

PROFESSIONAL DEVELOPMENT SCHOLARSHIP GUIDELINES

Overview

The Colorado Tourism Office sponsors certain professional development opportunities for select rural tourism partners. Applicants are responsible for identifying which professional development opportunity they wish to pursue. Examples of eligible opportunities include, but are not limited to:

- ▶ In-person or online marketing course
- ▶ Digital and social media conference
- ▶ Business development workshop
- ▶ Technical-skills training

Scholarship funds are paid on a reimbursement basis and will only be awarded after successful completion of conference, course or training. Payment will be made upon submission of expense receipts and acceptance of the online final report. Eligible expenses include:

- ▶ Full or partial registration to attend a tourism-related conference, course or training (not including the Colorado Governor's Tourism Conference)
- ▶ Lodging and mileage
- ▶ Scholarship award amount cannot exceed \$500.00

Eligibility Requirements

At the time an application is submitted, an applicant must be:

- ▶ A resident of Colorado
- ▶ An individual involved in the tourism industry
- ▶ Have not received a professional development scholarship from the Colorado Tourism Office within 12 months from the application deadline
- ▶ Professional development opportunity must take place before June 15, 2018

Selection Criteria

Applications will be reviewed and recommendations made for the scholarship based on funding availability. This is a competitive program and not all eligible applications will be funded. Applications will be scored on the following criteria:

MERIT (50%)

- ▶ Qualifications, background and experience of the applicant
- ▶ Overall strength of the application request (clear logic and adequate detailing of past work and needs)
- ▶ Letters of support

IMPACT (40%)

- ▶ Measurable benefits for the individual and rural Colorado tourism industry

FINANCIAL NEED (10%)

- ▶ Demonstrate high degree of financial need

Online Application Process

The application portal is available online at <https://oedit.secure.force.com/oedit>. The application can be found under the Tourism Programs tab. New users will need to register for an account on the OEDIT application portal, and all users are required to login to the portal, update Accounts Profile and complete the online application.

All narrative questions will be inputted into the online portal, and support materials will be uploaded into the online system. It is recommended users prepare answers in a word processing document and check character count and then cut-and-paste into the online application.

Applications are due **Friday, February 16, 2018**. Applicants will be notified within two weeks of application deadline as to award status. Payment will be made upon submission of expense receipts and acceptance of the online final report.

Application Questions

The questions below are only a reference and do not include all of the information that will be required from you in the application. Each question text box allows up to 5,000 characters (including spaces and punctuation).

- ▶ Please describe the professional opportunity you wish to pursue.
- ▶ Why are you passionate about the tourism industry in rural Colorado?
- ▶ How would this opportunity advance your tourism-related career goals?
- ▶ How do you hope to use the knowledge you learned to help tourism in your region?
- ▶ Provide a statement of financial need.

Submission of a resume and letters of support (no more than three) from an associated tourism-related organization/business or a industry colleague is required.

Final Report

The online final report must be submitted within 30 days of completion of the professional development opportunity or no later than **5pm on Friday, June 15, 2018**. In the final report you will be required to submit the CTO General Reimbursement Request form, expense receipts, as well as describe what was accomplished with CTO funding support. Reimbursement submissions received after June 15, 2018, will not be processed. To access the final report, log back into the OEDIT Portal, <https://oedit.secure.force.com/oedit>, go to My Applications and you will see an icon to complete a report.

To access supplemental forms, such as the CTO General Reimbursement Request form, locate the "Resources" section in the grant portal from the main navigational drop-down menu.

REIMBURSEMENT REQUEST INSTRUCTIONS FOR FINAL REPORT:

- ▶ Include invoices and expense receipts or proof of payment for each reimbursement listed on the *CTO General Reimbursement Request* form and any other supporting documentation.
- ▶ Receipts must be itemized receipts (Visa/MasterCard receipts only show the total charge and alone they are insufficient).
- ▶ Receipts must include the transaction date, and the invoices and receipts must be legible.

Questions

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