



**Town of Avon
PO Box 975
One Lake Street
Avon, CO 81620**

2017 SPECIAL EVENT APPLICATION

OCTOBER 2016

Dear Potential Applicant:

The Town of Avon is pleased to be releasing information to organizations that are interested in producing one or more special events at the Avon Performance Pavilion, Harry A. Nottingham Park, and/or the Main Street Mall, in 2017. The materials included in this packet provide all the information needed to apply for special event dates and/or funding support, including in-kind services. The packet also includes information for event production requirements, if dates and/or funding are approved, and which may be helpful to your organization.

As Avon's Festival and Special Events Director, I know planning and budgeting for utilizing Avon's outdoor venues, especially as a first time applicant or first time producer, can be challenging. This is especially true for 2017, as the Town is initiating a more consistent application process, as represented in this outreach to you. As you begin to review this packet, please, without hesitation, contact me for assistance. It is my desire from the beginning of the application process through event production and post-event reporting, that we are in a successful, open and positive working partnership.

For 2017, special event applications are being accepted at any time. Mayor Jennie Fancher is in the process of appointing an *Ad Hoc Special Events Advisory Committee*. While the *Committee* is being charged with the review of all proposed special events and providing recommendations to the Town Council, it is expected it will take some time to appoint the *Committee*. Realizing that special events may need to request dates and funding as soon as possible, the Town is accepting applications for review at this time. Funding requests of more than \$15,000 will require approval of the Avon Town Council. Funding requests of less than \$15,000 may be reviewed and approved by the Town Manager or her designee, until the *Committee* is seated. All applicants can expect a timely staff review and action before Council.

The Town Council has given preliminary approval for a 2017 Special Events Funding allocation of \$400,000. Funding of \$383,000 was awarded in 2016 for a variety of events and in varying amounts. The Town Council has reaffirmed its desire to support a strong cultural, recreational and educational special event program in Avon. The Council has also endorsed that multi-year funding to seed signature events in Avon may be necessary to assist an organization in gaining brand recognition and to reach profitability. Generally, a three-year funding commitment is guiding policy of the Town Council, with the Council specifically noting that additional funding years may be considered, if the goals of the seed funding are not achieved.

The following materials include all the information needed to prepare a funding application:

- ATTACHMENT 1: SPECIAL EVENT GOALS AND APPLICATION REVIEW CRITERIA
- ATTACHMENT 2: 2017 SPECIAL EVENT APPLICATION & SUBMITTAL REQUIREMENTS
- ATTACHMENT 3: APPLICATION & PRODUCTION REQUIREMENTS GUIDE

If you have any questions, please feel welcome to call me at 970-748-4032 or email ddempsey@avon.org.

Sincerely,

Danita Dempsey
Director of Festivals and Special Events