DR 9493 (11/03/23)
COLORADO DEPARTMENT OF REVENUE
Division of Gaming
1707 Cole Blvd., Ste 300
Lakewood CO 80401
(303) 205-1300

Colorado Division of Gaming Responsible Gaming Grants

Under the authority of the Colorado Limited Gaming Control Commission (CLGCC), the Division of Gaming administers a grant program that provides support for efforts that impact, improve and support responsible gaming and problem gambling programs and the issues that come with increased gaming and gaming options. The responsible gaming grant program is meant to provide meaningful funding and encourage prevention, education on gambling addiction, additional counselors, public awareness, treatment, recovery, data and research.

Eligibility

- Not-for-Profit Organizations and State Agencies/ Programs directly addressing the issue of problem gambling, addiction treatment, operations of hotlines, educational programs, counseling, research, advocacy efforts, or support services are eligible to apply for program-related funding.
- Applicants are strongly encouraged to ensure they have the resources and the staffing to complete all required reporting and attend all required meetings.
- Requests for capital projects are not eligible under this grant process.
- Automatic Disqualifier: Any organization found to have made purposeful misrepresentations, omissions and/or errors intended to mislead will not be considered and will be disqualified from receiving funding.
- Any previously funded grant recipient who did not complete reporting requirements for any prior grant funding is ineligible to apply for funding in the year following non-compliance and may have to submit required documentation before being re-eligible to apply

Application Period and Submission

Complete applications, including all required supporting documents, must be submitted by the deadline to be considered.

Grant applications must be received by the Division of Gaming, either in person or electronically, by

December 1, 2023 at 5:00 PM MST to be considered for funding in 2024. Grant applications may be dropped off at the main division offices at 1707 Cole Blvd, Suite 300, Lakewood, CO 80421. Electronic applications should be submitted to DOR_RG_GrantSubmissions@state.co.us.

The Division of Gaming will review grant applications for eligibility and recommendation for approval by the Colorado Limited Gaming Control Commission. Applicants to be found ineligible for funding will receive notice from the Division of Gaming. A list of recommended grant recipients and funded programs is provided to the Gaming Control Commission for review and approval.

The Limited Gaming Control Commission will release funding to approved grant recipients. Eligible applications are presented to the commission no later than March 1st of each year.

Grant Recipient Requirements

Grant Recipients will submit required reports. On or before September 1, 2023, and on or before September 1, each year thereafter, each grantee shall submit a report to the commission. At a minimum, the report must include the following information:

- An indication of whether the grantee achieved the objectives the grantee described in its application or a grant;
- Evaluation of the results of the grantee's grant-funded project;
- A description of the impact of the grantees use of grant money on the community with regards to responsible or problem gambling;
- Total amount of the grant money received in the total amount of grant money expended by the grantee; and
- Any additional reporting requirements required by the commission when the grant was awarded;
- Prior to any grant money being dispersed once the commission has made its grant decisions, grantees must cooperate to finalize all needed state purchasing contract paperwork.

Grant Recipients will have a designated representative who attends all required Colorado Limited Gaming Control Commission meetings as determined by the Commission. Grant Recipients may be required to make presentations to the Commission on their program and/or grant funds.

Review Criteria

Reviewing responsible gaming grant applications and criteria for awarding grants – when awarding grants commission shall have a process for collaboration with the behavioral health administration. In consideration of awarding grants, the commission shall consider the following criteria:

(a) the current needs of the state relating to responsible for problem gambling;

(b) the overall impact that the proposed grant may have on responsible for problem gambling;

(c) the amount of money in the fund;

(d) whether the eligible applicant intends to use grant money or any of the following purposes:

- **(i)** prevention or education services concerning gambling addiction:
- **(ii)** certification of gambling addiction counselors;
- **(iii)** public awareness of services concerning gambling addiction;
- **(iv)** treatment of gambling addiction disorders;
- **(v)** recovery services;
- **(vi)** data reporting and data systems;
- **(vii)** reimbursement for a portion of the costs associated with the national problem gambling hotline, website or text for service;
- **(viii)** research for problem gambling or gambling addiction; and
- **(ix)** reimbursement for costs associated with research for problem gaming or gambling addiction.

