

**Business and Community Promotions Board**  
**[https://us02web.zoom.us/j/81840799265?pwd=pZ41YtwVO7h](https://us02web.zoom.us/j/81840799265?pwd=pZ41YtwVO7hBH8qs3FQ7ceQRoDxO38.1)**  
**BH8qs3FQ7ceQRoDxO38.1 Agenda**



**Monday, September 29, 2025**

**Tel: (303) 567-4421 Fax: (303) 567-4955**

**Video from Meetings are viewable on the City's Website.**

**You must join the Zoom Meeting**

**(<https://us02web.zoom.us/j/81840799265>)**

**Meeting ID: 818 4079 9265**

**Passcode: 371706**

**to participate in a meeting remotely.**

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- 1. Call to Order (10:00 AM) VIA ZOOM**
- 2. Roll Call**
- 3. Agenda Approval**
  - a. Motion to approve the agenda from 09.29.2025
- 4. Approval of Minutes**
  - a. Motion to approve the minutes of September 19th, 2025
  - b. Motion to approve the minutes of September 22nd, 2025
- 5. Public Comment**
- 6. Conflict of Interest**
- 7. Director Report**
  - a. Directors Report 09.29.2025
  - b. Plaicer Data for 2026 Budget Meeting
- 8. Action Items**
  - a. Motion to approve the 2026 budget for recommendation to City Council
  - b. Motion to approve ZAPP in partnership with Clear Creek Arts and Education
- 9. Discussion**
- 10. Round Table Updates from Businesses**
- 11. Open Floor**
- 12. Closing Remarks**
  - a. Next meeting Monday October 20th, 2025 at 2:00 PM

## **13. Adjourn**

### **In-person and remote meeting public attendance and participation instructions:**

#### **Participation**

- To provide scheduled public comment, either in person or remotely, please fill out and return the Public Comment Form on the City's website. All requests must be submitted to the City Clerk ([cityclerk@idahospringsco.com](mailto:cityclerk@idahospringsco.com)) by 12 p.m. (Noon) the Thursday before the scheduled meeting.
- To provide unscheduled public comment, please join the Zoom Meeting, identify yourself with your full first and last name, and use the "Raise Hand" feature to indicate your desire to speak.

#### **General Guidelines**

- Each public comment, whether scheduled or unscheduled, is limited to three (3) minutes.
- Council typically does not provide feedback during public comment sessions.
- If you would like to provide materials for Council to review along with your Comment, please sign up for Scheduled Public Comment and provide those materials to the City Clerk by the Thursday Deadline.



**CITY OF IDAHO SPRINGS**  
1711 Miner Street  
P.O. Box 907  
Idaho Springs, CO 80452-0907  
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**NOTICE AND AGENDA**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**

Idaho Springs City Hall  
1711 Miner Street  
Monday September 29th, 2025 2:00 p.m.

**NOTICE AND AGENDA OF  
BUSINESS AND COMMUNITY PROMOTIONS BOARD  
REGULAR MEETING**

**Monday September 29th, 2025 2:00 p.m.**

- I. Call to Order**
- II. Roll Call**
- III. Approval of Agenda**
- IV. Approval of the Minutes of September 19th, 2025**
- V. Approval of the Minutes of September 22nd, 2025**
- VI. Public Comments**
- VII. Conflict of Interest**
- VIII. Director Report**
- IX. Action Items**
  - a. Motion to approve the 2026 budget for recommendation to City Council.
  - b. Motion to approve ZAPP in partnership with Clear Creek Arts and Education
- X. Discussion**
- XI. Round Table Updates from Businesses**
- XII. Open Floor**
- XIII. Closing Remarks**
  - a. Next Meeting Monday October 20<sup>th</sup> 2pm
- XIV. Adjournment**

**IN-PERSON AND REMOTE MEETING PUBLIC ATTENDANCE AND PARTICIPATION INSTRUCTIONS**

The Public is able to view and hear this meeting remotely at the following address on the City's website:  
<https://idahospringsco.portal.civicclerk.com/>

The Public is able to participate in person and remotely by utilizing the link below:

Join Zoom Meeting

<https://us02web.zoom.us/j/84267608096?pwd=h4DtTUPsjuF1ndWUw8YWfAnghTBCC7.1>

Webinar ID: 842 6760 8096

Passcode: 906156

For Unscheduled Public Comment, please sign-in the chat of the meeting each individual that is providing public comment is limited to three (3) minutes.



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**NOTICE of MINUETS**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**

Idaho Springs City Hall  
1711 Miner Street

Friday September 19th, 2025 9:00am..

**MINUETS OF THE  
BUSINESS AND COMMUNITY PROMOTIONS BOARD  
VIRTUAL SPECIAL MEETING**

**Friday September 19th, 2025 9:00am**

**I. Call to Order**

- a. The meeting was called to order by the Director at 9:01am

**II. Roll Call**

- a. **All Board Members listed below were present**
- i. Steve Indrehus, Tommyknocker Brewery
  - ii. Tara Worley, Marigolds Flowers
  - iii. Jennie Kim, 6&40 Motel -attended via zoom
  - iv. Lana Hearne, Club Hotel

**III. Approval of Agenda**

- a. Lana Hearne, made a motion to approve the agenda  
b. Steve Indrehus, 2<sup>nd</sup>, all in favor, motion passes

**IV. Conflict of Interest**

- a. None reported

**V. Executive Session**

- a. Dylan reviewed the Triba Architects proposal and acknowledged their expertise but suggested that much of the work could potentially be done in-house by the city, with support from Ember and the city's engineering team. He and Sadie had already mapped out the current wayfinding assets in the city, providing a baseline for further work. Dylan believed that by working collaboratively, the city could likely stay within the existing budget, even if the result was not at an "expert" level, as refinements could be made over time.
- b. Dylan emphasized the value of leveraging internal resources to avoid exceeding the grant budget and suggested that a collaborative, phased approach could be effective.

**VI. Regular Session: Tommy Matthews from Tryba present.**

- a. The meeting focused on the city's wayfinding project, including budget constraints, grant requirements, and collaboration with Tryba Architects. Discussion covered the need for continuity in branding and signage, the importance of community-focused wayfinding, and the involvement of other stakeholders (e.g., Argo, Comba).
- b. Tryba Architects presented their approach and willingness to revise their proposal to fit the city's budget and leverage existing analysis and materials.
- c. Board members and city staff highlighted key priorities: improving visitor experience, addressing parking and navigation pain points, ensuring signage longevity, and planning for phased implementation.
- d. The board agreed that Dylan and Sadie should schedule a follow-up meeting with Tryba to review existing materials and refine the project scope. Next steps include receiving a revised proposal from Tryba and coordinating further with city staff and stakeholders.

