



COLORADO
TOURISM OFFICE

FY24 Tourism Marketing Matching Grant Application Questions

Eligibility

If you answer yes to all the questions below, please continue the application. If you answer no to any questions below, you are not eligible and should not continue.

- The applicant is a registered nonprofit destination organization, registered nonprofit tourism industry association, or government entity in Colorado engaged in tourism promotion
- The proposed project only includes eligible marketing-related expenses (employee salaries, general operating expenses, and signage expenses are examples of non-eligible expenses).
- The applicant organization can demonstrate the required cash match (in-kind contributions while valuable do not count toward the required cash match).

Organization Name and Contact Info

Please provide all the requested information for the applicant organization below. The applicant organization listed must be the legal entity assuming financial and reporting responsibilities for the application. Review the complete [grant guidelines](#) for applicant eligibility requirements.

- Lead Applicant (the legal entity which will be assuming financial and reporting responsibility for the project should be the lead applicant)
- Applicant Website
- Applicant Address
- Applicant City
- Applicant State
- Applicant Zip Code
- Applicant County
- Applicant Phone
- Does your organization operate under the guidance of a Board?
- If you answered yes to the previous question, please list your current Board of Directors along with their affiliations as well as the board title, if applicable. (1,000 character limit)
- Application Contact First Name (Must be an employee, board member, or appointed lodging tax panel member of the lead applicant)
- Application Contact Last Name ((Must be an employee, board member, or appointed lodging tax panel member of the lead applicant)
- Applicant Contact Email

Type of Applicant

An organization must identify what category it is applying under. The definition of each category is listed below.

Destination Organization Applicant - A registered non-profit destination organization, or other nonprofit tourism leadership organization that is responsible for promoting tourism on behalf of a destination.

Destination Organization Partnership Applicant - This category is defined as two or more Colorado destination organizations (as defined above), engaged in Colorado tourism marketing and promotion.

Government Entity Applicant - A government entity in Colorado (state entities, local governments, and federally recognized tribes) engaged in tourism promotion

Tourism Industry Association Applicant - A registered nonprofit trade organization that represents a collection of

tourism businesses within one or more tourism-related business sectors.

- Type of Applicant (select one)
 - Destination Organization
 - Destination Organization Partnership
 - Government Entity
 - Tourism Industry Association
- Please list any confirmed partners for this project. (1,000 character limit)

Project Overview (30%)

Provide an overview of the campaign or project, including the requested grant amount. Your request needs to have a funding ratio of 1-to-2 non-grant funding to grant funding. For example, if you request a grant of \$40,000, you need to have at least \$20,000 in other funding.

[CTO Strategic Pillar](#)

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise noted.

- Campaign or Project Title (250 character limit)
- Grant Request Amount:
- Recipient Match Amount:
- Total Project Budget:
- With which CTO Strategic Pillar does this project align?
 - economic vitality
 - destination stewardship (including diversity, equity, & inclusion)
- What do you plan to market with grant funding? Please include the destination(s), industry sector activity, or experience being promoted.
- Provide a brief overview of the situation/marketplace and why this funding is needed.
- Is the proposed project a new marketing initiative?
 - Yes
 - No
- If you answered “No” above, please explain which project deliverables are new and/or how you are expanding existing marketing efforts into new markets or media.
- Do you have an existing strategy that could be used for this project?
 - Yes, No, To Be Developed, Don't Plan To Develop
- Do you have an existing campaign idea for this project?
 - Yes, No, To Be Developed, Don't Plan To Develop
- Do you have an existing brand book that could be used for this project?
 - Yes, No, To Be Developed, Don't Plan To Develop
- Do you have any existing photography, videography, and/or creative assets that could be used for this project?
 - Yes, No, To Be Developed, Don't Plan To Develop

Marketing Plan (35%)

Write a detailed description of the marketing plan, including objectives, tactics, target audience, and KPIs. Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise noted.

*Applicants must also provide a detailed timeline to include all tactics, key milestones, and associated deliverables outlined in the marketing and promotional campaign to show how the campaign will be carried out. As a note, **deliverables** must undergo a design review by the CTO **before they can be finalized**. See [grant guidelines](#) for more detail and please keep in mind the review time when creating the timeline.*

- Describe your target audience. Please be detailed and include as much demographic information as possible, such as age (ex. adults 25-65), geographic information (ex. Texas, Southern Colorado), activity interests (ex. skiers, hikers), marital status/family (ex. adults with children in the home), etc. (2,500 character limit)
- What is/are the measurable objective(s)?
- Detail the tactics you will use to achieve the objective(s) detailed above. Include specific KPI goals for each tactic employed in your project or campaign. If available, include current KPIs as a benchmark.
- Project Budget (5 MB File Size Limit) Download file, complete, and then upload. Label budget file in this format: OrgName_Budget
- Project Timeline: All anticipated start and end months must fall between 1/1/23 and 12/31/23. All tactics/eligible opportunities listed in the previous question should be included in the timeline. Label timeline file in this format: OgName_Timeline

Expected Impact (20%)

Explain how the marketing and promotional campaign will provide measurable tourism impact and support the [CTO Strategic Pillars](#). Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise noted.

- For Economic Vitality marketing projects, explain how the project supports the Economic Vitality Strategic Pillar to ensure a robust tourism economy throughout Colorado. Include program ROI.
- For Destination Stewardship marketing projects, explain how the project supports the Destination Stewardship Strategic Pillar. Include how the project directly ties to the Do Colorado Right campaign or how it supports inclusiveness. Include ROI if applicable.

Implementation Capacity (15%)

Use this section to demonstrate your organization's ability to successfully manage and complete the campaign/project.

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- Describe your organization's ability and capacity to successfully manage and complete the campaign/project, listing key marketing resources and partners (internal or external).
- List all matching cash fund contributors and the amount contributed. A letter of commitment is required from all listed including the applicant organization.

Supporting Documents

Letters of Commitment: Please combine all letters of commitment into one PDF document. The application must include letters of commitment verifying the match dollars to be contributed.

The Colorado Certificate of Good Standing is required for non-profit entities and must be in PDF format. Required form is available [here](#).

(5MB maximum file size)

- Letters of Commitment- Combine all letters of commitment into one PDF document. Letter(s) of commitment must be on official letterhead and include the amount of cash committed by the organization. Label file in this format: OrgName_Commitment
- Letters of Support - Combine all letters of support into one PDF document. (a minimum of two letters of support are required from community partners and/or tourism industry partners). Label file in this format: OrgName_Support
- Certificate of Good Standing Government entities are exempt from this; however, in order to submit the application, upload a document stating that you are exempt and why. Must be dated within the last 3 months.

- Label file in this format: OrgName_Certificate
- Optional Miscellaneous Attachments

Attestation

Please download and review the Small Dollar Grant Terms and Conditions [document](#).

- I agree that I have not and will not seek duplicative benefits from any source for these same expenses.
- I agree that the provided information is correct and complete to the best of my knowledge.
- I have read and agree to the small-dollar grant award terms and conditions.