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NEWS RELEASE

City to distribute nearly \$700,000 in Lodgers' Tax funds for events, arts, and culture.

Durango, CO: Between the Creative Economy Commission and Visit Durango, the city has plans to put approximately \$670,000 into local events, and arts and culture projects through Durango's Lodgers' Tax.

The first round of funding requests for Lodgers' Tax Arts and Culture projects just ended on June 30. The city received 35 applications that if all were approved would total over \$1 million. Creative Economy Commission staff is currently reviewing applications and will announce which of the projects will be funded at the Creative Economy Commission on July 26. There will be roughly \$250,000 distributed among projects in the first round of arts and culture funding.

The second round of arts and culture funding requests is open and closes on Wednesday, Aug. 31. There will be roughly \$300,000 distributed in second round funding. The application can be accessed at <https://www.durangogov.org/DocumentCenter/View/23830/LTAC-Funding-Request-Application?bidId=>. Please reach out to Tommy.Crosby@durangogov.org with any questions.

Through a partnership with the city, Visit Durango has awarded \$77,500 to local groups as part of an inaugural program that uses the city's lodgers' tax collections for sustainable marketing of local events and arts and culture projects.

Visit Durango has set aside \$120,000 for event marketing purposes in 2022. The \$77,500 awarded so far reflects 17 applications ranging from \$500 to \$30,000. Local groups interested in applying for the remaining \$42,500 can go to <https://www.durango.org/meetings-events/application/>.

"It's gratifying that we are able to help the local events with funds as well as our staff marketing services," said Rachel Brown, director of Visit Durango. "The goal is to promote a sustainable approach to events that will lower our environmental impact while benefitting the community as a whole."

For 2022, \$333,327 of Visit Durango's budget will be focused on creating new local events and supporting the growth of existing local events through marketing, grants, and promotional assistance.

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