**VII. Action Items**

- a. Lana Hearne made a motion to approve doing a change in timeline with CTO regarding the wayfinding grant. Steve Indrehus 2<sup>nd</sup>, all in favor

**VIII. Closing Remarks**

- a. Next Meeting Monday September 22nd 2pm (rescheduled to the 3<sup>rd</sup> Monday per vote on 7/21)

**IX. Adjournment**

- a. Meeting adjourned at 10:13am

**REMOTE MEETING PUBLIC ATTENDANCE AND PARTICIPATION INSTRUCTIONS**

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**NOTICE of MINUETS**  
**BUSINESS AND COMMUNITY PROMOTIONS BOARD**

Idaho Springs City Hall  
1711 Miner Street  
Monday September 22nd, 2025 2:00pm.

**MINUETS OF THE  
BUSINESS AND COMMUNITY PROMOTIONS BOARD  
REGULAR MEETING**

**Monday September 22nd, 2025 2:00pm.**

- I. Call to Order**
  - a. The meeting was called to order by the Chair Steve Indrehus at 2:03pm
- II. Roll Call:**
  - a. **All Board Members listed below were present**
    - i. Steve Indrehus, Tommyknocker Brewery
    - ii. Tara Worley, Marigolds Flowers
    - iii. Jennie Kim, 6&40 Motel -attended via zoom
    - iv. Lana Hearne, Club Hotel
    - v. Lindsay Valdez, Two Brothers Deli
    - vi. Katie Yard, Yards Taphouse
    - vii. Andy Marsh, City of Idaho Springs
- III. Approval of Agenda**
  - a. Board Member, made a motion to revise the agenda to only address the letter of support action item VII, b
  - b. Board Member, 2<sup>nd</sup>, all in favor, motion passes
- IV. Approval of the Minutes of August 18th, 2025**
  - a. Lindsay Valdez made a motion to approve the minuets of the August 18<sup>th</sup>, 2025 meeting
  - b. Lana Hearne, 2<sup>nd</sup>, all in favor, motion passes
- V. Action Items**
  - a. Lana Hearne made a motion to reschedule the meeting to September 29<sup>th</sup> at 2pm. Tara Worley 2<sup>nd</sup>, all in favor motion passes
  - b. Board Member made a Motion to approve a letter of support on behalf of Bellevue Mountain Resort. Board Member 2<sup>nd</sup>, all in favor motion passes
- VI. Closing Remarks**
  - a. Rescheduled regular Meeting Monday September 29<sup>th</sup> 2pm
- VII. Adjournment**
  - a. Meeting adjourned at 2:12pm

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## Director's Report

### Business and Community Promotions Board Meeting

#### Overview & Key Updates

In the past month, we have continued strengthening our marketing, events, and community engagement efforts while preparing for the final quarter of the year. The Visit Idaho Springs website Version 2 is nearing completion, our brand launch campaign is on track for late September/early October, and we hosted the last Miner Block Party of the season. The board also reached consensus to cancel the Fall Harvest Festival due to limited volunteer availability and capacity, allowing us to focus resources on the holiday season.

#### 1. Marketing & Branding Initiatives

##### a. Visit Idaho Springs Launch

**Website:** Development remains on schedule with new content pages under review and final edits underway. The upcoming Fall 2025 brand launch campaign is aligned with this release, planned for late September/early October. We need to next focus on SEO to get the site optimized and we will be working on this in the coming weeks.

**b. Instagram & Facebook:** We have 190 followers on Instagram, and 302 followers on Facebook.

##### c. Brand Asset Rollout

###### i. Billboard Campaign

The I-70 billboard continues to deliver an estimated 505,000 weekly impressions via I-70 drive numbers, targeting key westbound traffic from the Denver metro into the mountains. Feedback from businesses and visitors has been positive, with many noting increased visibility. We have paid for one more month (October) and need to work with ARGO on the timeline for the transition to the ARGO billboard.

###### ii. Branded Collateral

Happy Llama has provided designs for new merchandise including t-shirts, mugs, notebooks, hats, and playing cards. The custom ordering platform is nearly finalized and will be shared with businesses as part of the Fall launch and Shop Local campaign.

###### iii. Fall Brand Launch Video

The September 6 shoot wrapped successfully, with both the brand footage and the community resource video completed. I have seen the rough cut and am very excited to share the draft prior to release. Nate & I have been working on the full brand rollout with a focus on shop local, to meet the needs of the businesses. A full campaign rollout remains on schedule for late September, early October.

##### d. Wayfinding Grant

Following the July committee meeting, a mapping inventory of existing signage and proposed new placements has been drafted. Concerns were raised about the need for an experienced wayfinding professional to guide the process. ARGO recommended engaging Tryba, their wayfinding consultant, to provide a proposal for Idaho Springs. Per the board's vote, we requested and received a quote from Tryba; however, the proposal exceeded our current budget. A special meeting was convened on September 19 to review this in detail. Outcomes and next steps will be shared once the board has made decisions on a path forward.

##### e. FY26 Tourism Marketing Grant Application-CTO

The "Trails to Town" heritage tourism pocketbook application was submitted by the August 28 deadline. We committed \$10,000 in matching funds as part of the county-wide project. Awards are expected later this fall.

## 2. Event Planning & Activations

### a. Miner Block Parties

The final Miner Block Party was rescheduled to Friday, September 19, to better accommodate families and align with the Skate Park's grand opening on September 27. A skate pop-up was included to support CCMRD's fundraising efforts. This event was managed and organized by Lauren Lavender a volunteer who has been very helpful with events this season.

### b. Halloween Trunk or Treat

Planning is underway for the annual Halloween Trunk or Treat, which will take place on Thursday, October 30, as there is no school on Friday the 31st. We are working closely with Clear Creek School District to ensure this is an inclusive community event that welcomes participation from both the Middle and High School.

The schedule will follow a similar format to last year, beginning with a family-friendly magic show followed by trick-or-treating along Miner Street.

**Call to Action:** If you know of a nonprofit that would like to host a decorated "trunk" on Miner Street, please encourage them to reach out. This event is an excellent opportunity to showcase community spirit and engage with local families.

### c. Halloween Decorating Contest – Partnership Proposal

Local realtor Sean Murphy has approached us about partnering on the 2nd Annual Halloween Decorating Contest. The contest has grown significantly since its first year and is expanding to include both residential and business divisions.

Prizes for the residential division will include \$100 for 1st place, \$50 for 2nd and 3rd, and a special "Rookie of the Year" award to encourage new participants.

For businesses, Sean is proposing a retail division with plaques/trophies for the top three winners and one large rotating trophy—similar to the Stanley Cup—that would remain with the winning business each year.

Where the event could use BCPB support:

- Splitting costs of prize money and trophies.

