



LODGING & AUTO RENTAL TAX



LART CAC

LART Committee acts in an advisory capacity to City Council in all matters concerning expenditures of any revenues derived from the Lodging and Auto Rental Tax.

The committee is made up of volunteers, all experts in the field of tourism:

- 1 Parks and Recreation
- 2 Citizens-at-large
- 1 Tourism Representative for the Arts (COPPeR)
- 1 Tourism Representative for Destination Marketing (Visit COS)
- 1 Tourism Representative for Sports (Sports Corp)
- 3/4 Hotel Representative (one open)
- 1 Tourism Representative of a Tourism Business (PPRAA)



Mission

The mission of the LART CAC is to recommend funding for special activities and events that attract overnight visitors, enhance the visitor experience, and engage the local community.

Why Tourism Matters

- Tourism is our 3rd largest employer
- Provides over 20,000 jobs
- Overnight visitors spent \$1.8 Billion in 2021



Events

Qualifying events generally fall into one of three categories:

- Tourism Event
- Community Event
- Sports Event
- Arts or Cultural Event

In special circumstances, requests for capital improvements may qualify if the improvements enhance the tourism experience or directly impact the ability to attract new tourists to the region.



Courtesy of Downtown Partnership

Requirements

'Regular Cycle' applications open the end of April and deadline 4 weeks later.

Applicants must provide:

- Organizational overview and history
- Non-profit status
- List board of directors
- Budget both for the organization and the event
- Specific line items they're requesting LART cover
- Number of attendees and how calculated
- Number of expected room nights and how calculated
- Marketing plan
- Where else they are receiving funding both cash and in-kind

Process

Applications are divided by category and the four contract entities assemble a small team from their organization of 3-4 people to review applications.

LART committee members also receive packets, typically 50 - 75 applications, and begin reviewing. Each application is 20 - 50 pages.

Committee members make a list of applications with additional questions and presentations are scheduled.

DATES/TIMELINE	ACTION
Monday, April 24, 2023	2024 LART Application available online
Wednesday, April 26, 2023 - 3:00 p.m.	Application Workshop #1- City Hall, 107 N Nevada, Suite 200 (Pikes Peak Conference Room) or Virtual Meeting
Thursday, May 4, 2023 - 5:30 p.m.	Application Workshop #2- City Hall, 107 N Nevada, Suite 200 (Pikes Peak Conference Room) or Virtual Meeting
Wednesday, May 24, 2023 - 5:00 p.m.	Application deadline for 2024 Cycle applications
Thursday, July 13, 2023 - 3:00 p.m.	Applicant presentations and sub-committee recommendations submitted to LART Committee. Notification of time will be assigned to each applicant. (if necessary).
Thursday, August 10, 2023 - 3:00 p.m.	LART Committee to make final recommendations on 2024 awards.
September/October 2023	LART Funding recommendations presented/reviewed/approved by City Council
November/December 2023	2024 City Budget presented/reviewed/approved by City Council



Scoring

Applications are scored on:

- Ability to attract visitors
- Ability to enhance the local economy
- Program merit
- Administrative ability
- How well they fit in with their specific category: arts, sports, tourism, business, etc.
- VCOS also conducts an economic impact study for each event with room nights, giving the committee a better understanding of the economic impact for each.



Allocations

Committee makes allocation recommendations for City Council based on the following:

- Overall rubric score of application (attract visitors, event merit, admin ability, etc.)
- Economic impact - including number of people, days, room nights and time of year
- Recommendation of contract entity that initially scored
- How much have they raised from other sources?
- Are we inline with awards (or requests) to other similar events?
- Is there growth potential?



Off Cycle Funding

If there are remaining funds, either because we didn't allocate all available or because collections were higher than anticipated, a second award cycle is held.

- Opens mid-January
- Typically 5-20 applications



Resolution Events

Currently 12:

- Labor Day Lift Off
- Fourth of July Fireworks and Philharmonic
- Pikes Peak International Hill Climb
- Veterans Day Parade
- IAFF Fallen Firefighter Memorial
- Summer Symphony
- Festival of Lights
- Starlight Spectacular
- Western Street Breakfast
- U.S. Olympic & Paralympic Museum Biennial Hall of Fame Festival

*Courtesy of Rob Miskowitch with
thanks to Sports Corp*



Questions?

Contact Info:

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