



COLORADO

Office of Economic Development
& International Trade

Rural Theater COVID-19 Support Initiative FAQ

What is the Rural Theater Support Initiative?

- The Rural Theaters COVID-19 Support Initiative will provide \$320-400,000 in financial assistance to remote theaters across Colorado, which constitute the heart of Main Street in so many rural communities. Grant awards will be distributed to rural theaters at \$7,500, \$10,000, or \$12,500 levels depending on eligibility, need, and availability of funds. These funds are made possible by a partnership between the Office of Economic Development and International Trade, the Gates Family Foundation, the Boettcher Foundation, and the El Pomar Foundation, as well as the Colorado Educational and Cultural Facilities Authority.
- This is a competitive application (not first-come, first-served) and there will likely be more eligible, deserving theaters than we are able to serve.

Is this a grant or a loan program?

- This is a grant program.

Who is eligible to apply?

- Non-profit, community-owned, and privately-owned theaters in rural Colorado are eligible to apply.

Which applicants will be given priority?

- Applicants will be considered based on the following criteria:
 - **Location:** Only rural applicants will be eligible.
 - **Governance structure:** Non-profit or community-owned theaters will be prioritized.
 - **Community mainstay:** Theaters that have operating capacity for venue rentals and/or community center activities will be prioritized.
 - **Historic nature:** The official or unofficial historic status of the building will be considered.
 - **Proximity:** Communities in which the next closest theater aside from the applicant is 20 miles or more away from the town center will be prioritized.
 - **Film festivals:** Whether or not a theater acts as a screening venue for local film festivals will be considered.
 - **Other COVID-19 funds:** Theaters that have not benefited or minimally benefited from other federal, state, or local COVID-19 relief funds will be prioritized.
 - **Jobs Retained:** How many jobs will be retained or will return after furlough will be considered.

How is “rural” defined?

- Rural counties are defined as counties that are currently eligible for or have ever been eligible for the Rural Jump Start program. This means that the following counties are *ineligible*:
 - Adams, Arapahoe, Boulder, Broomfield, Denver, Douglas, Eagle, Elbert, El Paso, Gilpin, Jefferson, La Plata, Larimer, Pitkin, Summit, Teller, Weld.

If I apply, am I guaranteed a grant?

- No.

How will you be accepting applications?

- The application will be via Google Form. You will need to upload supporting documents to the Google Form at the time of your application. Please have these documents prepared in advance.

Are there any other requirements?

- Yes, theaters will be required to register their business or non-profit with the Small Business Development Center (SBDC) and schedule a consultation meeting with their regional representative by December 17, 2020.
- The SBDC representative will provide a letter of confirmation to OEDIT administrators that they met with the theater applicant.
- You can find your local SBDC here: <https://www.coloradosbdc.org/who-we-are/locations/>. Click on the location nearest to you, then click on the region’s website to register for a consultation session.
- If you have any questions related to the SBDC process, please call Jason Wendleton, SBDC Lead Center Program Coordinator, at 720-202-9322.

How do I prepare for the application?

- Please note that you cannot save an application via Google Forms. This means that you will need to have all backup financial documents accessible and ready to be uploaded at the time of beginning your application.
- Progress may be lost if you were to leave the application to gather documents.
- You can [review the full application in advance here](#). Please note that this is a PDF copy of the application and not the application itself. This copy is to assist you in gathering the necessary financial backup documents before you begin your live application on Google Forms.
- The application will go live on Friday, November 20, 2020 and will be accessible at <https://www.coloradofilm.org/whats-new/community-support-during-covid-19/>

How does a theater demonstrate that it has been impacted by the COVID-19 pandemic?

- Theaters need to demonstrate and clearly articulate through writing the economic hardship their theater is experiencing through the theater’s choice of documents such as bank records, point of sale receipts, profit and loss statements, or other documents

demonstrating economic harm. The types of economic hardships that qualify for assistance through this program include:

- Loss of revenue due to the COVID-19 public health emergency associated with a stay at home order or social distancing capacity limit;
- Loss of revenue due to the COVID-19 public health emergency associated with a voluntary closure of the business to promote social distancing measures;
- Loss of revenue due to a decrease in customer demand due to the COVID-19 public health emergency; or
- Increased costs to operate the business due to the COVID-19 Public Health Emergency.

What is the application deadline?

- 5pm on Friday, December 4, 2020.

Are there limits on what I can spend my loan or grant on?

- Yes, examples of allowable expenses include:
 - Payroll costs
 - Rent or mortgage payments
 - Utilities - heating, electric, etc.
 - Property insurance
 - Operating expenses and working capital
 - Programs to implement COVID-19 social distancing measures
 - Inventory for items to mitigate COVID-19 impact

Your grant or loan cannot be spent on:

- Expenses that have been or will be reimbursed under any other program
- Losses that have been or will be covered under any other program
- Lobbying
- Debt, such as monthly credit card bills
- Capital Purchases or Construction
 - Capital purchases are defined as expenses greater than \$25,000 with a usable life of five years or more.

Will there be a reporting requirement?

- Yes, once you have used the full amount of the grant funds, you will need to report your expenses and provide backup documentation, such as receipts.
- Upon announcement of your grant approval, administrators will provide a reporting template to track your expenses.

I don't have a way to scan documents - what do I do?

- Required documents can be photographed using a smartphone and uploaded to your Google Forms application.

How will I receive the funds if awarded?

- Upon announcement of your grant approval, administrators will request an invoice for your approved grant amount, a W 9 form, an Electronic Funds Transfer (EFT) approval form, and a scanned copy of a voided check in order to set your account up for EFT. After your organization has been approved in our accounting system and your invoice processed, you will see the funds in your account within 5-10 business days.

If you have any other questions, please contact kelly.baug@state.co.us. Thank you.

