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# FY26 TOURISM MARKETING GRANT APPLICATION QUESTIONS

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## 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.

**Question:** The applicant is one of the following:

- a Colorado destination marketing organization (DMO) - the CTO defines a DMO as a registered nonprofit destination organization, federally recognized tribe, or local government entity that typically is the recipient of jurisdictional lodging tax revenue and serves as the lead for year-round tourism promotion and development efforts in a destination.
- a Colorado statewide tourism industry trade association - a registered nonprofit trade organization that represents a collection of tourism businesses statewide within a tourism related business sector. Associations must represent a market-ready product of experience and be statewide (where it exists) in approach.

**Question:** The project budget only includes eligible expenses (employee salaries, general operating expenses, and food and beverage expenses are examples of non-eligible expenses).

**Question:** The applicant organization can demonstrate the required cash match at the time of application (in-kind contributions while valuable do not count toward the required cash match).

**Question:** I have read the [Grant Guidelines](#).

## Applicant Organization Information

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.

**Question:** Applicant Name (association or destination marketing organization name listed must match the legal name as shown on a W9 of the entity assuming financial and reporting responsibility for the project)

**Question:** *Optional:* If the applicant organization is a lodging tax board, committee, or panel that uses a Doing Business As (DBA), please list that here.

**Question:** Applicant Street Address

**Question:** Applicant City

**Question:** Applicant State

**Question:** Applicant Zip Code

**Question:** Applicant County

**Question:** *Optional:* Applicant Website

**Question:** Applicant Phone

**Question:** Does your organization operate under the guidance of a Board?

- Yes
- No

**Question:** Please list your current Board of Directors along with their professional affiliations as well as the board title (designation of a board member's position, such as "President," "Secretary," or "Treasurer), if applicable. *(1,000 character limit)*

**Question:** Application Contact First Name (Must be an employee, board member, or appointed lodging tax panel member of the lead applicant. Contact must have an online portal account)

**Question:** Application Contact Last Name (Must be an employee, board member, or appointed lodging tax panel member of the lead applicant. Contact must have an online portal account)

**Question:** 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 Marketing Organization Applicant* - a Colorado registered nonprofit destination organization, federally recognized tribe, or local government entity that typically is the recipient of jurisdictional lodging tax revenue and serves as the lead for year-round tourism promotion and development efforts in a destination. Destination marketing organizations include:

- chambers of commerce or chamber resort associations
- destination marketing organizations (e.g. Convention & Visitors Bureau)
- federally recognized tribes or local government entities
- lodging tax boards, committees, or panels

*Destination Marketing Organization Partnership Applicant* - This category is defined as two or more Colorado destination marketing organizations (as defined above).

*Statewide Tourism Industry Trade Association Applicant* - A registered nonprofit trade organization that represents a collection of tourism businesses statewide within a tourism-related business sector. Associations must represent a market-ready product or experience and be statewide (where it exists) in approach.

**Question:** Type of Applicant (*select one*)

- Destination Marketing Organization
- Destination Marketing Organization Partnership
- Statewide Tourism Industry Trade Association

**Question:** Choose which of the below best describes your Destination Marketing Organization (choose one)

- chambers of commerce or chamber resort association
- destination marketing organization (e.g. Convention & Visitors Bureau)
- federally recognized tribe or local government entity
- lodging tax board, committee, or panel

**Question:** Please list the confirmed destination organization partners for this project (please do not include potential vendors or contractors here). *(1,000 character limit)*

## Project Overview

Provide an overview of the project, including the requested grant amount. CTO will award grants on a competitive basis and require matching funds at every level of funding.

- **\$2,500 - \$20,000** 4:1 match (For example, if you request a grant of \$10,000, you need to have at least \$2,500 in other funding)
- **\$20,001 - \$49,000** 2:1 match (For example, if you request a grant of \$40,000, you need to have at least \$20,000 in other funding)

The FY26 Tourism Marketing Grant Program will prioritize funding for marketing campaigns and initiatives that promote Colorado's diverse heritage and cultures, and share those uniquely Colorado stories and experiences. This focus aims to boost tourism during the national commemoration of America's 250th anniversary and Colorado's sesquicentennial and supports the work of the [America 250 - Colorado 150 Commission](#). Additionally, bonus points are available for projects that incorporate the [America 250 - Colorado 150 brand and/or logo](#).

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

**Question:** Marketing Campaign or Initiative Project Title *(250 character limit)*

**Question:** For which eligible use category is your organization requesting funding *(choose one)*:

- tourism marketing campaign
- tourism marketing research
- tourism marketing strategy
- trade show attendance
- website refresh or restructure
- other: \_\_\_\_\_

**Question:** If "other" was selected, please explain.

**Question:** Choose which of the below best describes your project (*choose one*):

- domestic tourism promotion (general)
- inclusive and/or accessible tourism promotion
- international tourism promotion (general)
- responsible tourism marketing promotion or education (i.e., Do Colorado Right)

**Question:** Does the project support the work of the America 250 - Colorado 150 Commission?

- Yes
- No

**Question:** Provide a detailed description of the project for which funding is requested.

**Question:** List the deliverables (e.g. signage, surveys, web pages, kiosk, etc) to be created as part of the project.

**Question:** Is the project an all new marketing campaign or initiative for your destination or industry?

- Yes
- No

**Question:** Please explain which project deliverables are new and/or how you are expanding existing marketing efforts.

**Question:** Grant Request Amount:

**Question:** Recipient Match Amount:

**Question:** Total Project Budget:

**Question:** How does this project inform the visitor about Colorado's history, stories or culture, support the work of the America 250 - Colorado 150 Commission and celebrate this milestone?

