

Media Contact:
Rachel Welsh
Visit Durango
(970) 247-3500 Ext. 7

949 E. 2nd Avenue
Durango, CO 81301
DurangoGov.org

Follow us:
[Twitter.com/CityofDurango](https://twitter.com/CityofDurango)
[Facebook.com/CityofDurango](https://facebook.com/CityofDurango)
[Instagram.com/CityofDurango](https://instagram.com/CityofDurango)



FOR IMMEDIATE RELEASE, MAY 3, 2022

NEWS RELEASE

Local event-organizers can apply for marketing funds available from lodgers tax

Durango, CO: Applications for marketing services used to promote local events are being accepted by Visit Durango as part of additional funding available from city lodgers tax collections.

New and existing local events are eligible to apply. The amounts awarded will range from \$1,000 to \$10,000. The awarded organizations are required to use funds for event marketing-related costs. Applications are only accepted online at durango.org/application/.

This new event sponsorship program is part of Visit Durango's 2022 contract with the city, where a portion of the lodgers tax funding is allocated toward supporting local event marketing. Voters in 2021 approved raising the lodgers tax from 2% to 5.25%.

"Allocating lodgers tax funds to promote local events can help diversify year-round programming, create more multigenerational events, and support events that align with our community's values," said former Mayor Kim Baxter. "Supporting local events will not only have a positive impact on resident quality of life but will also assist our local businesses with more dependable consumer traffic during the off-peak season."

Qualified events must use funds for marketing purposes including:

- Content creation (photography, videography, blog writing, graphic design, etc.);
- website, social media & email campaigns;
- printed materials (signage, marketing collateral, direct mail, etc.);
- paid advertising, and;
- other marketing (language translations, educational materials, market research and event installations).

Visit Durango's Event Task Force is overseeing the application process and distribution of funds. The task force comprises six voting members including city of Durango representatives, Visit Durango board of directors members, residents, and non-voting Visit Durango staff.

In 2022, as the task force refines the process for distribution of funds, it will accept applications on a case-by-case rolling basis. In late 2022, the task force plans to release a comprehensive application

process for 2023 events that systematically scores potential events and will distribute funds based on criteria identified by the city of Durango and Visit Durango. If organizations have additional questions about the application process or the Event Task Force, please contact task force member and Visit Durango Marketing & Events Coordinator James Flint at james@durango.org.

About Visit Durango

Visit Durango is an independent nonprofit organization operating with the mission to promote Durango and La Plata County's multitude of tourism attractions, events and services. The unbeatable combination of the iconic San Juan Mountains, art galleries, culinary fare, cultural and historic sites make it the perfect base of operations to explore Southwest Colorado. Experience Visit Durango's full-service visitor center at the Durango Welcome Center, located at Main Avenue and 8th Street in the heart of historic downtown Durango, or online at durango.org. Follow @visitdurango on Facebook, Instagram, Twitter, TikTok, LinkedIn and Pinterest.

###