go MINTURN Events
Introduction

Have you had an idea for an event or project in Minturn? Not sure where to start or if it's even possible? Need help working through the red tape and some assistance with funding? go MINTURN events might be for you!

What are go MINTURN events?

go MINTURN events are designed to partner and co-create with the community to bring streets and public spaces to life through a series of activations, events and projects. go MINTURN takes an "efficient and effective" approach to trial new ideas and see what works in the community spaces.

How do go MINTURN projects work?

go MINTURN events open applications to the public January 1st, and invites the community or individuals to submit their project to be a part of the go MINTURN event calendar. go MINTURN can help make these events happen by assisting with the following:

- Gaining permission to use spaces
- Permits
- Marketing
- Public and Stakeholder consultation
- Liquor License guidance
- Building owner approvals

Why do go MINTURN events want to expand?

- To foster creativity and events in the community.
- To facilitate growth in creative business and industries.
- To ensure the community has an exciting and broad range of events and activities in a variety of places throughout the year.

Will go MINTURN do all the work for me?

Each successful project will be overseen by the Town of Minturn Economic Development Department which will facilitate and assist in making your project a success. However, it is your project and your responsibility, therefore it must be you who plans, activates and manages the event. We do not deliver the event for you; instead we strive to provide you with the knowledge, skills and tools, and grant monies required to do so.

Can I collaborate with an existing business and/or community group on my project?

Yes, we encourage collaborations that are mutually beneficial to a variety of stakeholders.

Note: The goMINTURN projects program will not support existing initiatives for events or activities that receive funding through other Council programs. However, support for new ideas and initiatives may be considered on a case by case basis.

go MINTURN Project Guidelines

1. Introduction
    a. Minturn seeks to activate the town and create a more vibrant public realm.
    b. The go MINTURN event is a mechanism to allow Council, staff and stakeholders to quickly implement projects and/or events for a trial period to test activation ideas, monitor conditions, and use the pilot results to make informed investment decisions.
    c. go MINTURN projects are a quick and inexpensive opportunity for testing an idea or event.

2. Strategic Context
    a. go MINTURN supports Minturn's desired role as an entity that encourages collaboration and partnerships.
    b. go MINTURN will allow the testing of small initiatives that contribute to Minturn's Economic Development Strategic Plan (EDSP) outcomes, informing future budgets.

3. Objectives
    a. Encourage innovation and events in the town of Minturn.
    b. Allow for quick implementation and small scale activation, for testing concepts, events and projects.
    c. Allow for broader stakeholder engagement within the community.
    d. Create an image of Council as government enabling citizens to test and inform Council policies.

4. Guiding Principles
    a. go MINTURN events will maximize the Minturn EDSP goals.
    b. go MINTURN events will be safe and low risk to Council.
    c. go MINTURN events will include no permanent capital works.
    d. go MINTURN events will be flexible for modification during the trial period.
    e. go MINTURN events can be quickly and easily reversed.
    f. Minturn town staff will create a link on the www.goMINTURN.com website containing a description of the go MINTURN project guidelines, and a one-page application form.

5. go MINTURN Events Design & Selection
    a. Events/Projects will be place-based in the public realm.
    b. go MINTURN events/projects are primarily a community initiated enterprise.
    c. Applicants must commit to providing sufficient financial and human resources to implement the go MINTURN event/project if selected.
    d. Town staff will review and provide feedback of go MINTURN projects.
        i. The EDAC may modify design of go MINTURN events/projects to reduce risk, minimize negative impacts, enhance design or maximize activation.

e. Successful go MINTURN applications will be issued a go MINTURN permit and other necessary documentation.

6. go MINTURN Event Criteria
   a. go MINTURN nominations should activate the public realm and enhance the vibrancy of the community.
      i. go MINTURN nominations may be musical, artistic, graphic, recreational or leisure.
      ii. Self-funded go MINTURN projects will receive the highest priority for implementation.
   b. Town staff will collaborate with the EDAC and discuss how potential go MINTURN applications may reinforce community character and create activation that supports vitality and growth.
   c. Businesses are encouraged to nominate events/projects activating public realm and supporting their businesses.

7. go MINTURN Project Selection
   a. go Minturn projects must be conducted within the town of Minturn and in a setting accessible to the public.
   b. Nominations with the highest percentage of private funding will receive priority.
   c. Projects previously supported by go MINTURN will be considered, but will receive reduced funding/support.
   d. Nominations for long-term implementation and activation will receive priority over shorter-term activation projects.
   e. Town staff will select the most viable go MINTURN nominations
   f. Town staff will approve final go MINTURN projects and authorize implementation, after review and feedback from the EDAC.
      i. Town staff will issue a permit giving the business or community partner authorization to implement the go MINTURN event.

8. go MINTURN Event Monitoring
   a. During implementation, projects will be monitored.
   b. go MINTURN event coordinators will be required to monitor projects, including counting visitors, surveying residents and neighbors on the design and operation of the project.
      i. The EDAC will receive updates during the go MINTURN process.

9. Review and Analysis
   a. The review panel will be the town staff and the EDAC.

    b.   Criteria for review and metrics for success will include, but not limited to;
  - i. Did the go MINTURN event achieve the objectives as outlined in the application?
  - ii. Has the go MINTURN event been a catalyst and produced similar events, improvements and enhancements by partners, neighbors, and the surrounding community?
  - iii. Has the go MINTURN event/project generated increased use of the public area?
  - iv. Has the public response been favorable?
  - v. If the go MINTURN project was implemented as a partnership, is the partner satisfied with the pilot results?
  - vi. Based on the benefits produced, was the go MINTURN project implementation cost effective?

10. Budget
  - i. Funding will be awarded on a per event basis deemed by the EDAC.

go MINTURN Event Application

EVENT NAME: _____ DATE(S): _____

CONTACT NAME: _____ _____

CONTACT PHYSICAL ADDRESS: _____

CONTACT MAILING ADDRESS: _____

EMAIL: _____ PHONE: _____

LOCATION OF PROPOSED EVENT: _____

OVERVIEW OF PROPOSED EVENT: _____

_____

_____

_____

PROPOSED TIMELINE OF EVENT: (Attach complete timeline with details on separate pages)

HAVE YOU ORGANIZED A go MINTURN EVENT IN THE PAST? _____

HAVE YOU APPLIED FOR OR BEEN THE RECIPIENT OF ANY OTHER MINTURN GRANTS/SPONSORSHIPS? IF SO, PLEASE GIVE DETAILS OF THE TYPE AND DATES.

_____

_____

DO YOU HAVE ANY EXPERIENCE IN ORGANIZING EVENTS/PROJECTS/ACTIVATIONS? _____

DO YOU INTEND TO:

☐ APPLY FOR A LIQUIR LICENSE

☐ COLLABORATE WITH COMMUNITY STAKEHOLDERS (IE. LOCAL BUSINESS, RESIDENTS, COMMUNITY GROUP)

HOW ARE YOU PROPOSING TO FUND THIS PROJECT? (INCLUDE BUDGET & REQUEST FOR GRANT MONIES):

_____

_____

ESTIMATE FOR THE TOTAL COST OF THIS PROJECT? _____ FUNDING REQUESTED: _____

DO YOU CURRENTLY HAVE PUBLIC LIABILITY INSURANCE? ☐ YES   ☐ NO
(IF NOT, THIS WILL NEED TO BE ARRANGED IF YOUR APPLICATION IS SUCCESSFUL)

PLEASE SUPPLY ANY ADDITIONAL SUPPORTING DOCUMENTS AS NECESSARY OR REQUESTED.