- Working with Happy Llama to design the trophies/plaques

- Cross-promotion and alignment with BCPB marketing channels.

Voting will follow a 50-50 model, balancing online votes with judges' scoring. Judges will conduct site visits on October 29 or 30. Flyers, signup forms, and a website have already been created by Sean, providing a solid foundation for the contest.

This partnership would align well with our fall activations and community engagement efforts, offering a fun and inclusive way to involve both residents and businesses in celebrating Halloween.

### d. Holiday Planning

Preparations have begun for the Holiday Ramble Weekend, lighting installations, and downtown activations. Ramble card design and partner recruitment will begin in October.

## 3. Business & Community Engagement

### a. New Resident Welcome Bag

As part of the New Resident Welcome Bag initiative, I would like to suggest creating a standard "Welcome to Idaho Springs" coupon. This would allow all participating businesses to provide a consistent discount to new residents. This can be you're a local discount.

Additionally, if your business would like to participate, we can design a decal to be placed in your window. This decal will signal to new residents that you offer a locals discount, making it easy for them to recognize participating businesses while helping to build long-term community loyalty.

**b. New Resident Parking Portal**

As of Labor Day, the new resident parking portal has officially gone live at [www.parkidahosprings.com](http://www.parkidahosprings.com). This platform is designed to simplify access for residents, making it easier to apply for and manage permits online.

We are excited to report that permits have already begun rolling in, demonstrating strong community engagement and early adoption. This marks an important step forward in improving transparency, convenience, and efficiency in our parking management system.

**4. Budget**

**a.** As of early September, spending remains aligned with projections. Key updates since the August 13 snapshot include:

- i. Continued investment in website and marketing development for the Fall launch.
- ii. Event expenditures for the August and September block parties.
- iii. With the cancellation of the Fall Harvest Festival, associated funds will remain available for reallocation brand launch marketing initiatives.

**b. 2026 Budget**

I met with City Staff on September 2<sup>nd</sup> to discuss the 2026 budget and the board received and reviewed the proposed 2026 budget which is attached to the meeting packet. I will be presenting this budget to City Council on the 22<sup>nd</sup> meeting.

**5. Town Resiliency & Construction Impact**

**a. Traffic & CDOT Updates**

We have received updated project resources from CDOT to help keep the community informed about ongoing construction activities. These include:

- i. [Informational Video](#) - Good for websites, display monitors, etc.
- ii. Fact Sheet in [English](#) and [Spanish](#) - Project background information
- iii. [Rock Scaling/Blasting FAQ](#)
- iv. [Map](#) - Depicts the Project area
- v. [Social Media Graphic](#) - Details how to stay informed
- vi. [Project Website](#) - Recently updated with detailed Project information

**b. Sales Tax Trends & Insights**

- i. January 2025: \$357,076.65 (-2.39%)
- ii. February 2025: \$363,464.19 (+4.12%)
- iii. March 2025: \$400,737.88 (-0.40%)
- iv. April 2025: \$341,153.08 (+9.86%)
- v. May 2025: \$356,129.94 (+2.79%)
- vi. June 2025: \$492,710.42 (+4.45%)
- vii. July 2025: \$562,470.38 (+2.29%)
- viii. **YTD (Jan–July 2025): \$2,795,806.57 (+2.79% over 2024 YTD)**

	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	Mo. To Mo. Comparison	YTD Comparison	Current YTD Total	Previous YTD Total
Jan	\$139,731.94	\$200,236.03	\$194,756.37	\$222,532.49	\$235,940.98	\$266,501.90	\$265,799.93	\$344,180.43	\$365,835.89	\$357,076.65	-2.39%	-2.39%	357,076.65	365,835.89
Feb	\$187,483.54	\$177,395.43	\$190,166.90	\$207,177.31	\$232,375.01	\$243,676.11	\$272,972.03	\$361,032.17	\$349,072.52	\$363,464.19	4.12%	0.79%	720,540.84	714,908.41
Mar	\$182,398.01	\$206,563.51	\$223,907.92	\$232,244.57	\$186,300.12	\$291,578.68	\$310,036.11	\$402,899.93	\$402,360.50	\$400,737.88	-0.40%	0.36%	1,121,278.72	1,117,268.91
April	\$134,442.24	\$159,819.04	\$175,580.94	\$178,261.23	\$188,064.67	\$248,167.82	\$256,468.48	\$317,733.49	\$310,527.71	\$341,153.02	9.86%	2.43%	1,462,431.74	1,427,796.62
May	\$181,631.58	\$177,345.32	\$184,601.78	\$213,658.13	\$176,240.37	\$275,287.42	\$280,922.87	\$339,029.09	\$346,473.76	\$356,129.94	2.79%	2.50%	1,818,561.68	1,774,270.38
June	\$233,208.76	\$248,756.18	\$274,310.00	\$285,678.54	\$289,485.68	\$364,020.44	\$364,822.74	\$445,442.74	\$471,665.00	\$492,710.42	4.46%	2.91%	2,311,272.10	2,245,935.38
July	\$261,915.78	\$295,890.20	\$351,932.41	\$393,380.68	\$301,704.63	\$411,802.03	\$422,571.90	\$562,291.21	\$549,871.19	\$562,470.38	2.29%	2.79%	2,873,742.48	2,795,806.57

ix. **Key Takeaway:** Through July, sales tax revenues remain positive with nearly a 3% year-to-date increase compared to 2024. While individual months continue

to fluctuate, strong summer visitation in June and July helped boost overall performance, offsetting earlier softness in the year.

## Placer Data Summary – May 1 to September 2, 2025

Colton and I reviewed Placer.ai visitation data to better understand trends in Idaho Springs and how they compare with other tourism-driven communities.

### Key Definitions:

- *Visits* – anyone who does not live or work in the area, counted each time they come into the market. (Example: If a Golden resident visits 10 times, that equals 10 visits.)
  - *Visitors* – unique individuals, counted once no matter how many times they come. (Example: that same Golden resident would count as one visitor.)
- Visitors is always less than visits.

### Idaho Springs Trends (May 1 – Sept 2, 2025 vs. 2024):

- **Downtown:**
  - 700,230 visits (down 2.8%)
  - 500,670 visitors (down 8.6%)
- **East End:**
  - 600,290 visits (down 1.8%)
  - 309,500 visitors (down 5.6%)

We began seeing visitation slow in mid-August, with a more significant decline into September. Current indicators suggest this downturn will continue into fall.

### Comparisons to Similar Tourist Municipalities:

- **Manitou Springs:**
  - 2.3M visits (down 10%)
  - 1.4M visitors (down 11.3%)
- **Breckenridge:**
  - 2.9M visits (down 7.4%)
  - 900,130 visitors (down 11.5%)

While our declines are concerning, they are not unique, similar destinations are also experiencing downturns in a more significant way.

