

# ***Fort Fund***

---

## **Fort Fund Overview**

Fort Fund, the City of Fort Collins' Cultural Development & Programming and Tourism Accounts, is funded by an allocation of the lodging tax revenues collected within the city limits of Fort Collins. Applications are reviewed three times a year by the City of Fort Collins Cultural Resources Board and recommendations for funding are submitted to the Fort Collins City Council for final approval. The objective of Fort Fund is to provide funds to foster, encourage, and promote cultural and/or tourism activities in Fort Collins. Fort Fund offers three tiers. Tiers 1 and 2 primarily fund events that are artistic, ethnic, historic, educational or recreational in nature and reflect the values and traditions of Fort Collins. Events of this type will have wide appeal for a significant part of the community, thereby advancing the good of all. The resulting economic and noneconomic benefits of these events will promote the general welfare of the inhabitants of Fort Collins.

## **Fort Fund Tier 3: Cultural Innovation Fund**

Tier 3: The Cultural Innovation Fund embodies the above, and is primarily focused on activities that will **increase Fort Collins' identity as a cultural center and tourist destination**. The term "activity" can mean events, projects, products, exhibits, festivals, programs, etc. These activities can be in the area of arts, nature, heritage, recreation, science, and/or humanities and shall be designed to develop new arts, culture or heritage tourism activities and products that have the potential to impact Fort Collins' economic and cultural growth and perpetuate the Tourism Fund by generating overnight stays in the city's hotels and lodges. These activities should enrich the cultural life available in the city because they will serve as an attraction to visitors, represent new cultural offerings or can be described as unique, innovative or inventive. The activities should be designed to meet the strategies and criteria as listed below.

## **Tier 3: Cultural Innovation Fund Eligibility Requirements:**

1. The applicant organization must be a non-profit organization, or the governmental equivalent. Written proof of this status must accompany all applications. All organizations that fall under the same IRS non-profit tax status will be considered the same unit for funding.
2. The organization has an officially adopted mission statement expressing their primary purpose.
3. The organization has been in existence for a minimum of three years.
4. The organization can provide financial statements for the previous three completed fiscal years from their application date.
5. Activities funded under Tier 3 shall not be simultaneously funded under Tier 2 of Fort Fund.
6. Organizations receiving Tier 3 funding can only receive this grant for a maximum of three years and must compete each time for funding. The organization may apply again after not receiving a Tier 3 grant for one calendar year.
7. Applicants must submit a completed Tourism Impact form with their application.
8. Activities must be held in Fort Collins or the Fort Collins Growth Management area.

9. The activities may not commence prior to 45 days following the following the application deadline.
10. Activities funded under Tier 3 must be completed within 18 months of the funding session date (the fourth Wednesday of April).
11. Activities must benefit and be accessible and/or open to the general public.
12. Religious, sectarian or 'faith-based' organizations may apply for funding for activities which are secular (non-religious) in nature. Fort Fund monies may not be used to promote religion.
13. Activities must provide a direct public benefit of reasonably general character to a significant number of Fort Collins' residents and meet the strategies as outlined below.

## Strategies:

Proposals should address specific strategies to increase Fort Collins' identity as a cultural center and tourism destination, resulting in at least two of the following benefits:

1. Fulfill a need in the existing cultural activity of Fort Collins, such as events or visitor attractions held on the off season (September through April).
2. Perpetuate the Tourism Fund by generating overnight stays in local lodging properties.
3. Develop new or expand awareness of arts, cultural, or heritage tourism activities and products that have the potential to impact Fort Collins cultural and economic growth.
4. Market and generate extensive publicity regionally, statewide and/or nationally to attract day and/or overnight visitors.

**Focus for 2015:** To foster new audiences and increase participation in arts and culture, the Cultural Resources Board has added additional questions to the application to better understand each applicant's efforts in diversifying audiences and engaging youth.

In addition to the grant award, each Tier 3 grant recipient in 2015 will receive up to 3 hours of marketing consultation from a Fort Fund approved marketing consultant. The consultant will provide advice and guidance on how best to utilize marketing dollars for the greatest reach.

**Fort Fund will not fund capital improvements or projects, or any activity in which the net profit or proceeds from the activity is donated by the sponsor to another organization and/or individual.**

## Tier 3: Cultural Innovation Fund Grant Request Amount:

- Maximum Request Amount: \$25,000 (a higher amount may be considered)
- Minimum Request Amount: \$500
- Funding is subject to the amount available per funding session. The Cultural Resources Board reserves the right to not fund any organization if it does not fully meet the criteria.
- Request amount cannot exceed 50% of the total activity expenses.
- Request amount requires a dollar-for-dollar cash match.
- In-kind contributions may not be used in calculating the organization's match.
- Fort Fund monies, from current or previous funding sessions, may not be used in calculating the organization's match.
- Activities funded under Tier 3 cannot be simultaneously funded under Tier 2 of Fort fund.
- Organizations receiving Tier 3 funding can only receive this grant for a maximum of three years and must compete each time for funding. The organization may apply again after not receiving a Tier 3 grant for one calendar year.

**Deadline for Tier 3 Applications: First Tuesday of April by 5:00 p.m.  
LATE APPLICATIONS WILL NOT BE REVIEWED.**

Notification of Award: The Cultural Resources Board will review applications on the fourth Wednesday of April, provide a recommendation for funding to City Council, who will then approve the recommendation at a regularly scheduled Council meeting in May. Applicants will be notified by mail after the Council meeting.

**Grant Reward Requirements:**

- Contracts for services with the City of Fort Collins must be signed prior to the issuance of funds. The funds must be spent on the activity within 18 months of the funding session.
- All funds must be used for direct costs of the activity within the time frame as required by contract, or returned immediately to the Cultural Development and Programming Account.
- If the activity or event changes significantly from what was proposed in the original application, including date, location, or content, the Cultural Resources Board must be notified. Funding, even if already distributed to the organization, may be re-evaluated at that time.
- Organizations that receive funding must recognize the support of the City. All publicity and advertisement of the funded activity must include the Fort Fund logo. Downloadable images are available on the Fort Fund website at [www.fcgov.com/fortfund](http://www.fcgov.com/fortfund) and a Fort Fund banner to exhibit at the activity is available through the Lincoln Center Administration Office. Organizations must also list the funded activity on the *Visit Fort Collins* website calendar at [www.visitftcollins.com/events](http://www.visitftcollins.com/events).
- In addition to the grant award, each Tier 3 grant recipient in 2015 will receive up to 3 hours of marketing consultation from a Fort Fund approved marketing consultant. The consultant will provide advice and guidance on how best to utilize marketing dollars for the greatest reach.
- Organizations funded under Tier 3 must submit a written report within sixty (60) days of the completion of an activity. These reports, which evaluate estimated attendance, community impact, promotional materials, in-kind services, actual cash expenses and actual revenues, must be submitted to the Zoomgrant website. All reports must be signed by a representative of the organization that receives funding, verifying their accuracy. Records of the activity need to be available for inspection upon request of the Cultural Resources Board. If the reports are not completed as required by contract, your organization's future funding will be effected. All organizations must provide their final reports for previously granted funds before the contract for any new funding will be processed.
- A member of the Cultural Resources Board may be assigned to each organization receiving a Tier 3 Grant to act as liaison between funded organizations and the Board. If tickets are required for admission to an activity and are not extended to the liaison as a courtesy, tickets will be then purchased from the Cultural Development and Programming Account.