(e) when considering the current needs of the state related to responsible for problem gambling, the commission may establish additional purposes for awarding grants;

Application Requirements

- One-page Executive Summary of the grant request on agency letterhead addressed to the Colorado Limited Gaming Control Commission, including the purpose of the grant request and a brief description of how the request provides support for efforts that impact, improve and support responsible gaming and problem gambling programs in Colorado along with the issues that come with increased gaming and gaming options.
- Completed Responsible Gaming Grant Application DR Form 9493
- All required attachments:
  - A detailed Project Budget outlining program expenses for the amount requested.
  - A list of other sources of income supporting the proposed project
  - Marketing or advertising budgets (required for all requested for all proposals, including marketing or advertising activities only)
  - Memorandum of Understanding or Fiscal Sponsor contract (required for organizations operating under a fiscal sponsor)
  - Completed Sources of Income Table for non-profit agencies. Other organizations must submit an organizational budget that outlines sources of income
  - Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)
  - Letters of Support or copies of contracts from any partner organizations or contract agencies named in the grant
  - Up to three additional attachments that provide additional information on the proposed grant request

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(303) 205-1300

Responsible Gaming Grant Application Form

Summary Information Section

Legal Name of Organization	Kindbridge Research Institute		
Department (if applicable)			
Mailing Address	900 Cummings Center, Suite 416-V		
City	Beverly	State: MA	ZIP Code: 01915
Phone: (978)-522 6648	Website: www.kindbridgeinstitute.org		
EIN: 85-3860147	Organization Email Address: info@kindbridgeinstitute.org		
Application Contact	Dr. Nathan Smith		
Application Title	Executive Director		
Contact Phone: (781)-315-2824	Contact Email: nathan@kindbridgeinstitute.org		

List of Organization's Executive Leadership & Contact Information. Please include Executive Director, Deputy Directors, Director of Finance or equivalent staff position & Director of Development or equivalent staff position.

Dr. Nathan Smith – Executive Director – (781)-315-2824 – nathan@kindbridgeresearchinstitute.org

Dishi Umfleet - Operations Director – (978) – 522-6564 – dishi@kindbridgeresearchinstitute.org

Laura Knaster – Fundraising Director – laura.knaster@kindbridgeinstitute.org

Mark Lucia - MRAP/MRF Program Manager - mark.lucia@kindbridgeinstitute.org

Dave Yeager – Veteran Community Outreach Manager – dave.yaeger@kindbridgeinstitute.org

Trent Lambert - Finance Committee Chair - trent@kindbridgeinstitute.org

Attach supplemental information or supporting documentation if more room is needed.

List of Board of Directors, including full legal name, position, affiliation, length of time on the board and expiration date.

Trent Michael Lambert – Chair - Board member since November of 2020, holds position until November of 2025

Daniel Justin Umfleet – Vice Chair, Secretary - Board member since November of 2020, holds position until November of 2025

Jill Koren Kelly – Board Member - Board Member since January 2023, holds position until January 2026

Joseph Matthew Martin – Board Member - Board member since May 2023, holds position until May 2026

Mission Statement

The mission of KRI is to provide state gaming regulators, legislatures, and public health experts with world-class research that will help reduce health inequities for those experiencing gambling disorder in the populations they serve, improve overall health of their citizens, and inform public health policy and gambling legislation.

At KRI, we believe that telehealth integration into existing treatment options as well as stand-alone telehealth systems that complement the care delivery continuum are the key to access for the future of treatment for individuals, families, and sub-populations that are at higher risk of experiencing gambling related harms due to age, socio-economic status, location in a rural community, race, ethnicity, religion, or gender identity.

Our goal is to advance the adoption of evidence-based telehealth solutions for gambling and gaming communities. Through research, we are currently developing evidence-based practice models for gambling with the intent of better understanding how telehealth, better access to assistance, and better access to the right tools, can impact high-quality mental health outcomes for those in treatment.

Attach supplemental information or supporting documentation if more room is needed.

Geographic Area Served

Our work is focused on the impact of gambling harms of US citizens. Our operational offices are located in Massachusetts and Colorado. For the purposes of this grant, the available data will come from only the largest metro areas in Colorado including the greater Denver area.

Attach supplemental information or supporting documentation if more room is needed.

Tax Exempt Status (select):

- [x] 501(c)(3) Non-profit
- [ ] State Government Agency
- [ ] Local Government Agency
- [ ] Using a Fiscal Agent or Sponsor
- [ ] Other

Grant Request And Narrative Section

Amount Requested

$288,990

Type of Grant Requested (select): ☐ General Operating Support ☒ Program or Project Support

☐ Other:

Program Requests Only: Name of Program or Project

The Colorado Advertising Compliance Review

Description of What the Grant Funding will be Used For

Kindbridge Research Institute (KRI) is proposing a comprehensive project aimed at evaluating and ensuring compliance with Colorado's Department of Revenue, Division of Gaming Sports Betting Regulations, with a focus on Rule 9. This rule pertains to Responsible Gaming and Self-Restriction and governs television advertising within the state. The project addresses two pivotal issues confronting Colorado's burgeoning gambling industry.