### Additional Context – Credit Card Spending (Clear Creek County):

- Retail spending down 13.7% (through June 2025)
- Restaurants up 10.4% (through June 2025)

This tells us visitation trends do not always directly translate to sales tax dollars, as visitor behavior and spending patterns vary.

### Historical Reference (2024):

- Idaho Springs overall: 1.6M visits (down 1.7% vs. 2023)
- 1.1M visitors (down 3.7% vs. 2023)
- Average time in market: 71 minutes

### Visitor Behavior Insights (2024):

- 34–40% of visits went to gas stations, fast food, or Starbucks.
- For every 10 people who visited a gas station in Idaho Springs, only 1 continued downtown.

- Where visitors come from before arriving downtown:
  - 21% directly from home
  - 14% from a hotel
  - 41% from unincorporated Clear Creek County (trails, open space, “the woods”) — our largest area of opportunity to convert

**Proposed Community Promotion Budget – 2025 vs. Proposed 2026**

<b>Category</b>	<b>2025 Allocation</b>	<b>2026 Proposed Allocation</b>	<b>Increase</b>	<b>Notes / Justification</b>
<b>Director of Business &amp; Community Promotion</b>	\$66,000	\$80,000	+\$14,000	Adjustment reflects expanded duties and alignment with industry benchmarks.
<b>Website &amp; Marketing</b>	\$87,500	\$87,500	–	Maintain core PR, contract work for branding and content development. Includes paid ads on social media, Google, and travel sites; targeted seasonal macro-TV campaigns to increase visitation.
<b>Social Media Management</b>	–	\$15,000	+\$15,000	Dedicated contractor to manage and grow social presence; aligns with tourism trends showing strong ROI from digital storytelling.
<b>Local Events Programming</b>	\$68,000	\$99,000	+\$31,000	Expanded programming, increased entertainment/vendor costs, reduced reliance on sponsorship for core activities. This category now includes Fourth of July.
<b>Contracted Part-Time Event Manager</b>	–	\$22,000	+\$22,000	Supports event planning, vendor coordination, and execution without volunteer burnout.
<b>Contingency Fund</b>	\$2,500	\$2,500	–	No change.
<b>Holiday Decorating</b>	\$21,609	\$40,571	+\$18,962	Increase reflects investment in permanent lights on Miner Street. The permanent lights will be a yearly cost for 5years then we own the lights- this could be funded out of the downtown improvement fund.
<b>Beautification</b>	\$9,500	\$9,500	–	Maintain.
<b>CTO Marketing Grant Match</b>	–	\$10,000	+\$10,000	Required match for 2026 Colorado Tourism Office marketing grant applied with CCCTB.
<b>Tourism Management Grant – Wayfinding/Infrastructure</b>	–	\$50,000	+\$50,000	(\$20,000 grant funds, \$30,000 match). Supports implementation of wayfinding plan and infrastructure to directly enhance visitor access and engagement.
<b>Totals</b>				
<b>2025 Budget (updated):</b>	\$255,109			
<b>2026 Proposed Budget:</b>	\$416,071			
<b>Total Increase:</b>			+\$160,962	

## **Community Promotion Budget Narrative – FY2026**

The Business & Community Promotions Board recommends a 2026 budget of \$416,071, reflecting a \$160,962 increase over 2025. These adjustments reflect the reality of our expanded annual calendar, the rising costs of professional event delivery, and the need for sustained marketing to protect sales tax revenue during a period of significant regional competition and infrastructure impacts.

### **Director of Business & Community Promotion**

The Director position continues to serve as the central coordinator of the City’s community promotion efforts, overseeing strategic planning, marketing, board management, and execution City-hosted events throughout the year. To align with industry benchmarks and the expanded scope of duties, we recommend increasing the allocation from \$66,000 to \$80,000.

### **Events & Local Programming**

In 2026, Idaho Springs is positioned to host one of the strongest community event calendars in the region. These programs not only foster local pride but also generate meaningful economic activity, attract visitors, and reinforce the City’s brand as a vibrant mountain destination.

#### **Must Do Events – 2026 (Core + Proven Success)**

The following events are considered essential. They are proven traditions, high-visibility programs, or community anchors with demonstrated return on investment.

- Fourth of July Celebration – \$52,000 (2025 fireworks \$26,400) (2026 fireworks \$27,200)
- Holiday Ramble – \$5,000
- Fall Harvest Festival – \$5,000
- Fur-Ling Fest – \$5,000
- Halloween on Miner Street – \$500
- Community Conversations (3x) – \$1,500
- CRC Park Concert Series – \$18,000 (with added consideration for stage funding)
- Clear Creek Clean Up – \$1,000
- Block Parties (3 total) – \$4,500
- River Clean Up & Rafting Kickoff – \$500

#### **Total Must Do Core Budget (2026): \$93,000**

These programs represent the cornerstone of Idaho Springs’ event offerings, balancing signature citywide celebrations with smaller-scale activations that keep downtown vibrant year-round.

## **Suggested Events – Phase-In (2026 or 2027)**

The following events are highly valuable community and tourism builders but are proposed as open for discussion. They can be introduced in 2026 if funding allows or strategically phased into 2027:

- Sidewalk Science Fest – \$1,000
- Pickleball Tournament – \$500
- Skatepark Jam Fest – \$1,000
- Citizens Park Art Sale & Antique Sale – \$500
- Community Pancake Breakfast – \$500
- Hill Climb Foot Race (ARGO/VCMP) – \$500
- VCMP End of Season Party – \$1,000
- Horseshoe Tournament – \$500
- Busker Fest or Busker Fund – \$1,000

Total Suggested Add-On Budget: \$6,000

By identifying these as “phase-in” opportunities, the City retains flexibility. Council can approve them selectively in 2026 or position them as growth elements for 2027, ensuring fiscal responsibility while still supporting creativity and community-building.

## **Contracted Events Support**

To ensure the successful execution of the City’s growing calendar of community events, a new line item of \$22,000 has been allocated for a Contracted Part-Time Event Manager in 2026.

This position is intended to:

- Provide professional support in planning, logistics, and vendor coordination.
- Reduce reliance on volunteers and prevent burnout among existing staff and community partners.
- Ensure events are delivered with consistent quality, safety, and professionalism, especially as the scale of programming expands.
- Work closely with the Director to ensure alignment, clarity, and consistency across all events and initiatives.
- Free up the Director of Business & Community Promotion to focus on strategic responsibilities such as marketing, partnerships, grant management, and council reporting.