**Question:** Will your project incorporate the America 250 - Colorado 150 brand and logo?

- Yes
- No

**Question:** Briefly explain how you will integrate the CO 250/150 brand and/or logo in your project.

**Question:** What do you plan to market with grant funding? Please include the destination(s), industry sector activity, or experience being promoted.

**Question:** Do you have any of the following existing items that could be used for this project? (*Select all that apply*)

- Strategy
- Campaign idea
- Brand book
- Photography, videography, and/or creative assets

- None of the above

**Question:** Do you plan to develop the following items to be used for this project? (*Select all that apply*)

- Strategy
- Campaign idea
- Brand book
- Photography, videography, and/or creative assets
- None of the above

## Project Plan

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

**Question:** 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)

**Question:** What is/are the measurable objective(s)?

**Question:** Detail the tactics you will use to achieve the objective(s) detailed above. Include specific KPI goals for each tactic employed in your project. If available, include current KPIs as a benchmark.

**Question:** Project Budget (5 MB File Size Limit) Download file, complete, and then upload. Label budget file in this format: OrgName\_Budget

**Question:** Project Timeline: All anticipated start and end months must fall between 1/1/26 and 12/31/26. All tactics/eligible opportunities listed in the previous question should be included in the timeline. Label timeline file in this format: OgName\_Timeline

## Demonstrated Need

Use this section to describe why the project is needed now and how it strengthens your destination or industry association.

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

**Question:** Describe why the project is needed, including why it is needed now, and how the project strengthens your destination or industry association. Provide a brief overview of the situation/marketplace if applicable.

## Expected Impact and Tourism Benefits

Explain how the project will provide measurable tourism impact and support the CTO Marketing and International Program Goals.

*Each narrative question text box allows up to 5,000 characters (including spaces and*

*punctuation) unless otherwise stated.*

**Question:** Which CTO Marketing or International Program goal does your project most align (choose one)

- a. Strengthen Colorado's statewide economic growth and advance the state's competitive position.
- b. Create general awareness of Colorado as a four-season premier travel destination.
- c. Increase the average length of stay of overseas visitors to Colorado
- d. Recover the amount of travel spend by international visitors to Colorado.
- e. Generate coverage of Colorado in magazines, TV, radio and newspapers, and digital outlets internationally.
- f. Promote and educate on responsible travel and destination stewardship.
- g. Strive to ensure all feel represented and welcome in Colorado.

**Question:** Explain how the project supports Colorado's economic growth to ensure a robust tourism economy throughout Colorado. Include program ROI.

**Question:** Explain how the project supports responsible tourism including how the project directly ties to the Do Colorado Right campaign or how the project supports inclusiveness to welcome all travelers. Include ROI if applicable.

## Implementation Capacity

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

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

**Question:** Describe your organization's capacity to successfully manage and complete the proposed project. Identify staff and any additional project partners (including vendors). Describe their experience and share their roles in executing the project.

**Question:** List all matching cash fund contributors and the amount contributed. A letter of commitment is required from all listed including the applicant organization.

**Question:** *Optional:* Describe any support that you may need from the Colorado Tourism Office to implement the proposed project.

**Question:** *Optional:* Describe any barriers that might inhibit your ability to implement the proposed project.

## Supporting Documents

The Colorado Certificate of Good Standing is required for nonprofit entities and must be in PDF format. Required form is available on the [Secretary of State's website](#). Government entities are exempt.

**Question:** Upload: Current Good Standing Certificate from the CO Secretary of State. Must be

dated within the last 3 months. Label file in this format: OrgName\_Certificate

*Letters of Commitment (LOC)*: The application must include letters of commitment from all appropriate entities (including the applicant organization) providing matching cash funds verifying the match dollars to be contributed. Please combine all letters of commitment into one PDF document. Letters of Commitment are not the same as Letters of Support.

**Question:** Upload: 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 are not the same as Letters of Commitment. Letters of Support should be from organizations and or individuals other than the applicant.

**Question:** Upload: 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

**Question:** (*Optional*): Miscellaneous Attachments: Provide any supporting materials that you believe the review committee may find valuable when reviewing the application (examples include: quotes showing advertising costs; current target markets/demographics; bids or proposals from contractors).

## Attestation

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

- 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 agree that I have read [HB21-1110](#) and understand my responsibilities in regard to accessibility.
- I have read and agree to the small-dollar grant award terms and conditions.