Firstly, the state has experienced a significant proliferation of gambling advertisements, which has raised legitimate concerns about the broader societal impact and the need for responsible gaming practices within the rapidly expanding sector. KRI recognizes the urgency of addressing these concerns and aims to systematically evaluate the extent to which television advertising aligns with Colorado regulations. The primary objective of this project is to evaluate the industry's advertising practices, with a focus on responsible bonus advertising and preventing the targeting of underage participants in the 12-months following changes to Rule 9, sub-sections (1) and (2) in February of 2023.

To execute this project, KRI has forged valuable collaborations with industry-leading partners, namely Vivvix (formerly Kantar) and Nielsen, both well known for their expertise in advertising data and analytics. These partnerships bolster the project's capacity to access high-quality data and employ appropriate data techniques.

Secondly, there is widespread public concern regarding the content and accessibility of gambling advertisements, especially those that may be viewed by children. Ethical and social considerations loom large in the context of sports betting advertising. KRI's project is designed to address these concerns by meticulously assessing whether advertisements adhere to the current regulatory framework. It aims to identify any instances of non-compliance or misleading advertising practices, further reinforcing the state's commitment to responsible gaming.

The project unfolds through three interconnected stages, spanning a 12-month period following the receipt of funds:

- **Stage 1 - Data Access and Definitions (Months 1-3):** During this initial phase, KRI collaborates closely with Vivvix and Nielsen to secure access to advertising databases. Simultaneously, the team develops clear, verifiable definitions for the regulations. These definitions serve as the bedrock for subsequent data analysis.

- **Stage 2 - Query Development and Sample Coding (Months 4-6):** In this stage, KRI translates the regulatory definitions into database queries and selects a representative sample of advertisements. With support from its subject matter experts, KRI then codes these advertisements according to the defined criteria. This rigorous process ensures that compliance assessments are based on a solid framework and clear criteria.

- **Stage 3 - Final Reporting (Months 7-12):** The project culminates in the final reporting stage, where KRI conducts a final comprehensive analysis of the database query results. The team compiles a comprehensive report that not only highlights compliance levels but also provides concrete examples and examples of potential edge cases. This final report, delivered to the commission, can play a pivotal role in shaping future policy decisions regarding sports betting advertising in Colorado.

Throughout the project, KRI relies on data provided by Vivvix and Neilson, which each boast an extensive database comprising a wide array of advertising assets. This data serves as the cornerstone for the compliance assessment, providing valuable insights into the industry's adherence to regulations and responsible advertising practices.

By systematically addressing its goals and objectives, KRI's project aims to provide novel insights, ensure responsible advertising practices, and contribute to the ongoing dialogue surrounding sports betting advertising in Colorado. Leveraging the strengths and expertise of its partners, KRI seeks to make a lasting impact on the landscape of gambling advertising, promoting transparency and responsible practices within the state.

Attach supplemental information or supporting documentation if more room is needed.

Timeline for Spending any Awarded Grant Money

One (1) Calendar Year from Award Granted

Anticipated Program Milestones to be Achieved during the grant period

1. **Data Access Secured (Month 1-2):** Collaboration with data providers, Vivvix and Nielsen, results in secure access to advertising databases.

2. **Definition Development (Month 2):** Clear and verifiable definitions for the regulations in Rule 9 are finalized in coordination with regulatory guidelines.

3. **Query Development Completed (Month 3):** Database queries for compliance assessment are developed based on the regulatory definitions.

4. **Sample Advertisement Selection (Month 4):** A representative sample of advertisements is chosen for compliance assessment.

5. **Sample Coding Completed (Month 5):** The selected sample advertisements are coded according to defined criteria.

6. **Data Analysis Initiated (Month 5):** Data analysis of the coded advertisements commences to assess compliance levels.

7. **Interim Report (Month 6):** An interim report summarizing progress, preliminary findings, and any emerging trends is produced.

8. **Final Data Queries (Month 7):** Comprehensive analysis of the database query results is conducted, focusing on compliance assessment.

9. **Report Compilation (Month 8):** The final report is compiled, including examples and edge cases to illustrate compliance and non-compliance.

10. **Review and Finalization (Month 10):** The final report is reviewed, refined, and finalized, ensuring accuracy and completeness.

11. **Report Submission (Month 12):** The final report, with comprehensive findings and recommendations, is submitted to the relevant commission.

Attach supplemental information or supporting documentation if more room is needed.

