



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

1. Applications must be submitted by **October 31st, 2015** 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 or emailed to: mdrudge@cityofcortez.com.
2. Funding will be in the form of advertising, Cortez Cash or paid event expenses.
3. Once the Board of Directors has made a decision the Executive Director will advise you of the decision and the subsequent steps required.
4. The CREA Board reserves the right to request more information as needed.
5. Form must be filled out completely.

CRITERIA FOR FUNDING

The purpose of this special event support program is to provide support money for events in 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 each year. Events that demonstrate the ability to accomplish the mission of CREA will be given preference. New events will be given consideration over established events.

Frequently Asked Questions:

- 1) **Where does CREA's funding come from?:** Funding for CREA and its programs comes from Cortez Businesses that hold a Cortez Sales Tax License. Every month businesses allow a portion of their vendor fees to be directed for use by CREA.
- 2) **How will any granted advertising dollars be spent:** After the board approves funds for your event, you will meet with the CREA Executive Director to plan the markets to promote your event.
- 3) **Can I place my own ads in area newspapers and radio stations?:** Yes you can but know that all ads placed directly from your organization to media outlets will be your financial responsibility. This is why it is important to meet with the CREA E.D. to insure there is no duplication of promotion efforts
- 4) **Can an organization apply for multiple events:** Yes
- 5) **Can an organization ask for both advertising and Cortez Cash:** Yes