

# Grant Guidelines

## Tourism Recovery Marketing



COLORADO  
TOURISM OFFICE





# TOURISM RECOVERY MARKETING GRANT

## Program Overview

The Colorado Tourism Office (CTO) Tourism Recovery Marketing Grant, funded through an [EDA American Rescue Plan Travel, Tourism, and Outdoor Recreation State Grant](#), provides funding to eligible applicants to support the economic recovery of the travel and tourism industry in Colorado through the execution of tourism marketing and promotional campaigns.

The maximum grant amount is \$500,000 while the required match is 10%. Requests need to have a funding ratio of 1-to-10 non-grant funding to grant funding. For example, a grant request of \$100,000 will need to have at least \$10,000 in other cash funding.

## PROGRAM GOALS

- » To support the economic recovery of the travel and tourism industry in Colorado
- » To attract visitors to Colorado cities and towns that were negatively impacted by the pandemic

## PREFERENCE WILL BE GIVEN:

- » to a proposed marketing and promotional campaign that meets all eligibility requirements, states clear objectives, and includes attainable deliverables
- » to a travel and tourism industry-focused campaign that responds to the negative economic impacts of the pandemic, and is targeted toward increasing travel and tourism to Colorado
- » to a campaign or brand book

demonstrating positioning, brand voice, and/or visual identity

- » to a campaign with measurable metrics and KPIs
- » to a well-planned project timeline and budget
- » to a strong demonstrated economic recovery need

## Eligibility Requirements

### GRANTEE ELIGIBILITY

Funding will be considered only to entities within the travel and tourism industry in Colorado that meet the stated eligibility requirements and demonstrated need as outlined in the grant guidelines.

Eligible applicants need to be:

- » a nonprofit organization responsible for promoting tourism on behalf of a destination, acting in cooperation with officials of a political subdivision of a State,
- » a Colorado city or other political subdivisions of a State,
- » an economic development district organization, or
- » Indian tribes or a consortium of Indian tribes

Individuals and for-profit entities are not eligible to receive funds per EDA's regulation at 13 C.F.R. § 300.3. If the applicant entity has received American Rescue Plan funding for specific recovery tactics, the same tactics cannot receive funding through the Tourism Recovery Marketing Grant.

Only one application per Colorado destination will be accepted for the Tourism Recovery Marketing Grant.

### PROJECT ELIGIBILITY

Eligible projects are city, county, or

regional tourism marketing and promotional campaigns. Messaging must be consistent with CDC guidelines for safe travel.

**NOTE:** Due to statutory restrictions, advertising on behalf of private companies is not permitted.

The list of eligible and ineligible uses of funds applies to both grant funds and an applicant's matching funds.

### ELIGIBLE USE OF FUNDS:

- » creative executions specific to your marketing and promotional campaign:
  - » creative advertising production (print, digital, out-of-home, video, social, and radio)
  - » content development (written, video, or audio)
  - » photography/videography and post-production editing
  - » audio development (radio, podcasts, etc.)
  - » print and collateral (brochures, visitor guides, posters, and maps)
- » marketing executions specific to your marketing and promotional campaign:
  - » media placement (print, digital, out-of-home, television, paid social, and radio)
  - » social media and influencer initiatives (organic)
  - » public relations initiatives
  - » search engine marketing (SEM) initiatives (SEO/paid search)

- » fulfillment costs

#### INELIGIBLE USE OF FUNDS:

- » items for resale or promotional items, including gift cards
- » food or alcoholic beverages

## Application

### APPLICATION PROCESS

#### VERIFY

Verify your eligibility by reading through the guidelines carefully.

#### CONFIRM / REGISTER

Confirm your entity's valid UEI Number with SAM.gov or register with [SAM.gov](https://sam.gov). Existing registered entities can find their Unique Entity ID by following the steps [here](#). Proof of SAM.gov active account (screenshot) or account registration initiation (email confirmation) will be required for application. We understand the SAM.gov account registration process will take time. Applicants must be registered and active in SAM.gov before an award can be made.

#### PREPARE

Prepare your application by reviewing this list of Tourism Recovery Marketing Grant [Application questions](#) and required supporting documents (DOXC).

#### REVIEW

Applicants are strongly encouraged to review federal procurement regulations ([Dept. of Commerce Standard Terms and Conditions](#) and [2 CFR Part 200](#)) prior to submitting an application. If awarded, subrecipients will need to ensure they meet these requirements prior to contract performance.

#### SUBMIT

Submit your full application in the Office of Economic Development &

International Trade (OEDIT) grant portal. Instructions for navigating the grant portal are available.

Applications will be reviewed and status notifications will be sent eight to ten weeks after the application closes.

### APPLICATION QUESTIONS

The application questions can be found on the Tourism Recovery Marketing Grant [Application document](#) (DOXC).

### SUPPORTING DOCUMENTS

- » Detailed budget outlining all marketing and promotional costs for grant purposes and identifying grant and grant recipient cash match amount for all line-item expenses
- » Detailed timeline which includes all milestones and deliverables
- » Letter(s) of Commitment showing evidence of required 10% cash match. Letter(s) of commitment must be on official letterhead and include the amount of cash committed by the organization.