Description of any current or past projects in which the eligible Application has participated that address responsible gaming or problem gaming

Research Project: The 50x4Vets Project
Partner: Bowling Green State University, Ohio & Louis Stokes Cleveland VA Medical Center
PI: Dr. Joshua Grubbs, BGSU
Project Aim: The goal of the 50x4Vets program is to address the lack of research and increase the rate of research on treatment for veterans with gambling disorder by 50-times in the next 4 years.
Center Aim: The primary goal of the center is to make the 50+ years of existing patient data, and ongoing data collection at the Cleveland VA, usable by researchers to test hypotheses on patient characteristics, clinical interventions, and patient outcomes. The insights produced by the Ohio Center will identify the best, most cost-effective interventions which can then be implemented in VA clinics in the US and abroad.
Progression: The BGSU center has completed significant project towards stated aims. Graduate Student Research Assistants associated with the project have continued their work, with four manuscripts under preparation. Research coordinator hired at the Cleveland VA has begun compiling data from the GTP's previous treatment history. Three presentations (2 by Dr. Joshua Grubbs; 1 by Dr. Shane Kraus) were accepted to be presented at the annual conference for the International Center of Responsible Gaming (ICRG) and five student-led posters were also accepted to be presented.

Research Project: The Military Research Associate Program (MRAP)
Project Aim: Kindbridge Research Institute's Military Research Associate Program (MRAP) assists veterans transitioning from military service to advanced training in mental health for Gambling Disorder treatment and research.
Progression: In the pilot year of the program, Mark Lucia joined KRI to develop the MRAP program and act as the pilot member in September 2021. KRI assisted with his school applications resulting in admission into 4 of his top choice schools – Columbia University, George Washington University, Boston University, and Johns Hopkins University. In summer 2022, he began a dual degree MPH/MBA at Johns Hopkins University. Additionally, Mark conducted unique research on responsible gambling in DoD-operated facilities which were presented at an international conference in 2022 and published one peer-reviewed article with KRI staff. Most recently, Mark was recruited to join the National Council on Problem Gambling's Military Committee.

Research Project: Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado
Project Aim: This first part of the project involves three separate and related goals. In Goal 1, we will create a novel and innovative data set that also will demonstrate feasibility for future years of data and linkage to other sources. This data set will include measures of treatment locations for GD, SUDs, and mental health disorders, then linked with state and rural/urban codes (county or equivalent). In Goal 2, using the novel data set, we will calculate treatment availability measures for GD (overall and per-capita supply of certified and non-certified providers), while calculating similar measures for SUDs and mental health disorders. In Goal 3, we will conduct statistical analyses to identify GD treatment shortages among rural communities, as well as the supply of GD treatment compared to psychiatric disorder treatment.

Data will be extracted in the spring of 2023 from multiple federal databases, including: (1) the Substance Abuse and Mental Health Service Administration (SAMHSA) lists of (a) non-certified GD treatment facilities, (b) SUD treatment facilities, and (c) mental health disorder treatment facilities. Treatment measures will be categorized using (2) Rural-Urban Continuum Codes at the state, regional, and zip code levels. Data analyses will produce descriptive information (mean and frequency statistics) such as the percentage of counties lacking any GD provider or a certified GD provider, and per-capita statistics showing the number of state residents per each GD provider. Cluster analysis will identify areas in high need of GD treatment, both in absolute terms of the number of GD treatment locations and in relation to the number of treatment location for SUDs and mental health disorders and identify targeted communities where GD treatment expansion using telehealth approaches are urgently needed.

After data is gathered, categorization techniques will make it possible to provide Colorado with interpretable findings that will then be used to help create a 5-year strategic implementation road map for the state regarding a comprehensive approach to public health policy, legislation, treatment, education, and prevention strategies regarding Gambling Disorder amongst the Colorado communities.

Additional Projects listed in attachment.

Attach supplemental information or supporting documentation if more room is needed.

General Operating Support: Provide information on the organization, organizational Goals and Current Programs

The founding of Kindbridge Research Institute in September 2020, during the second wave of the COVID-19 pandemic, marks a significant response to the growing need for mental health services tailored specifically for individuals affected by gambling and gaming disorders. The pandemic, with its restrictions on in-person interactions, highlighted and exacerbated existing gaps in mental health care, particularly for these groups. This situation presented an opportunity to establish a dedicated research entity focused on developing more effective treatment solutions for those suffering from gambling and gaming disorders.

The choice to establish the Institute was driven by the recognition of significant treatment access gaps nationwide. These gaps are twofold: firstly, there is a scarcity of insurance providers offering mental health resources that cater specifically to the gambling and gaming communities. Secondly, there is a notable shortage of licensed and qualified counselors who possess a deep understanding of the unique challenges faced by gamblers and gamers in their recovery journey.

The Institute embraces telehealth as a cornerstone for future treatment strategies for these populations. It is actively collaborating with several major universities, organizations, and governments across the country to innovate and improve care delivery. The focus is not just on the individuals directly involved in gambling and gaming but also on their family members, spouses, and couples who are experiencing emotional distress due to their relationship with these activities.

