h. Other
6. Please indicate which of the following statements best describes your meeting or event. Please note: If you choose OPTION C, your event is not eligible for the incentive program and you should not continue with the application.
 - a. OPTION A: The meeting or event is a **new** event contracted on or after April 6, 2021, when the Meeting & Events Incentive Program bill was introduced.
 - b. OPTION B: Without support through the Meetings & Events Incentive Program, the meeting or event is in danger of being canceled, postponed, or relocated.
 - c. OPTION C: The meeting or event is existing business (has signed contracts dated before April 6, 2021) or a recurring event and is not likely to be canceled, postponed, or relocated without program support meaning you are ineligible for the incentive.
7. REQUIRED RESPONSE FOR OPTION A: Explain whether the meeting is being held for the first time ever or the first time in Colorado in recent years. If the latter, list the previous event host city & state for 2015, 2016, 2017, 2018, and 2019.

8. REQUIRED RESPONSE FOR OPTION B: Explain why your event is likely to be canceled, postponed, or relocated outside of Colorado without support from the program. The explanation must be grounded in the financial infeasibility the event is experiencing.
9. REQUIRED RESPONSE FOR OPTION B: Upload documentation that supports your explanation above. See program guidelines for examples of appropriate documentation such as board minutes delineating the financial infeasibility, etc.
10. Event Start Date
11. Event End Date
12. Host Hotel(s)
13. Anticipated Attendance - Onsite
14. Number of Anticipated Rooms on Peak Night*
15. Total Number of Anticipated Room Nights*
16. Overall Estimated Event Budget: \$
17. Overall Estimated Event Budget (Upload) - Use your own budget template.

Section Three: Meeting & Event Eligible Hard Costs

*Approved events can receive a 10% cash rebate **only** for eligible hard costs associated with hosting their event. For more information about the eligible hard costs, visit the [program page](#).*

*All applications must include a detailed budget outlining the eligible hard costs for the meeting using the [Eligible Hard Costs Worksheet](#). **Label budget file in this format: Applicant Name_Eligible Hard Costs**. Each file upload has a size limit of 5MB. (Tip: Shorten the file name if you have trouble uploading the file.)*

Use the completed eligible hard cost worksheet to answer the following questions

1. Estimated Eligible Audio/Visual Expense:
2. Estimated Eligible Entertainment Expense:
3. Estimated Eligible Event Space/Venue Rental Expense:
4. Estimated Eligible Event Rentals Expense:
5. Estimated Eligible Food/Beverage Expenses at Venue:
6. Estimated Eligible Registration & Event Management Technology Expense:
7. Estimated Eligible Transportation Expense:
8. Total Estimated Eligible Hard Costs:
9. Maximum Amount of Incentive Requested:
10. Eligible Hard Costs Worksheet (Upload 5 MB File Size Limit) - Must use the provided Eligible Hard Costs Worksheet

Section Four: Required Supporting Documents

Request for Proposal (RFP): Submit as one PDF. Label file in this format: **Applicant Name_RFP** (Tip: Shorten the file name if you have trouble uploading the file.)

Backup Documentation: All applications must include documentation to support the eligible hard costs, event booking date, and anticipated hotel nights. Include proposals or final contracts for all line items listed in the Eligible Hard Costs Worksheet as well as a hotel room night contract or proposal. Please combine all Backup Documentation into one PDF document. Label file in this format: **Applicant Name_Backup Documentation** (Tip: Shorten the file name if you have trouble uploading the file.)

Affidavit: All applicants must complete and submit an [Event Affidavit](#). Label file in this format: **Applicant Name_Event Affidavit**. (Tip: Shorten the file name if you have trouble uploading the file.)

1. Request for Proposal (RFP): Upload an RFP for the event or meeting requesting the incentive. If you do not have an RFP, please upload event details, schedule, budget and/or needs.
2. Backup Documentation: All applications must include documentation to support every cost listed on the Eligible Hard Cost Worksheet, the event booking date, and the estimated # of paid room nights. Include proposals or final contracts for ALL items listed, including
 - a. Event venue proposal or a final contract
 - b. Host hotel proposal or final contract (if different than above)
 - c. Proposals or final contracts for ALL other line items listed in the Eligible Hard Costs Worksheet is required
3. Permit: If an event is on public property, please include a permit. (or letter of support from host community)
4. Affidavit: All applicants must complete and submit an [Event Affidavit](#)

Section Five: Applicant Information and Certification

Include contact information for the applicant completing this application. The applicant must be the primary organizer (event host or the meeting/planner company).

1. First Name
2. Last Name
3. Email
4. Primary Phone
5. Relationship to Event Host
6. I have read the program eligibility requirements.
7. I accept the Meeting & Events Incentive program guidelines.
8. I attest that all information in this application is true.

Questions

If you have any questions, please contact the [program manager](#).