

# Brighton Lodging Tax Mini-Grant Summary

## Grant Requests

7-7-15

**Committee's Statement:** The following projects/programs meets the Lodging Tax intent and purpose in raising funds to promote economic development, tourism, conventions and related activities by marketing the city and sponsor community events, in support of these purposes per city ordinance 2121.

1. Brighton Cultural Arts Commission: Excellence in Arts Awards

This project is to "recognize and support creative individuals" on our cultural arts area that promote the City of Brighton using the many methods of art. These Artists have been promoting the city economically through sales merchandise as well as creating tourism through their various art events. These events have enriched the community with the cultural arts bringing various mediums to show case their talents and increasing cultural opportunities to the community.

The categories that will be honor are:

- A. Master(s) of their Medium; photographers, painters, potters, sculptors, film makers, jewelry designers, dancers and musicians
- B. Visionary; those who have helped formed the Brighton Cultural scene
- C. Beyond Brighton; Those who have brought ideas to our community form outside of Brighton
- D. Youth in the Arts; Those who have offered some form of creative arts activity to our youth
- E. Art in the Community; those who have encouraged public art or cultural experience in Brighton

2. Adams County: Adams County Fair

This project is to promote the City of Brighton through their strong media partnerships with 9News, KYGO, Entravision, Comcast and their Facebook page. The Brighton Lodging Tax will be mentioned as a sponsor and be given a booth at the fair creating additional publicity to the City. The funding will assist the county to defer costs associated with lodging for this year's musical entertainers, a new feature to this year's fair. In addition, the county will provide the Brighton Lodging Tax Advisory Committee a menu of benefits that include the following to name a few:

- A. Contributing Sponsor status for the Adams County Fair
- B. Complimentary premium exhibition space valued at \$2,600.00
- C. Logo recognition on onsite signage to be seen by 72,000 attendees including; fair entrance/exit banners, option for logo on asset banner, opportunity to provide one banner to be displayed around fairgrounds and Sponsor Marquee A-Frames
- D. Recognition in all Adams County Fair press kits and news releases

3. Brighton Chamber of Commerce: Signs of Brighton

This project will be an extension of the "Community Brand" by promoting tourism, increasing the number of visitors to Brighton and bringing new money to Brighton. In addition, funding will also assist in the production of a high-quality, professionally produced video focusing on the community offerings in Brighton that will feature Brighton landmarks. The Landmarks featured will be focus on recreational opportunities, shopping in the Historic Downtown, dining, and Cultural & Performing Arts to name a few.

In addition, there will be development of marketing brochures. Online content will have links to shopping, dining, and recreational opportunities that will increase awareness of the Brighton community to encourage outside visits, new revenues and entrench the "community brand."

4. heART of Brighton / The Armory Performing Arts Center: Market Day Weekend; The Roast and Toast of David Petrocco

This project is for a dinner with entertainment and enlightening talk about Brighton's Historic farming of the Petrocco family. This is a cultural History event that will bring community folks to the Armory and Brighton. This Roast and Toast is about honoring a "Local Grower" connected in some way to Brighton contributors of agricultural heritage.

The event will be held on Saturday August 22<sup>nd</sup> at the Armory at 6:00 pm, tickets will cost \$20.00 per person.