COLORADO MEETING & EVENTS INCENTIVE

IT PAYS TO MEET IN COLORADO!

Colorado's central location, award-winning convention and meeting facilities, bucket-list adventures and scenic mountain communities place this iconic destination at the top of the list for in-the-know planners. Now you can add one more impressive reason to book that business sooner than later. Colorado's $10 million Meeting & Events Incentive Program is offering planners big dollars to bring groups back together again in Colorado.

The Meeting and Events Incentive Program provides pre-approved applicants with a 10% rebate up to $100,000 against the eligible hard costs of hosting meetings and events that take place in Colorado between now and December 31, 2022.

ELIGIBLE EVENTS

Includes business meetings, conferences, conventions, exhibitions, trade shows, consumer shows, festivals, concert series, and weddings.

EVENT NEEDS TO:

- Take place in Colorado between now and December 31, 2022.
- Be a NEW Colorado meeting or event contracted on or after April 6, 2021 (Note: Existing business or recurring events do not qualify unless there is supporting documentation stating intent to cancel, postpone or relocate.)
- Generate at least 25 paid room nights.
- Have eligible hard costs of at least $35,000.

WHO CAN APPLY?

The applicant must be the primary organizer, event host, meeting or event planner. Interested applicants must submit an online application and be pre-approved to participate.

DESTINATION COLORADO MEETINGS | COLORADO TOURISM OFFICE

FULL DETAILS & RESOURCES AT WWW.DESTINATIONCOLORADO.COM

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HOW DOES IT WORK?

STEP 1: Determine eligibility based on the criteria outlined above.

STEP 2: Create an account. Log in on the APPLICATION WEBSITE or create a new account which may take 48 hours to activate. Instructions for navigating the application portal are available here. To create a new account:
1) Complete "New User Registration"
2) Select "Meeting & Events Incentive Program (CTO)"
3) After 48 hours you should receive an email that your account is active.

STEP 3: Gather all application materials (see APPLICATION QUESTIONS and APPLICATION PROCESS) and download these required forms for your application:
1) ELIGIBLE HARD COSTS WORKSHEET
2) EVENTS AFFIDAVIT.

STEP 4: Complete online application. Once your account is active, return to the APPLICATION WEBSITE and submit your application. Instructions for the application portal are here. Note: No hard copies of documents will be accepted.

STEP 5: Pre-approval notification. Receive pre-approval for your application (not guaranteed) via email stating the approved rebate amount.

STEP 6: Host your event.

STEP 7: Submit event final expense report within 90 days of meeting or event end date including finalized actuals, invoices, expense receipts, and proof of payment, and a signed event attestation. You will also need to submit verification from the lodging property of 25 paid room nights.

STEP 8: Receive approval and funds within 45 days of submission of complete final expense report and verification of 25 paid room nights.

PAYMENT: Verification is made before the rebate is paid directly to the primary organizer of the event or to the meeting/event planner.

WHAT YOU NEED TO KNOW...

WHAT IS THE TIMELINE?

Applications submitted 45 days before event. Pre-approval email within 30 days of submission. Final expense report & documentation due within 90 days of event end date. Approval notification and payment within 45 days of successful submission of final expense report and supporting documentation.

WHAT ARE ELIGIBLE HARD COSTS?

EVENT SPACE/VENUE RENTAL: Rental, staging, setup, trussing, lighting, pipe & drape, power & sound, security, traffic control.

EVENT RENTALS: Tables, seating, decor, tents, dinnerware, flatware, glassware, linens.

FOOD/BEVERAGE: Meals & beverages (excluding alcohol), service labor fees (not gratuity).

AUDIOVISUAL: Microphones, screens/projectors, other specialized equipment, internet access, labor.

ENTERTAINMENT: Speakers, DJs, performing acts.

REGISTRATION & EVENT MANAGEMENT TECHNOLOGY: Event registration, hybrid and on-site solutions, and attendee engagement.

TRANSPORTATION: Shuttle service provided to move overnight guests to and from the event/venue space and/or between the airport and hotel on a master account (no individual guest receipts).

THERE ARE SOME NON-ELIGIBLE ITEMS AS WELL: Alcoholic beverages, lodging and resort fees, event management fees or costs, gratuities, print/web design and ancillary functions not occurring at event space.

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