



GRANT FUNDING POLICY

TMVOA Mission:

To preserve and promote a vital resort community for its members, with attention to creating a sustainable village with a vibrant economy.

Statement of Purpose for Grant Funding:

To support grant requests for special events and plaza entertainment that provide year round economic vitality, a sense of community, and increased quality of experience for residents and guests.

Evaluation Criteria:

1. The grant awarded event(s) should have a prominent presence within the Town of Mountain Village.
2. The grant awarded event(s) should reflect the high quality image of Mountain Village and contribute to vitality and economic viability.
3. The grant awarded event(s) should have a positive economic impact to the retail, restaurant and lodging sectors of Mountain Village.
4. The grant awarded event(s) should provide an opportunity to leverage funding with sponsorships and/or media exposure so as to "stretch" the impact of the TMVOA's grant.
5. The grant awarded event(s) should be proposed for a time of year that supports TMVOA's goal of ensuring an events calendar that will balance and stimulate the local business economy throughout the year.
6. The grant awarded event(s) should contribute to sense of community.

Measurement:

As in our existing grant application, to ensure evaluation within this policy in each year's review process, each grant application will submit measurable performance data. Such data includes: (i) spending in Mountain Village, (ii) taxes generated, (iii) impact from direct event spending, and (iv) quantifiable marketing benefits. Each grant investment should be held to a high level of accountability to ensure TMVOA's grants achieve the stated purpose.