Reimagine Destinations Program Overview
The Reimagine Destinations program supports Colorado tourism destinations to advance tourism projects that foster long-term industry resilience. Up to 24 Colorado tourism destinations will be selected to participate in the Reimagine Destinations programs.

Awarded destinations will receive:
- a destination assessment
- a full-day community visioning and action planning workshop
- 100 hours of free consulting to implement priority tactics that are identified during the workshop
- $20,000 in Colorado Tourism Office direct marketing support (no match required)

Program Timeline:
- May 3, 2022: program applications open
- June 7, 2022 at 4 p.m. (MDT): application deadline
- July 7, 2022: destinations are awarded programming
- August 2022: work on the destination assessments begin
- September 2022 - December 2022: workshops are hosted
- November 2022 - January 2023: 100 hours of free consulting begins

Destination Application Letter of Intent (LOI):
Although not required, we encourage interested applicants to submit a brief LOI prior to completing a full application so that CTO staff can learn more about what your destination hopes to achieve through participation in the Reimagine Destinations Program. Access the LOI form here.

https://forms.gle/8QJF1A5JaCP6rftf8

Selection Process
A panel of industry partners and Colorado Tourism office staff reviews applications and recommends awards based on an understanding of destination priorities and capacity to participate. A representative from the Colorado Tourism Office will respond to your application within one month of the application deadline.

Questions?
For programming questions, contact Andrew Grossmann, Director of Destination Development, at andrew.grossmann@state.co.us.

For technical issues (login/registration on OEDIT portal) contact Sami Wells at sami.wells@state.co.us

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Section One: APPLICANT INFORMATION
Please provide all the requested contact information below. The organization name listed must be an eligible applicant.

Eligible applicants include:
Eligible Colorado destination organizations include:
- recipients of jurisdictional lodging taxes, such as:

- destination marketing organizations
- lodging tax boards, committees, or panels
- other tourism leadership organizations that are responsible for developing, promoting, and managing tourism on behalf of a destination that does not have a lodging tax, such as:
  - chambers of commerce or chamber resort associations
  - local county or city governments

The applicant contact must be an employee or board member of the applying organization.

1. First Name

2. Last Name

3. Organization

4. Phone

5. Mailing Address

6. Email Address

Section Two: DESTINATION DESCRIPTION

The CTO requires that each applying destination identifies one or more local tourism champions to serve as the lead applicant for the application. As a condition of selection to participate in a program, these local tourism champions are responsible for approximately 50 hours of work between July 2022 to June 2023. Roles and responsibilities of the lead applicant include:

- participation in preparation and planning, including providing current data and information on barriers and opportunities for advancing tourism within their destination

- outreach and coordination of tourism stakeholders within their destination

- event planning support for the full-day workshop, such as venue and catering logistics

- ongoing leadership within their destination to implement a destination resilience action plan

When appropriate, lead applicants for destinations should consider additional tourism leadership organizations from adjacent destinations to collaborate with.

Destinations that include gateway communities to public land units should have land management representation on the core team, or have their written support to include those public land units in the program.

Narrative questions have a 5,000 character limit.

1. In which tourism region are the destinations included in the application primarily located
   - Canyons & Plains
   - Denver & Cities of the Rockies
   - Mountains & Mesas
   - Mystic San Luis Valley
   - Pikes Peak Wonders
   - Pioneering Plains
   - Rockies Playground
   - The Great West

2. Please list the name, organization, and email for the local tourism champion(s) that will serve as the lead point of contact with the CTO, if different than above. If this is a multi-destination application, please list a champion for each destination.
3. Please briefly describe and list all of the communities included in the destination application.

4. Demonstrate broad community support for this program by listing 4-6 local tourism stakeholders that will serve on a core team that can provide 20 hours of work to support the design and delivery of the program throughout its duration. Include their name, email, organization and community they represent. We encourage core team members to comprise different tourism sectors and/or geographical areas within the destination being proposed.

Section Three: Destination Barriers and Opportunities
The CTO seeks to use the program to support destinations from all areas of our four-corner state, whether they are urban or rural, to foster more resilient tourism economies. Please use this section to inform the CTO about how your destination has been impacted by COVID-19, what your primary goals are, and how you are planning to foster long-term industry resilience through participation in the program.

Narrative questions have a 5,000 character limit.

1. Please select one or more of the shared industry priorities you would like to focus the design and delivery of your program on? [select all that apply]
    a. Advance off-peak tourism opportunities
    b. Advance tourism workforce
    c. Champion the value of tourism
    d. Develop and enhance visitor experience
    e. Diversify and retain tourism funding
    f. Encourage responsible visitation
    g. Foster inclusive travel opportunities
    h. Promote local businesses and experiences
    i. Other: _____

2. Describe the major barriers and opportunities your organization has been working to address in your destination since March 2020.

3. Describe the highest priority needs your destination has to foster a more resilient tourism industry?

4. Describe any priority tourism projects you would like to see implemented in your destination within the next five to ten years.

5. List any ongoing or planned state or federal funding resources or programming you have received that address your priority needs outlined above.

6. What barriers (budget, capacity, community support, etc.) exist within your destination that may hinder the success of the implementation of this program?

7. Does your destination include gateway communities to one or more public land units? If so, please list the names of the units you would like to include into the scope of the delivery of this program.

8. List the estimated tourism budget for the current year (2022) as well as the actual tourism budget for 2019-2021 for all tourism leadership organizations (see eligible applicants in Section One above) included in the application.

Section Four: DESTINATION WORKSHOP & ACTION PLAN IMPLEMENTATION
Please use this section to inform the CTO what resources you and your local partners have to participate in the Reimagine Destinations Program and implement the destination resilience action plan you'll receive upon completion of the full-day workshop.

All awarded applicants will need to secure a workshop venue with at least 25 person capacity at no cost to the CTO and access to AV equipment, such as a screen and a projector.

Narrative questions have a 5,000 character limit.

1. Do you, as the local tourism champion, have the ability to dedicate the time required to support the coordination and execution of programming?
>   Yes
>   No

2. What barriers might exist that would inhibit your ability to dedicate the time needed to support coordination and execution of programming?

3. List one or more venues that you can secure to host the one-day workshop between September 2022 and December 2022.

4. Which of the following months is your destination available to host a workshop that will ensure broad industry and community attendance. Select all that apply.
>   September
>   October
>   November
>   December

5. Are there additional resources (funding, in-kind) in place to support successful implementation of the destination resilience action plan developed through this program?? If so, what are the sources and dollar amount or dollar equivalent?

Section Five: **SUPPORTING DOCUMENTS**
A current Certificate of Good Standing from the Colorado Secretary of State is required and must be in PDF format. Required form [available here](#).

Label file in this format: Applicant Organization_Certificate

Optional: Letters of Support: Please combine all letters of support into one PDF document. Letters of support are not required but applications demonstrating broad community support are more competitive.

Label file in this format: Applicant Organization Name_Letters

Each file upload has a size limit of 5MB. Note: If you are encountering problems uploading a file, shorten the file name.

1. Certificate of Good Standing (5MB File Size Limit) Local municipalities, and city and county governments are exempt from this; however, in order to submit the application, please upload a document stating that you are exempt and why.

2. Optional: Please upload letters of support from supporting individuals and organizations. Letters of support are not required but applications demonstrating broad community support are more competitive