



The Cortez Retail Enhancement Association (CREA) mission is to promote Cortez and its businesses within a 100 mile radius as a regional shopping center and to increase sales tax revenues.

Before completing the attached Application, please review these Procedures and Requirements:

1. Applications must be submitted by August 27, 2010 by mail to the CREA Office at P.O. Box 1715, Cortez, CO 81321 or delivered to the office at 928 E. Main, Cortez, CO. **Applicants are encouraged to seek funding from multiple sources.**
2. Event organizers must submit a **completed Post Event Report within 60 days** after the event, which is included in this application.
3. Funding will be in the form of advertising through CREA Advertising Contracts within a 100 mile radius or Cortez Cash or paid event expenses.
4. In order to receive funding, **The CREA logo must be incorporated in all advertising for the event** – we are happy to e-mail the digital logo as requested. The newly purchased CREA banner must be displayed at the event. Please pick up the banner from the CREA Office just before the event and return the banner immediately following the event for other events that are scheduled close to one another.
5. Once the Board of Directors has made a decision regarding event support funding for your event, the Executive Director will advise you of the decision and the subsequent steps required.
6. The CREA Board reserves the right to ask any event that is requesting funding for more information if needed.
7. **Applicants filing a late post event report will not be considered for funding next year.**
8. **Applicants not submitting a post event report will not be considered for future funding.**
9. **Applicants that do not submit all of the required items cannot be considered for funding.**

CRITERIA FOR FUNDING

The purpose of this special event support program is to provide seed money for new events, fund existing events that are growing or expanding and to enhance existing events that will draw spectators and participants from within a 100 mile radius of Cortez. **Events must demonstrate good potential to increase retail sales within the City of Cortez, either directly or indirectly.**

Applications will be judged competitively due to the amount of applications submitted every year. Events that demonstrate the ability to accomplish the mission of CREA will be given preference. Events that have received event support funding for three years will receive secondary consideration, except in years of expansion or improvement.