By bringing in dedicated part-time expertise, the City will strengthen its ability to manage both large-scale events like the Fourth of July Celebration and the Holiday Ramble, as well as smaller neighborhood activations such as the Miner Street Block Parties. This investment reflects the industry-wide shift toward professionalized event staffing in order to maintain high community and visitor satisfaction.

## **Marketing, Branding, and Social Media**

Marketing remains essential to sustaining tourism traffic and ensuring the return on investment for community events. The Website & Marketing allocation remains \$87,500, covering PR, contract work, and content development. This category now intentionally includes paid digital campaigns on social media, Google, and television, targeting seasonal audiences to reinforce Idaho Springs as a destination with a focus on sustainable growth and helping visitors know how to visit us correctly.

A new allocation of \$15,000 for Social Media Management allows us to contract a dedicated specialist, ensuring consistent engagement, timely promotion of events, and alignment with trends showing strong ROI from digital channels.

## **Holiday Decorating & Beautification**

The Holiday Decorating budget increases from \$21,609 to \$40,571, reflecting investment in permanent lighting on Miner Street to show investment in the downtown improvements and provide year-round ambience. Beautification remains steady at \$9,500, supplemented by fundraising through the BCPB flower program.

## **Grant Matching**

A new line item of \$10,000 has been added to meet the match requirement for the Colorado Tourism Office Marketing Grant, applied in partnership with the Clear Creek County Tourism Bureau.

## **Tourism Management Grant – Wayfinding & Visitor Infrastructure**

In addition to events and marketing, the 2026 budget also includes a \$50,000 allocation for the Colorado Tourism Office Tourism Management Grant, with \$20,000 covered by grant funds and \$30,000 provided as matching funds. This investment supports the implementation of Idaho Springs' wayfinding plan and related infrastructure projects designed to directly enhance the visitor experience. Improved signage, access points, and engagement tools will ensure that visitors can navigate the community more easily, access key attractions, and enjoy a seamless connection between outdoor recreation and downtown businesses. This is a forward-looking investment in sustainable tourism, ensuring that our physical infrastructure keeps pace with the growth of visitation.

## **Executive Summary – Community Promotion Budget Request FY2026**

Over the past year, the Business & Community Promotion Board has laid the foundation for a modern, strategic approach to promoting Idaho Springs. We have built a cohesive marketing infrastructure, developed foundational event calendar, and established partnerships that directly contribute to sustaining sales tax revenues, supporting local businesses, and positioning our community for long-term success. 2025 has been about developing the foundation, building the brand, launching the website, creating unified partnerships within the community and statewide.

2026 is the inflection point: the year to move from building to measuring. With the foundation in place, increased funding will allow Idaho Springs to:

- Deliver visible, high-quality events for both residents and visitors.
- Launch targeted marketing that creates a clear line between investment and ROI.
- Protect and grow sales tax revenues while competitors' struggle.
- Balance visitor attraction with resident satisfaction by continuing proven events like block parties and expanding opportunities like the CRC Park Concert Series.

### **Key Accomplishments in 2025**

- **Launch of Visit Idaho Springs brand and website**, providing a unified identity and digital home for tourism marketing, and community engagement.
- **Expanded event programming**, including the Fourth of July Town Party, Furling fest, Miner Street Block Parties, and Holiday Ramble, which brought thousands of visitors downtown and reinforced our sense of community.
- **Grant Dollars**, including kicking off the wayfinding strategy grant and applications for the Colorado Tourism Office Marketing grant in collaboration with Clear Creek County Tourism. With Plans to apply for the CTO Y26 Management grant, unlocking state-level dollars for Idaho Springs.
- **Partnership development**, with ARGO, COMBA, Clear Creek County, and regional tourism organizations to maximize reach and leverage outside funding.

### **Building Toward ROI**

While we cannot yet show direct return on investment from paid marketing, the work of 2025 has laid the essential foundation to begin tracking and shaping outcomes in 2026. Early indicators show meaningful results:

- **Resident and Community Engagement:** Communication has improved, with new opportunities like the Miner Street Block Parties creating pride and togetherness. Increased and steady attendance at Community Conversation meetings.

- **Business Community Participation:** Local businesses are more engaged than ever, participating in events, sponsorships, and marketing.
- **Sales Tax Stability:** Idaho Springs has remained steady or slightly up, even as neighboring communities face 10–20% declines.
- **Media Attention & Statewide Recognition:** Idaho Springs is now viewed as a leader and example at the state level for sustainable tourism development.

### Why Increased Funding Matters in 2026

The 2026 proposed budget of \$416,071 reflects a \$160,962 increase over 2025. This is not growth for growth's sake, it is targeted investment in areas critical to Idaho Springs' sustainability and competitive advantage:

- **Events & Community Programming (+\$31,000):** Expanding the foundational event calendar to create a full and vibrant lineup that speaks directly to Idaho Springs' strengths and leverages our community partnerships. The goal is to build on proven events while extending programming beyond the summer months, ensuring there is always something happening in Idaho Springs. From signature traditions like the Furlings, Fourth of July, and Holiday Ramble, to concerts and block parties, our expanded calendar will showcase local culture, celebrate community, and provide meaningful activities for both residents and visitors year-round.
- **Contracted Event Manager (+\$22,000):** Dedicated professional support to reduce reliance on volunteers and ensure consistent delivery.
- **Social Media Management (+\$15,000):** A dedicated resource to expand engagement, align messaging, and reach visitors year-round. Let's put the brand to work!
- **Holiday Decorating (+\$18,962):** Investment in Miner Street permanent lighting to create ambience and demonstrate long-term investment in downtown.

**Conclusion:** Idaho Springs is entering a pivotal moment. The combination of community engagement, business vitality, and smart marketing ensures our city remains competitive, resilient, and recognized as a model for sustainable small-town tourism. Now is the time to invest so we can capture ROI, grow momentum, and secure Idaho Springs' place as a leader in Colorado tourism.

---

**Re: ZAPApplication, CaFE and Tour West Grant information**

---

**From** Executive Director <ExecDirector@cccae.org>

**Date** Mon 8/18/2025 3:17 PM

**To** Sadie Schultz <sschultz@idahospringsco.com>

**Cc** todd.lancaster@me.com <todd.lancaster@me.com>; maryjaneloevlie <maryjaneloevlie@mightyargo.com>; Cindy Jones <eaglecjj@gmail.com>; Julie Stevens <julie.stevens@riversound.com>; Jessica North <jessicalnorth@gmail.com>; artisticdirector@thevenuetheatre.com <artisticdirector@thevenuetheatre.com>; LaurenALavender@gmail.com <LaurenALavender@gmail.com>

 2 attachments (3 MB)

CaFÉ Info Packet - 2025.pdf; ZAPP Info Packet 2025.pdf;

Sadie,

I am writing to request a partnership with Idaho Springs Business Promotions and CCCAE for a potential opportunity that would allow us to collaborate on one or multiple arts festivals. We could do art walks or one big festival and it would also help with the annual Mistletoe Market, possibly 4th of July, etc.

