



# 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 June 30, 2024.

## ELIGIBLE EVENTS

**APPLICATIONS MUST BE RECEIVED AT LEAST 45 DAYS BEFORE EVENT START DATE**

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

### EVENT NEEDS TO:

- Take place in Colorado before June 30, 2024.
- 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.



FULL DETAILS & RESOURCES AT [WWW.DESTINATIONCOLORADO.COM](http://WWW.DESTINATIONCOLORADO.COM)



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## HOW DOES IT WORK?

**APPLICATIONS MUST BE RECEIVED AT LEAST 45 DAYS PRIOR TO EVENT START DATE**

**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 by June 30, 2024.

**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.

## 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:** Airfare, alcoholic beverages, lodging and resort fees, event management fees or costs, gratuities, print/web design and ancillary functions not occurring at event space.