The Institute's areas of focus are comprehensive and multifaceted:

Research and Population Health Strategy for Sub-Populations Experiencing Harm from Gambling: This includes targeted research and health strategies for specific groups such as Veterans, Native Americans, African Americans, Asian Americans, and athletes, recognizing that these sub-populations might have unique challenges and needs.

Research and Population Health Strategy for University Environments: This involves working closely with university administrators, faculty, and students to address gambling and gaming issues within academic settings, recognizing that these environments can have specific dynamics and pressures that affect mental health.

Community Outreach and Population Health Strategy for Sports Leagues/Teams: The Institute is also focusing on minor and professional sports leagues/teams, acknowledging the significant impact that gambling and gaming can have in these areas, both at the minor and professional levels.

The goals of the Kindbridge Research Institute are multifaceted, aiming to:

Bridge Treatment Access Gaps: Address the scarcity of insurance providers offering mental health resources for the gambling and gaming communities, and increase the availability of licensed, qualified counselors who understand the unique challenges faced by these individuals.

Innovate Through Telehealth: Utilize telehealth as a primary mode of delivering effective and accessible mental health services, ensuring that treatment is not limited by geographical constraints.

Collaborate for Broader Impact: Partner with major universities, organizations, and governments to drive innovation in mental health care delivery and to implement evidence-based practices in treatment.

Support Affected Families and Communities: Extend care and support not only to individuals directly involved in gambling and gaming but also to their family members, spouses, and couples who are experiencing related emotional distress.

Conduct Targeted Research: Focus on specific sub-populations such as Veterans, Native Americans, African Americans, Asian Americans, and athletes to develop tailored health strategies that address their unique needs.

The attached "KRI Reference List" would provide detailed insights into the current programs and initiatives undertaken by the Institute, showcasing its commitment to addressing the mental health needs of these specific populations through research, community outreach, and innovative health strategies.

Attach supplemental information or supporting documentation if more room is needed.

Project Requests only:

1) Provide a summary of the plan for the program or project requested.

Rule 9 of the Department of Revenue, Division of Gaming Sports Betting Regulations (1 CCR 207-2) provides guidance on Responsible Gaming and Self-Restriction for sports betting operators and patrons in Colorado. Section 9.4 provides specific guidance on responsible advertising and promotions. The regulations focus on 1) the advertising of all offers and bonuses and 2) advertising that targets underage participants. The goal of this project is to determine the extent to which television advertising in the state complied with these regulations in the 12-months after they were updated on 2/14/2023.

Stage 1 of the project includes gaining access to advertising databases of sufficient quality and completeness to complete the project. KRI has identified 2 such databases and is in discussion with each about licensing access to the data for the purposes of this project. At the same time, KRI will need to create discrete, falsifiable definitions for each of the regulations in Section 9.4 in order to later query the advertising databases. These definitions will be informed by the Colorado regulations and other generally accepted definitions from other fields of public health focused on advertising.

Stage 2 of the project will include turning the definitions into queries that can be executed in the advertising database, and selecting and coding sample ads according to the previously created definitions.

Stage 3 of the project will include the writing of the final report, including providing examples and edge cases to the commission. The final report will be delivered one-year after funding is received.

2) What issue and/or opportunity does this project address?

This project addresses three significant issues and opportunities in the state of Colorado:

Rising Volume of Gambling Advertisements: The first issue is the substantial increase in the volume of gambling advertisements within the state. This surge in advertising has raised concerns about the potential impact on the community, including issues related to responsible gaming and the potential for excessive exposure to gambling-related content.

Public Concerns About Misleading and Youth-Accessible Advertising: The second issue is the considerable public concern regarding gambling advertising that is either misleading or might be seen by children. This concern reflects worries about the ethical and social implications of such advertisements, particularly in the context of sports betting.

Providing Useful Data to Regulators: While the regulations themselves should be enough to assuage these worries, this project will provide objective evidence from an outside source that the regulations are being followed by gambling operators. It will also give the regulators insight into regulations that are not being followed, and provide specific data and examples that can be used to inform future regulations and regulatory actions.

3) Provide detailed goals and objectives, a list of activities and an anticipated timeline for each project goal or milestone.

The project unfolds over a 12-month timeline following the receipt of funds, divided into three stages:

Stage 1 (Months 1-3) focuses on securing suitable advertising databases and crafting clear regulatory definitions. Anticipated milestones include data access and definition finalization by the end of the third month.

Stage 2 (Months 4-6) involves translating definitions into database queries, selecting sample ads, and coding them based on defined criteria. Milestones include query readiness by the end of the fifth month and sample coding completion by the end of the sixth month.