Please see the attached ZAPP Info Packet. The other is more specific to CCCAE and I have a lot of questions for the company representative before I could speak about it.

Regarding ZAPP:

- As I understand it, we could do 1 show with 150 applications for \$1,600 or 5 shows for 150 applicants for \$2,100. He felt very confident we could get 100-150 applicants. We would be able to determine how large or how small the actual shows we want will be.

- Additional Add-ons I would like to add could be approximately \$900 for multiple shows.

-The applicants (artists) are free to sign up.

-Applicants can include food vendors, food artists, and others can sign up through the platform for free so they can be accepted and included in broadcast email notifications about the event and logistics

- There is a further discount if we utilize their Cafe system as well but that is the additional platform I need more information from the tem.

I would like to request ISBP support a request of \$2,000 towards this effort annually for the next 3 years so we can work together to support the events we have been working on as well as adding an annual arts festival to our line up. We might consider launching this with the film festival our film committee has been discussing.

Please let me know what questions you have and if you would like me to present this request to your board.

Thank you

Carla Pokrywka Cole

Executive Director of Clear Creek Center for Arts & Education

720.234.6121

----- Forwarded message -----

**From:** Ken Cho <[ken.c@wearecreativewest.org](mailto:ken.c@wearecreativewest.org)>

**Date:** Thu, Aug 14, 2025 at 7:56 PM

**Subject:** ZAPApplication, CaFE and Tour West Grant information

**To:** <[execdirector@cccae.org](mailto:execdirector@cccae.org)>



## WHERE ARTISTS AND ART FESTIVALS CONNECT

*Photo by Howard Alan Events*

### TABLE OF CONTENTS

<a href="#">Features and Benefits</a>	2
<a href="#">Pricing</a>	3
<a href="#">Optional Add-ons</a>	4
<a href="#">FAQs</a>	5
<a href="#">About Us</a>	6
<a href="#">Contact Us</a>	7

# ONE PLATFORM, ALL THE FEATURES YOU NEED

## Why ZAPP?

ZAPP provides art festival and fair administrators with a series of tools to digitally collect and jury applications, manage booth payments, and communicate with applicants all in one easy-to-use, digital platform. Saving organizations valuable staff time and providing the convenience of a seamless, standardized process for thousands of artists, ZAPP has become the industry standard for art fair and festival events, and unlike other submission platforms, continues to be intentionally geared toward the art festival and fair industry.

## FEATURES AND BENEFITS



### Customize Applications & Manage Submissions

Reach the audience you need, tailor your message, stay highly organized, and save time and money with a system designed to accommodate any process.

- Conditional logic and flexible question types
- Custom application flagging and tagging options
- Invite-only events and more!



### Collect Payments

Let us collect artist and vendor payments for you, easing the administrative burden and security costs associated with collecting payments online.

- Flexible payment options for artists and vendors
- Safe, secure payment processing with full PCI compliance
- Stored payment types make checkout convenient for artists and vendors



### Communicate Simply

Improve your communication and efficiency by using one system to sort, organize, and email applicants. No more switching between platforms – ZAPP does it all!

- Send emails individually or to targeted groups
- View copies of all past emails
- Use ZAPP's preloaded templates or customize your own



### Score Seamlessly

Flexible jurying options give you the freedom to tap expertise across the country. Select the highest caliber of artwork to present to your art-buying crowd.

- Remote or in-person jury options
- Uniform image presentation with fullscreen and zoom capabilities
- Simple score tabulation



### Attract New Talent

With an active user base of over 90,000, ZAPP has one of the largest marketplaces of visual artists seeking art fair and festival opportunities.

- Automatic inclusion in two newsletters
- Public, searchable event listing with direct URLs to your event application(s)

## ZAPP PRICING

ZAPP offers cost-effective pricing with low start-up costs and flexible payment options – the setup fee is all that is required to get started! Pay upfront or apply the incoming application fee and booth revenue toward the cost of using ZAPP.

Not sure what's right for you? Our expert team will help you find the right fit for your organization.

<b>SMALL SHOW PLAN 1</b> (0 -150 applications received)	<b>SMALL SHOW PLAN 2</b> (151 - 499 applications received)	<b>STANDARD SHOW PLAN</b> (500+ applications received)
<b>\$500 One-time setup fee</b>	<b>\$500 One-time setup fee</b>	<b>\$1,500 One-time setup fee</b>
\$1,100 License fee	\$6.99 Per application fee	\$2,700 License fee
2.95% + \$0.30 Credit card fee	2.95% + \$0.30 Credit card fee	\$1.99 Per-application fee
		2.95% + \$.30 Credit card fee

*A multiple small show license can be purchased for an additional \$500 (per each group of five small events). Events that collect more than 150 applications automatically convert to the small-show plan 2. Additional terms may apply. Current rates may be subject to change.*

**Managing 10+ events? We've got a custom option just for you.  
Inquire about our promoter contract today.**

### **What's included with ZAPP? Sign up and get all of the following and more!**

- One-on-one administrator onboarding with a ZAPP expert
- Dedicated customer service for applicants, administrators, and jurors
- Up to five administrator accounts
- A custom event application with unlimited custom application questions
- Unlimited data storage and access to historical data year-over-year
- Free, monthly webinars covering system features and industry trends
- Two inclusions in our weekly newsletter, reaching over 60,000 artists
- Report downloads for contact information, application answers, income, and more
- Email communication tools
- Customizable jury selection tools with unlimited jury rounds per show
- Downloads of all high-quality images collected on ZAPP

## OPTIONAL ADD-ONS

Enhance your ZAPP experience with one or more of our custom add-ons that provide convenient features before and during your event.



### ZAPP Onsite | \$200

Score booths and determine award winners in minutes with our at-festival scoring tool.



### ZAPP Gallery | \$200

Showcase your exhibiting artists with a direct link or embed it into your website.



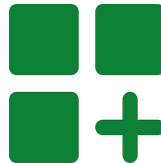
### Digital Package | \$250

Bundle ZAPP Onsite and Gallery for one low cost + take \$50 off your e-blast!



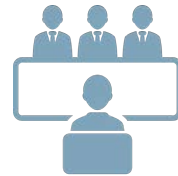
### Booth Management | \$50-\$100 per event

Collect booth requests, plan placements, and share the booth map with exhibiting artists and patrons.



### Add an Event | \$500

Need to add a second event? No problem! Use ZAPP for as many events as needed through one central dashboard.



### JuryBuddy | \$500+

Perfect for hosting an in-person jury to score 500+ submissions, project artist images with our JuryBuddy app.

