## **Organization/Contact Information**

## *Please provide all the requested contact information below. The organization name listed must be an eligible applicant.*

*Eligible applicants include*

* *Colorado destination organizations*
  + *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, such as:* 
    - *chambers of commerce or chamber resort associations*
* *Colorado tourism industry associations*
  + *registered nonprofit trade organizations that represent a collection of tourism businesses within one or more tourism-related business sectors*
    - *nonprofit trade organizations that do not represent tourism-related business sectors or that provide services only to individuals, though critically important, are not the intended recipients of these programs*
* *government entities in Colorado (state entities, local governments, and federally recognized tribes) engaged in tourism development, promotion, and management*

*Nonprofit trade organizations that do not represent tourism-related business sectors or that provide services only to individuals, though critically important, are not the intended recipients of this grant.*

* Organization Name (association or destination organization name listed must match the legal name as shown on a W9 of the nonprofit organization or government entity receiving grant funds)
* If the applicant organization is a lodging tax board, committee, or panel that uses a Doing Business As (DBA), please list that here
* Organization Address
* Organization City
* Organization State
* Organization Zip Code
* Organization County
* Organization Phone
* Contact First Name
* Contact Last Name
* Contact Email

# Proposed Project Information

## *Provide a general overview of the proposed project, including a summary and the requested grant amount.*

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

* Proposed Project Name
* Provide a detailed description of the proposed project for which funding is requested.
* For which eligible use category is your organization requesting funding:
  + Tourism product development
  + Visitor education programs
  + Tourism workforce development
  + Tourism-related strategic planning
  + Tourism research
  + Infrastructure that directly enhances the visitor experience through increased access/engagement
* Start Date of Proposed Project: (must start on or after May 1, 2023)
* End Date of Proposed Project: (must end on or before April 30, 2024)
* Total Proposed Project Budget:
* Grant Request Amount:

**Budget and Timeline**

* Proposed Project Budget - Upload
* Proposed Project Timeline - Upload (all billable project activities must start on or after May 1, 2023, and end on or before April 30, 2024)

# Alignment to Secondary Criteria

## *Provide additional information about the proposed project and its potential to benefit the Colorado tourism industry. Specific focus should be applied to the secondary criteria being considered for the Tourism Management Grant projects:*

1. *Advance off-peak travel opportunities —* develop a more stable tourism economy by encouraging visitor dispersion geographically, as well as throughout the year and week
2. *Advance tourism workforce —* support frontline staff and tourism industry employees through education, incentives, and benefits
3. *Champion the value of tourism —* raise awareness of the value of the tourism economy, long-term viability of a DMO, and quality of life benefits to public officials, stakeholders, and residents
4. *Develop and enhance visitor experience —* curate and promote experiences and attractions in a way that fosters a more authentic and engaging visitor experience
5. *Encourage responsible and respectful use —* provide education or tools to visitors, residents, and stakeholders on responsible recreation best practices, respecting frontline staff, the importance of the tourism economy, and understanding local culture
6. *Foster inclusive travel opportunities —* ensure all visitors feel welcome and are able to participate in visitor experiences regardless of ability, age, gender, race, and culture
7. *Promote local businesses and experiences —* maximize the economic impact of tourism for local businesses and attractions

*The narrative question text box allows up to 2,500 characters (including spaces and punctuation).*

* How does the proposed project help advance one or more of the secondary criteria?

# Demonstrated Need

## *Use this section to provide a summary of the barriers being addressed or opportunities being realized through the implementation of the proposed project for your destination or industry association.*

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

* Describe why the proposed project is needed for your destination or industry association.

# Organizational Capacity

## *Use this section to demonstrate your organization's ability to successfully manage and complete the proposed project and that you have adequately considered the budget and how to complete the proposed project within the proposed timeline.*

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

* Describe the capacity of your organization and individual roles to successfully implement the proposed project and identify any additional project partners (including vendors) and their individual roles that will be utilized to advance the work plan.
* Describe any support that you may need from the Colorado Tourism Office to implement the proposed project.
* Describe any barriers that might inhibit your ability to implement the proposed project.

# *Supporting Documents*

*Certificate of Good Standing: A Colorado Certificate of Good Standing is required and must be in PDF format. Required form available here:* [*https://www.sos.state.co.us/biz/BusinessEntityCriteria.do*](https://www.sos.state.co.us/biz/BusinessEntityCriteria.do)

* Upload: Current Good Standing Certificate from the CO Secretary of State (5MB File Size Limit) Government entities are exempt from this; however, to submit, applicants who are government entities must upload a document stating that your organization is exempt and why.

*Letters of Commitment: The application must include letters of commitment from all appropriate communities, counties, and organizations listed on the matching cash funds worksheet verifying the match dollars to be contributed.*

* Upload: Letters of Commitment. Please combine all letters of commitment into one PDF document. (5MB File Size Limit)

*Letters of Support: Proposed projects that include public land units should have explicit written support from land management representation.*

*Letters of Support: Proposed projects that include infrastructure projects require a letter of support from the property owner or proof that the applicant owns the property.*

* Upload: Letters of Support. Please combine all letters of support into one PDF document (a minimum of three letters is required). Letters of support should communicate that local support exists and that the proposed project is needed.

**Attestation**

*All applicants must review the Colorado small dollar grant terms and conditions and agree to them below.*

* I certify that the information in this application, including all attachments, is true and correct to the best of my knowledge.
* I have read and agree to the small-dollar grant award terms and conditions.