Stage 3 (Months 7-12) entails analyzing query results, compiling a comprehensive report, and finalizing it, including examples and edge cases. The final report will be delivered to the commission by the end of the 12-month period.

Through this systematic approach, the project aims to provide valuable insights into compliance with sports betting advertising regulations, facilitating informed policy decisions in Colorado while ensuring responsible and transparent advertising practices in the growing gambling industry.

Attach supplemental information or supporting documentation if more room is needed.

Describe any collaborations the organization plans to engage within the implementation of the grant funding

Kindbridge Research Institute plans to collaborate with two prominent partners, Vivvix (formerly Kantar) and Nielsen, to obtain the necessary data for the successful execution of the project.

Collaboration with Vivvix (formerly Kantar): Vivvix is a renowned data and insights company, and their involvement in the project is essential for providing access to high-quality advertising databases. The collaboration involves licensing access to Vivvix's data sources, which are contain valuable information on television advertising in Colorado. This partnership enables the project to acquire the comprehensive and reliable data required to assess compliance with sports betting advertising regulations effectively. Vivvix's expertise in data analytics and advertising insights will play a crucial role in ensuring the project's success.

Collaboration with Nielsen: Nielsen is a well-established global measurement and data analytics company with extensive experience in media monitoring and audience measurement. The organization's collaboration with Nielsen leverages Nielsen's expertise in media data and analytics to enhance the project's applicability to Colorado regulations. Nielsen's involvement will ensure KRI is able to answer specific questions about the age-ranges of audiences watching television programs.

These collaborations demonstrate the organization's commitment to leveraging the strengths and resources of reputable partners in the field of data analytics and advertising insights. By working closely with Vivvix and Nielsen, KRI aims to enhance the project's ability to access high-quality data, analyze it effectively, and provide valuable insights into sports betting advertising compliance in Colorado.

Attach supplemental information or supporting documentation if more room is needed.

Explain why the organization is approaching the issue and/or opportunity in this way.

Kindbridge Research Institute (KRI), is addressing the issue of gambling advertising through this method for several reasons. Firstly, gambling advertising has emerged as a topic of substantial concern, capturing widespread attention in the media and among political circles. The surge in gambling ads has sparked ethical, societal, and regulatory discussions, necessitating a comprehensive examination of its impact.

Secondly, the project takes a direct approach by posing a fundamental question: is television advertising in Colorado adhering to state regulations, specifically the pertinent sub-sections of Rule 9? By focusing on this fundamental aspect of compliance, KRI aims to provide a clear, baseline assessment of the current state of affairs in the gambling advertising landscape. This approach is essential as it forms the basis for any further discussions or actions related to advertising regulation.

Thirdly, the data provided by this project will equip the commission with invaluable insights to make informed decisions regarding future regulations and enforcement actions. By meticulously evaluating compliance levels, the commission will be empowered to tailor regulations effectively, promoting responsible advertising practices and addressing any identified shortcomings.

Lastly, the answers generated by this project hold the potential to ripple beyond Colorado's borders. As other states grapple with similar concerns regarding gambling advertising, the findings and regulatory approaches pioneered by Colorado will serve as a blueprint for other jurisdictions. Therefore, KRI's methodology not only addresses a pressing local issue but also contributes to shaping the broader landscape of advertising regulation in the United States. This comprehensive and foundational approach ensures that the organization's efforts have a far-reaching and enduring impact.

Attach supplemental information or supporting documentation if more room is needed.

Describe how the organization measures impact. If this is a program request, describe how the impact is measured for the program that is the subject of this proposal

KRI employs a multifaceted approach to measure the impact of its initiatives, particularly concerning the program which focuses on assessing compliance with Colorado's gaming advertising regulations. Impact measurement is divided into short to mid-term and long-term categories.

Short to Mid-Term Impact Measurement:
1. **Compliance Metrics:** In the short to mid-term, the organization measures impact by quantifying compliance rates with Colorado's gaming regulations among television advertisements. This involves tracking the extent to which advertisements align with the stipulated rules and assessing any improvements or adjustments made in response to findings.

2. **Ad Content Analysis:** Additionally, short to mid-term impact measurement includes content analysis of advertisements to gauge the prevalence of misleading or problematic content. The number of instances of non-compliant advertising practices is recorded. This provides insights into the immediate impact on the quality and appropriateness of advertising content.

Long-Term Impact Measurement by KRI:
1. **Cross-State Comparisons:** Long-term impact is evaluated by comparing Colorado's advertising regulations and compliance with those of other states. This highlights areas where Colorado's approach may serve as a model for responsible advertising practices regionally and nationally.

2 **Long-Term Trends:** Impact is also assessed by analyzing long-term trends in gambling advertising practices, reflecting the sustained influence of the project's findings and recommendations on the industry's behavior and regulatory landscape. Long-term data trends provide insights into the enduring impact of the organization's work on advertising practices and policies.