## MARKET WITH ZAPP

Reach more artists with our range of additional marketing options.



### Single Show E-Blasts | \$200+

Send a call for entry email to ZAPP artists. Target by location and/or medium category.



### Show Information Feature | \$100

Feature your event at the top of the weekly Show Information email.



### Advertise on ZAPP | \$250-\$500

Place an ad on the receipt page artists see at checkout. Terms and conditions apply.



### Mailing List | \$250

Send postcards to ZAPP artists for a multifaceted advertising approach!

## FREQUENTLY ASKED QUESTIONS

### **If ZAPP collects our artist payments, how is that money distributed to us?**

ZAPP processes credit card and/or PayPal payments immediately, and we send the funds to you once per month by paper check or Electronic Funds Transfer (EFT). Either method will be accompanied by a full accounting of that month's disbursement.

### **Can we upload existing artist applications into ZAPP?**

We require each applicant to agree to ZAPP's terms and conditions, so there is no mechanism to upload preexisting applications to ZAPP.

### **How secure is an applicant's credit card information?**

ZAPP maintains full PCI compliance, meeting the highest industry security standards for online purchases. ZAPP does not store credit card information or resell user information to third-party vendors.

### **Can we just list our event on ZAPP without using the application or jurying features?**

No, because the event listing is integrated with the rest of the system, it's not possible to list non-ZAPPlification events on the website.



*Photo by Carl Shortt, Festival of the Arts, Oklahoma City*

## AN ORGANIZATION IN SERVICE TO THE ARTS

ZAPP is a program of [Creative West](#) (formerly WESTAF), a nonprofit U.S. Regional Arts Organization that builds equitable technology, funding, advocacy, and policy systems to generate creative capacity in the West and beyond. By building systems that change systems, we advance equity, justice, and regenerative action—seeing these values as essential as creativity itself. We offer direct, practical support to arts agencies, artists, culture bearers, and creative organizations, aiming to work distributively in support of community-defined goals.



We provide technology solutions that equitably build bridges by connecting artists and arts organizations to opportunities and art-seekers with artists and artworks. Our technology platforms support livelihoods while also generating income that supports our regional work. Creative impact is everywhere, so our technology offerings are, too.

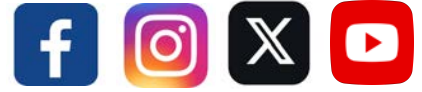
When you sign up to use ZAPP, you are joining a network of organizations and a community of artists that value inclusion, diversity, and shaping cultural life in their communities.

ZAPP is brought to you in partnership with:





FOLLOW US ON SOCIALS



@ZAPPlication



## GET STARTED

Contact Ken Cho to discuss pricing, schedule a free demo, and learn how ZAPP can help you easily and efficiently manage your ZAPPlication.

Ken Cho  
Sales Coordinator  
303-629-1166 ext. 809  
ken.c@wearecreativewest.org  
[www.zapplication.org](http://www.zapplication.org)



# We can't wait to welcome you to the ZAPP community!

**90,000+**  
Active artists

**\$360M+**  
Transactions  
processed

**147**  
Average days in an  
application cycle

**2,412,850**  
Applications submitted

**810,016**  
Booths sold





Powered by  
**Creative West**

*Create better calls for entry.*

# Table of Contents

<a href="#">What is CaFE?</a>	<a href="#">3</a>
<a href="#">Features</a>	<a href="#">4</a>
<a href="#">CaFÉ By The Numbers</a>	<a href="#">5</a>
<a href="#">Why CaFE?</a>	<a href="#">6-7</a>
<a href="#">Who Uses CaFE?</a>	<a href="#">8</a>
<a href="#">Pricing</a>	<a href="#">9</a>
<a href="#">CaFÉ Promotional E-Blast</a>	<a href="#">10</a>
<a href="#">Testimonials</a>	<a href="#">11</a>
<a href="#">Frequently Asked Questions and Resources</a>	<a href="#">12-13</a>
<a href="#">Powered by Creative West</a>	<a href="#">14</a>
<a href="#">Additional Resources</a>	<a href="#">15</a>
<a href="#">Contact Us</a>	<a href="#">16</a>

# What is CaFÉ?

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Regardless of the type of call for artists you are administering, CaFE offers an efficient platform to easily set up your application process in a standardized manner and to jury those applications once they start coming in.

With unbeatable customer support for both administrators and artists, more than a decade of experience hosting art-based calls for entry, and an artist community of more than 175,000, CaFÉ is the top choice for arts organizations nationwide who want a seamless call for entry experience.

## Perfect for your:

- ✓ Exhibitions
  - ✓ Competitions
  - ✓ Public Art Programs
  - ✓ Artist Residencies
  - ✓ Workshops
- + so much more!

# Features

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Promote your call to CaFÉ's community of over 175,000 artists



Easily email applicants based on application status



Build custom submission requirements and application forms



Conduct your jury with individual juror profiles and customized scorecards

PAY ONLINE



Collect entry fee payments (credit card and PayPal supported)



Download application information and materials

# CaFÉ By The Numbers

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**3.5M**

Submissions entered

**175K**

Active artists

**4.7M**

Images collected

**1,475**

Active administrators

**14K**

Calls administered



*Figured Driftwood,  
Tumagain Arm, Alaska by  
Hal Gage. © Hal Gage,  
halgage.com*



*Day at the Circus by  
Robert Reinhardt. 2021.  
Photo Courtesy of Robert  
Reinhardt.*

# Why CaFÉ?



*Hermans y Nopales by Jade Leyva. 2021. Photo Courtesy of Jade Leyva.*

## Built for the Arts and Artists

CaFÉ was designed for and by artists and arts administrators to be intuitive, user friendly, and affordable. With a robust and flexible management system, you can tailor CaFÉ to any art-based call for entry process and claim back your time!

## Access Anywhere

CaFÉ is web-based and accessible online with any web browser or operating system. No software installation is required. Administrators, jurors, and artists alike can log in from anywhere to collect submissions, score entries, and apply to calls.

## Vast Exposure & Targeted Marketing Options

CaFÉ can expose your call to over 175K active registered artists. In addition to free weekly notifications of newly-listed calls and upcoming deadlines, you can purchase a **Promotional E-Blast** to affordably promote your event to a specific artist demographic.

# Why CaFÉ?



Serenidad by Jade Leyva. 2021. Photo Courtesy of Jade Leyva.

## Payment Card Industry (PCI) Compliant

CaFÉ offers industry-leading system availability and security. The system is hosted on a highly secure, multi-tier architecture. Redundancy, reliability, and security are primary inherent features with constant PCI security compliance.

## Simplified Pricing

CaFÉ is [priced per call](#), so you only pay per call usage. And we only have two different plans based on your expected application response; there is no difference in functionality between the two plans.

