## **Applicant Organization Information**

*Please provide all the requested contact information below. The applicant organization listed must be an eligible applicant. Review the complete*[***grant guidelines***](https://oedit.colorado.gov/tourism-recovery-marketing-grant)*for eligibility requirements.*

1. Organization Name (Name listed must match the legal name as shown on a W9 of the nonprofit organization or government entity receiving grant funds):
2. If the applicant organization is a lodging tax board, committee, or panel that uses a Doing Business As (DBA), please list that here:
3. Entity Type (checklist)
   1. city or other political subdivision of the State,
   2. non-profit organization
   3. economic development district organization
   4. Indian tribe or a consortium of Indian tribes
4. Organization Address:
5. Organization City:
6. Organization State:
7. Organization Zip Code:
8. Organization County:
9. Organization Phone:
10. Organization Taxpayer ID # (TIN):
11. Organization Unique Entity Identifier (UEI):

*Subrecipients must be registered and active in SAM.gov before an award can be made.*

1. SAM.gov VERIFICATION UPLOAD New/Renewing Orgs: proof of registration (email confirmation); Active Orgs: screen capture of SAM.gov showing active account
2. Organization Primary Contact First Name (Must be an employee, board member, or appointed member of the lead organization):
3. Organization Primary Contact Last Name (Must be an employee, board member, or appointed member of the lead organization):
4. Organization Primary Contact Email:

# **Proposed Marketing Campaign Information**

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

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

1. Proposed Campaign Name:
2. Estimated Start Date of Proposed Campaign:
3. Estimated End Date of Proposed Campaign:
4. Applicant Organization's estimated FY2022 annual marketing budget:
5. Applicant Organization’s annual marketing budget for FY2021, FY2020, and FY2019
6. Total Proposed Campaign Budget:
7. Grant Request Amount:
8. Recipient Match Amount:
9. Will the campaign receive any additional funding support from municipal, county, state, tribal, or federal levels?
10. If you answered YES to the question above, please describe the other sources of funding assistance.

**Strength of Tourism Recovery-Focused Marketing Campaign**

*Write a detailed description of the proposed campaign, including campaign strategy, objectives, tactics, target audience, and KPIs.*

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

1. Please provide a situation analysis for the proposed marketing campaign idea.
2. Detail the proposed marketing strategy for addressing the situation and describe the campaign for which funding is requested. Include how it will aid economic recovery in your destination. Include your target market.
3. List the objectives of the campaign for which funding is requested. What tactics or action steps will be employed to reach your marketing goals? Include KPIs.
4. File Upload: Brand Book or Positioning, if available (PDF preferred format)
5. If no brand book or positioning is submitted, please detail how you will differentiate your brand from the competition?
6. Please identify how this campaign reinforces and strengthens the Colorado brand.

**Demonstrated Need**

*Explain the impacts of the pandemic on the travel and tourism industry in your destination and the economic recovery needs. Include the most recent data.*

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

1. Describe how your destination was negatively impacted by the COVID-19 pandemic. Please include specific data and other evidence of the economic impact such as the number of jobs lost, lost revenue and ongoing challenges.
2. Explain any other events or factors that have negatively impacted the economic recovery of the travel and tourism industry in your destination.
3. How has your organization responded to the recent economic challenges to date?

**Measurable Tourism Impact**

*Explain how this tourism marketing and promotional campaign will provide measurable tourism impact and aid in the economic recovery of the destination.*

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

1. Explain how the proposed campaign directly responds to the negative impacts of the pandemic and will enhance or expand the economic recovery of the tourism industry in your destination.
2. Describe the proposed campaign's potential economic impact on the state of Colorado and how it directly or indirectly supports and assists businesses in the travel, tourism, and hospitality sectors that were negatively impacted by the pandemic.
3. Describe how you will measure success for this campaign. Please include specific KPI goals for each tactic being employed in your campaign. Please be sure to also include current KPIs as a benchmark.

# **Implementation Capacity**

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

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

1. Describe the capacity of your organization to successfully implement the proposed campaign, listing key internal marketing resources and any external partners (including vendors) that will be utilized to advance the work plan.
2. Describe any barriers that might inhibit your ability to implement the proposed campaign.

**Budget and Timeline**

*Applicants must provide a detailed budget that includes the estimated costs of each project tactic/opportunity. Grant recipients are required to keep the budget updated throughout the lifetime of the grant*

*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*** *will undergo design review by the CTO* ***before they can be finalized****. See program guidelines for more detail and please keep in mind the review time when creating the timeline.*

1. Budget Upload: (5 MB File Size Limit)
2. Timeline Upload: (5 MB File Size Limit) All tactics listed in the previous question should be included in the timeline.

**Supporting Documents**

*Letters of Commitment: Please combine all letters of commitment into one PDF document. 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, including the applicant organization*

*The Colorado Certificate of Good Standing is required for non-profit entities and must be in PDF format. Required form* [*available here*](https://www.sos.state.co.us/biz/BusinessEntityCriteriaExt.do?quitButtonFlg=Y)*.*

*Letter of Support: Nonprofits must provide documentation that the non-profit is acting in cooperation with officials of a political subdivision of the state.*

*Each file upload has a size limit of 5MB.*

1. Letter/s of Commitment - Combine all letters of commitment into one PDF document. (5MB File Size Limit)
2. Miscellaneous Attachments (5MB File Size Limit)

Non-profit entities must provide the additional following documentation:

1. Current Certificate of Good Standing (5MB File Size Limit) Must be dated within the last 3 months.
2. Articles of Incorporation (5MB File Size Limit)
3. Bylaws (5MB File Size Limit)
4. Documentation (letter) from an official of a political subdivision of the state (5MB File Size Limit)

**Attestation**

​​*This Grant opportunity is federally funded, in whole or in part, and all sub-recipients shall comply with the* [Dept. of Commerce Standard Terms and Conditions](https://www.commerce.gov/sites/default/files/2020-11/DOC%20Standard%20Terms%20and%20Conditions%20-%2012%20November%202020%20PDF_0.pdf) *and the Office of Management and Budget (“OMB”) Uniform Guidance procurement regulations located in* [*2 CFR Part 200*](https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200/subpart-D/subject-group-ECFR45ddd4419ad436d?toc=1)*.*

*The OMB federal regulations require sub-recipients to have a written code of conduct, written procurement procedures, and to follow the required method of procurement. The Colorado Office of State Controller has posted online guidance for sub-recipients*

*(see bulleted item titled “Office of State Controller OMB Subrecipient Guidance”) located at:* [*https://www.colorado.gov/pacific/osc/omb-guidance*](https://www.colorado.gov/pacific/osc/omb-guidance)*.*

*Applicants are strongly encouraged to review these federal procurement regulations before applying. If awarded, sub-recipients will need to ensure they meet these requirements before grant agreement execution.*

1. I agree to comply with the [Dept. of Commerce Standard Terms and Conditions](https://www.commerce.gov/sites/default/files/2020-11/DOC%20Standard%20Terms%20and%20Conditions%20-%2012%20November%202020%20PDF_0.pdf).
2. I agree to comply with [2 CFR Part 200](https://www.ecfr.gov/current/title-2/subtitle-A/chapter-II/part-200/subpart-D/subject-group-ECFR45ddd4419ad436d?toc=1) Federal Regulations if awarded.
3. I agree that I have not and will not seek duplicative benefits from any source for these same expenses.
4. I agree that the provided information is correct and complete to the best of my knowledge.