NONPROFITS must also provide:

- » Current Certificate of Good Standing from the [Colorado Secretary of State](#)
- » Bylaws
- » Articles of Incorporation
- » Documentation (letter) that the nonprofit is acting in cooperation with officials of a political subdivision of the State

### MATCHING FUNDS

Applicants must provide evidence of the required 10% cash match – matching dollars may not come from the State's General Fund, Federal funds, Colorado Tourism Office funds, or other grant funds, neither directly received, nor received through a third party. In-kind contributions do not satisfy matching requirements.

## Selection Criteria

Applications are first vetted through an internal compliance review to ensure eligibility and all required materials have been submitted. Incomplete applications may be rejected.

This is a competitive award program, and not all applicants receive funding. The CTO will appoint a committee to review applications. CTO will award grants based on application scores, availability of grant funding, and EDA final approval.

The committee will score applications on these criteria:

- » strength of tourism recovery-focused marketing campaign (25%)
- » demonstrated recovery need (25%)
- » provides measurable tourism impact (20%)
- » implementation capacity (20%)
- » budget and timeline (10%)

## Project Requirements

- » CTO grant funds cannot be used to match an existing or future grant opportunity, including CTO co-op marketing opportunity
- » creative assets must be approved by the CTO prior to production, publication, placement, and/or distribution

The applicant can financially match the project cost at a higher amount if the cost exceeds grant dollar limitations.

### ACKNOWLEDGEMENT

Marketing materials that are funded in part by CTO funds need

to include the official Colorado Tourism Office consumer-facing logo. This logo is the default logo for all materials; however, the CTO staff will work with each project to determine the most appropriate logo.

#### CTO LOGO

- » [Colorado Tourism Office Logo Color JPG](#)
- » [Colorado Tourism Office Logo Color EPS](#)

#### CTO STACKED/VERTICAL LOGO (only to be used where space is limited)

- » [Colorado Tourism Office Stacked Logo Color JPG](#)
- » [Colorado Tourism Office Stacked Logo Color EPS](#)

#### CHANGES TO PROPOSAL

The CTO needs to approve any significant refinements, clarifications, modifications, or changes to awarded proposals or your organization may forfeit grant funds. Awarded applicants should complete and submit the [Proposal Change Form](#). Proposal Change Forms submitted 60 days or less

from the end of the project timeline will not be accepted.

#### PROJECT DATES

Projects need to be completed within the grant cycle period.

Expenses incurred before the purchase order start date are not allowable expenses.

#### REPORTING REQUIREMENTS

Reports must be submitted as outlined in the grant agreement. Recipients of funding will be required to submit periodic progress reports to the CTO regularly until all project components are completed. The terms of reporting will be agreed upon in the grant agreement following award approval and frequency will not exceed four reports per year.

In the final report, awarded applicants must submit a final budget and documents for expenses incurred as well as describe what was accomplished with the grant.

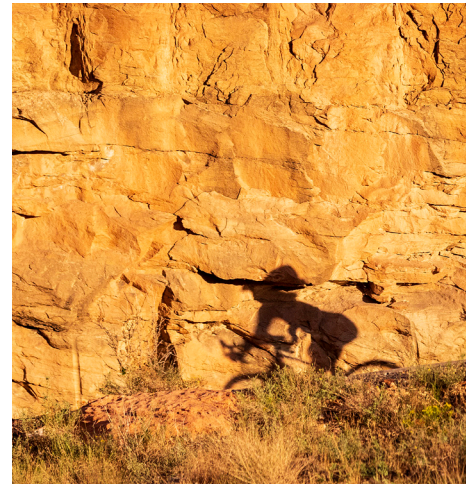
#### Grant Funds Disbursement

Once an application is approved, OEDIT must execute a formal grant agreement with the applicant prior to obligating or spending any grant funds. Awarded

applicants may formally request grant payment(s) after execution of the grant agreement. To received disbursements during the grant execution period, awarded applicants must submit a formal request for grant payment. OEDIT awards funding through electronic funds transfer (EFT).

Any unused grant funds shall be returned to the CTO. Any grant funds not used as approved shall be returned to the CTO pursuant to the grant contract.

- » agree to the [Dept. of Commerce Standard Terms and Conditions](#)
- » agree to comply with [2 CFR Part 200](#) Federal Regulations, if awarded.



### Timeline

<b>JUNE 1, 2022</b>	<b>APPLICATION OPENS</b>
<b>AUGUST 1, 2022</b>	<b>APPLICATION CLOSES 4PM MST</b>
<b>OCTOBER 2022</b>	<b>RECIPIENT NOTIFICATION</b>
<b>UP TO 2 YRS FROM GRANT AGREEMENT START DATE</b>	<b>GRANT PROJECT EXECUTION PERIOD</b>
<b>ON OR BEFORE JAN 15, 2025</b>	<b>FINAL REPORT AND EXPENSE RECEIPTS DUE</b>