Long-Term Impact Measurement Options for Colorado:
These measures can be monitored by Colorado at the regulator's discression.

1. **Reduction in Non-Compliance:** Over the longer term, Colorado regulators may assess impact by monitoring the reduction in instances of non-compliance with gaming advertising regulations. This reflects the sustained influence of the project on industry practices and regulatory enforcement.

2. **Enforcement Actions:** Impact is assessed by monitoring the number and effectiveness of enforcement actions taken against non-compliant advertisers. This reflects the project's role in reinforcing regulatory compliance and long-term changes in enforcement practices.

3. **Complaints and Feedback:** The organization continuously tracks the volume and nature of complaints and feedback related to advertising practices, reflecting the long-term evolution of public engagement and responsiveness to advertising regulations.

Attach supplemental information or supporting documentation if more room is needed.

List any prior grant funding received from the Division of Gaming/CLGCC, including amounts and dates.

Prior grant funding was awarded in the 2023 round of Colorado DGE Responsible Gaming Grants for the following projects:

- Strategic Approaches to Gambling Expansion: A Review of Gambling Treatment Quality and Availability in Colorado - $260,000.

- Colorado Military Problem Gambling Research, Education and Recovery Program - $362,700.

- Colorado Athlete Wellbeing Program - $215,389.

Projects are currently on-going, a progress report was provided in June 2023, a mid-way report was provided in September 2023 and a close out report will be provided in February 2024.

Attach supplemental information or supporting documentation if more room is needed.

Describe any anticipated challenges facing the implementation of the proposed project and the organization's plan for addressing those challenges.

1. **Data Access and Quality:** One of the primary challenges anticipated in this project is ensuring timely access to high-quality advertising data from our partners, Vivvix and Nielsen. To address this challenge, we have established a robust working relationship with our data providers. Additionally, we have implemented stringent data quality checks to maintain the accuracy and integrity of the data we receive. This proactive approach allows us to address any data access issues promptly and ensures that our analyses are based on reliable data.

2. **Sample Representation:** Selecting a representative sample of advertisements that accurately reflects the diverse landscape of gambling advertising can be challenging. To tackle this issue, we are employing statistically sound sampling techniques. There is a cost associated with each advertisement we pull complete demographic data on, leading to the necessity to balance a sufficiently large sample size with cost constraints.

3. **Technical Challenges:** Technical issues related to data analysis and ad content review can potentially impede progress. To address this challenge, we have a technical team within our project including outside experts on advertising and gambling harm in children. This team is responsible for troubleshooting and resolving any technical challenges that may arise during implementation. We also have a commitment to continuous improvement, regularly updating and enhancing our data collection and analysis tools to mitigate potential technical obstacles.

4. **Interpretation of Results:** Ensuring that the results and recommendations are accurately interpreted and effectively communicated to the commission is vital. To overcome this challenge, we have engaged experts in data analysis and interpretation. These experts play a critical role in providing a comprehensive understanding of our findings. Moreover, we prioritize clear and concise reporting using plain language to facilitate comprehension by both the commission and the broader public. This approach ensures that our results are effectively translated into actionable recommendations.

Attach supplemental information or supporting documentation if more room is needed.

How will the project be sustained after the end of the grant period?

Firstly, this project serves as a comprehensive one-time review of gambling advertising compliance with state regulations. If, upon completion, it is found that the vast majority of ads are in compliance and that the industry has adapted to the regulations effectively, there may be no immediate need for continuous, resource-intensive monitoring. The success of the project in establishing clear definitions, technical infrastructure, and best practices may render ongoing assessments unnecessary.

Secondly, should the state regulatory board wish to pursue ongoing monitoring, this project lays the groundwork for cost-effective and efficient future efforts. By creating well-defined compliance definitions and technical infrastructure, subsequent monitoring becomes considerably less expensive and resource-intensive. The initial investment in infrastructure, database queries, and compliance assessment tools significantly reduces the financial burden of continuous monitoring.

In this way, the project not only addresses the immediate need for compliance assessment but also lays the foundation for a cost-efficient and sustainable approach to monitoring should it be required in the future. This approach ensures that resources are utilized efficiently, focusing on compliance issues as they arise, rather than expending unnecessary resources on continuous monitoring when it may not be warranted.

Finally, after the grant period concludes, the project could maintain financial support through the enforcement of regulatory penalties for ads that do not comply with state regulations. By implementing a robust and well-publicized penalty system, the project can create a self-sustaining model. Advertisers who violate the regulations can be subject to fines, which will serve as a source of revenue.