## Easy Access for Your Artists

With a free account, artists can easily set up their portfolio of artwork and apply to multiple calls in one spot. If they have difficulty with any part of CaFÉ, they can reach out to our tech support at any time.

# Who Uses CaFÉ?

## Private Organizations and Galleries



## Government Entities and Arts Alliances



## Educational Institutions and Museums



# Pricing

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## What's Included:

- Personalized onboarding & 1:1 training with a CaFÉ expert
- Account access for five (5) administrators
- Email and phone support for artists & administrators
- Customized application forms
- Secure payment processing
- Unlimited number of jurors
- Ability to score by artist or artwork
- Ability to send individual or mass emails
- Downloadable reports of applicant data
- Downloadable, high-resolution images
- Continuous access to past data
- Free monthly webinars for administrators
- Inclusion in weekly opportunities email to artists

## CaFÉ Pro Plan

\$225 onboarding fee

**\$250 per call**

+ \$2.49 per application received

\$120 annual subscription renewal fee

3.25% electronic processing fee

*Assessed on credit card and PayPal payments made through the CaFÉ service.*

## CaFÉ Plus Plan

\$225 onboarding fee

**\$475 per call**

+ \$2.49 per application received over 250

\$120 annual subscription renewal fee

3.25% electronic processing fee

*Assessed on credit card and PayPal payments made through the CaFÉ service.*

*Plans do not auto-renew. Subscribers receive a notification near their subscription expiration date. CaFÉ's use is subject to CaFÉ's terms of service.*

# CaFÉ Promotional E-Blast

## PROMOTE YOUR CALL. REACH MORE ARTISTS.

With our E-Blast service, you can have your call details delivered to artists who use CaFÉ! Just pick the geographic region(s) and artistic discipline(s) of artists you'd like to reach, and we send an email with your call details and organization information.

## HOW MUCH DOES IT COST?

Starting at \$175, the price of the e-blast is based on the number of recipients, which is determined by the number of artists in your target audience (geographic location and artistic disciplines).

## WHAT'S INCLUDED IN THE E-BLAST?

Your e-blast will include the basic details and a brief description of the call, your organization's contact information, and a direct link to the application on CaFÉ.



*Eventide by Cie Hoover. 2021. Photo Courtesy of Cie Hoover.*

# Testimonials



“We continue to use CAFÉ because it helps us ensure a fair and transparent selection process, is flexible to our needs, and allows our juries to function efficiently remotely.” — **Danielle Bursk, New Jersey State Council on the Arts**

“I love the program! I am a Public Art Manager and I use it for cities’ public art calls to artists. I love how organized it is and how my Committees can vote for round 1 at home and then we discuss the remaining artists. I also love this program on an artist side. I also create artwork and it is so easy to use! I often recommend it to many artists who are looking to submit their work and get out there. I am also a huge fan of your customer service. Your team always answers promptly and helps with any technical questions I have.”

— **Laura Atria, City of Pompano Beach**

“We are a small organization and CaFÉ has a plan that fits our budget. The website is easy to maneuver and information at a glance is concise and easy to read. Communicating with artists is a snap, in particular when you have to notify all the applicants after the call is juried!

CaFÉ has excellent customer service and that makes all the difference! I only had two technical issues arise during the three months our call was up. CaFÉ responded quickly to resolve the problems. Every one of my questions and concerns was answered, and I was given advice for organizing and improving the flow of our long description for our event.”

— **Lisa Chittenden, Visual Art League of Lewisville**

# Frequently Asked Questions

## ? Does CaFÉ integrate with other software or are there any APIs?

No, because there are so many different platforms out there, CaFÉ remains a stand-alone product. However, you can always export any data in CaFÉ in Comma Separated Value (CSV) spreadsheets and import that data into other platforms.

## ? Can we just list our event on CaFÉ without using the software?

Only those events that use CaFÉ for its application and jurying process are able to have their events listed on the platform. Because the event listing is integrated with the overall platform, we cannot accept external event listings.

## ? Is there non-profit pricing available?

Creative West (formerly WESTAF), CaFÉ's parent organization, is a nonprofit arts organization, so the pricing we offer now is designed with nonprofit budgets in mind. More than 70% of existing CaFÉ's customers are nonprofit organizations, and we are proud to offer an affordable, highly-robust platform to meet the needs of organizations with diverse budgets.

# Frequently Asked Questions (Cont.)

## ? **If CaFÉ collects payments for us, how is the money disbursed?**

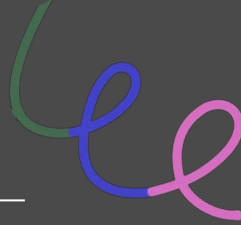
For as long as your call is open and accepting transactions, we will disperse those funds to you on a monthly basis. This usually occurs around the 5th of each month and we will send you a physical check and a full accounting email will be sent as well.

## ? **Can we bulk upload existing artist applications?**

No, because we require the artist to agree to CaFÉ's terms and conditions for use, there is not a bulk upload mechanism included.

## ? **Can anyone use CaFÉ, or do we have to be in the western United States?**

Anyone can use CaFÉ to run their call from anywhere in the world!



CaFÉ is a program of Creative West (formerly WESTAF). Creative West is a nonprofit U.S. Regional Arts Organization that builds equitable technology, funding, advocacy, and policy systems to generate creative capacity in the West and beyond. By building systems that change systems, we advance equity, justice, and regenerative action—seeing these values as essential as creativity itself. We offer direct, practical support to arts agencies, artists, culture bearers, and creative organizations, aiming to work distributively in support of community-defined goals.

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*The Gathering by  
Jody Chapel. 2020.  
Photo Courtesy of  
Jody Chapel.*

# Additional Resources

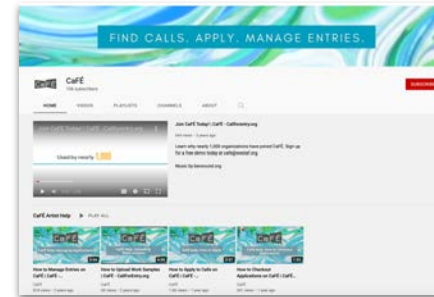


3 GRACES by Nolan Winkler, 2020. Photo Courtesy of Nolan Winkler.

Connect with us:



[Pre-Recorded CaFÉ Demo](#)



[CaFÉ YouTube Channel](#)



[CaFÉ Corner Blog](#)

# Contact Us Today

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*Streamline your online submissions and jury processes today and reach more artists.*



## **Ken Cho**

Sales Coordinator

303-629-1166 ext. 809

[ken.c@wearecreativewest.org](mailto:ken.c@wearecreativewest.org)

[www.callforentry.org](http://www.callforentry.org)