Furthermore, these penalties can act as a deterrent, encouraging advertisers to adhere to the regulations proactively. The project can collaborate closely with the regulatory authorities to ensure that the penalty system is efficiently enforced. Revenue generated from penalties can be reinvested into the project, funding ongoing compliance assessments and educational initiatives.

This approach not only sustains the project financially but also reinforces the importance of responsible advertising practices within the gambling industry. It aligns the interests of advertisers with compliance, ensuring a long-term commitment to regulatory adherence and, in turn, project sustainability.

Attach supplemental information or supporting documentation if more room is needed.

Describe how the organization plans to evaluate the results of requested funding, project or program

1. **Regulatory Review and Definitions:** The first checkpoint involves a thorough review of the existing regulations governing gambling advertising in Colorado. From these regulations, the organization will derive a clear and precise set of definitions. These definitions will serve as the foundation for the subsequent phases of the project, ensuring alignment with the regulatory framework.

2. **Functionality within the Ad Database:** The second checkpoint assesses the functionality of the definitions within the advertising database. The organization will execute queries using the defined criteria to review the data set of advertisements. This step will determine whether the definitions effectively capture and identify compliant and non-compliant ads within the database.

3. **Consistency and Reliability:** The third checkpoint focuses on the consistency and reliability of the definitions in both the database and the content review process. The organization will evaluate whether the definitions consistently perform as intended, ensuring that the review process is reliable and replicable.

4. **Final Report Assessment:** The final checkpoint involves an evaluation of the project's ultimate deliverable: the final report. This report will be thoroughly scrutinized to determine if it successfully addresses the questions outlined in the initial proposal. It will be assessed for completeness, accuracy, and its ability to provide actionable insights to the commission.

By adhering to these four checkpoints, the organization ensures a systematic and thorough evaluation of the project's results. This approach not only guarantees the project's success but also validates its capacity to deliver meaningful outcomes and contribute to the improvement of responsible gambling advertising practices in Colorado.

Attach supplemental information or supporting documentation if more room is needed.

Financial Planning

Attachments

Submit a detailed Project Budget outlining program expenses for the amount requested. Any partner or contracted agencies listed in the implementation of the project must be included in this section with detailed information on the amount and line item expenses from the funding going to the contracting agency.

Required Attachments

Submit a list of other sources of income supporting the proposed project

All applications requesting funding for marketing or advertising must submit a detailed budget and marketing plan as an attachment.

For organizations operating under a fiscal sponsor, submit the memorandum of understanding or the contract between the organization and the fiscal agent/fiscal sponsor.

Source Income Table

(a) Government Agencies, Institutions of Higher Education and other applicants not categorized as a 501(c)(3) non-profit organization submit an organizational budget that shows sources of income

(b) Complete for 501(c)(3) non-profit agencies: the table below for the organization as a whole, based on the most recently completed fiscal year. Categories may be modified to fit your organization's funding sources.

Percentage Funding Sources (for 501c3 nonprofit organizations)

Government grants (federal, state, county, local)	40 %
Government Contracts	0 %
Foundations	10 %
Business	30 %
Events	0 %
Individual Contributions	10 %
Fees/earned income	0 %
Workplace giving campaigns	5 %
In-kind contributions	5 %
Other	0 %
Total (must equal 100%)	100 %

Financial Information Section			
Organization Budget for fiscal year $1,250,000	Fiscal Year Date 12/31	Income $1,250,000	Expenses $1,250,000
For Project/Program Requests:			
Program Budget $288,990	Dates of budget period 3/24 - 2/25	Income $288,990	Expenses $288,990
Name of Person Responsible for Financial Reporting Trent Lambert		Name of Financial Institution where funds will be deposited Bank of America	

Attachments

Applicants need to submit the following required documents as attachments to their application:

Proof of IRS Federal Tax Exempt Status dated within the last five years (also called a Letter of Determination.)

(Optional) *Applicants may submit up to three additional attachments, no longer than four pages each, as supporting documentation for the application request.*

List of Attachments

1.	IRS Letter of Determination
2.	KRI Reference List
3.	Letter of Support from Serena King, PhD Hamline University

Acknowledgments

By signing below, I acknowledge the following:

The grant applicant or if the applicant is a nonprofit, that the applicant and any board members are not fundamentally opposed to gaming; and

The grant applicant or any associated staff or board members of the grant applicant does not have, to their knowledge, any litigation, or charges against them related to gaming activities; and

The grant applicant or if the applicant is a nonprofit, that the applicant and/or a majority of board members are not affiliated with a person licensed under article 44-30; and

The grant applicant will use grant money only for the purpose for which the grant money was awarded; and

The information contained in this application is true and correct to the best of my ability.

Signature	Date
Dr. Nathan Smith	11/28/2023