



## Destination Development

**Goal:** To support the economic vitality of rural Colorado and creation of new tourism assets in less-visited regions of the state.

### Colorado Rural Academy for Tourism (CRAFT)

Founded in 2018 by the Colorado Tourism Office to offer training and support for rural economic development through a competitive selection process.

- **CRAFT Studio 101** - Provides a comprehensive tourism education and facilitates a collaborative 12-week planning process for rural communities at early stages of incorporating tourism into their economic development strategy. Up to \$10,000 in implementation funding is available after successful completion. Four communities are selected each year.
- **CRAFT Studio 201** (A component of OEDIT's Rural Technical Assistance Program) - Provides customized support for communities or regions to advance a specific tourism-related goal or strategy through 100 hours of work with a mentor. Up to \$7,500 in implementation funding is available after successful completion. Four communities are selected each year.
- **CRAFT Workshops** - Provides a one- to two-day training for communities or regions wishing to advance a tourism-related strategy relating to a specific industry segment, such as cycling, adventure, cultural or agritourism. Up to \$2,500 in implementation funding available after successful completion.
- **CRAFT Mentor** - Provides up to 50 hours of free mentoring for organizations or businesses wishing to advance a specific tourism-related goal or strategy. Up to \$1,000 in implementation funding available after successful completion.
- **CRAFT Toolkits** - Provides an online resource hub for tourism partners on a wide range of topics at [industry.colorado.com](http://industry.colorado.com) and in a downloadable PDF format.

### Grants

- **Tourism Development Grants** - Support projects that address the technical needs for development of new tourism initiatives in rural Colorado.
- **Marketing Matching Grants** - Provide funding to not-for-profit organizations, large and small, to promote the state or a region to travelers through unique and effective marketing opportunities.

### Additional Funding Opportunities

- **Tourism Entrepreneurship Scholarships** - Collaboration with Colorado SBDC provides tourism businesses/entrepreneurs a scholarship to attend a LEADING EDGE training course.
- **Rural Professional Development Scholarships** - Provides select rural tourism partners funding for professional development opportunities to advance their tourism expertise.
- **Colorado Governor's Tourism Conference Rural Tourism Scholarship** - Provides funding for individuals to attend the annual conference for the first time.

### PR Strategy & Support

Destination Development funds PR activities to highlight culinary, agritourism, cultural, heritage and outdoor adventure experiences in rural Colorado.

### Other Initiatives

- **Colorado's Scenic & Historic Byways** – The program secured a \$141,000 State Historical Fund grant to develop a new micro-site for Colorado.com to promote all 26 Scenic & Historic Byways. All promotional assets developed through the grant will be share with byways partners.
- **"Electric Byways"** - Destination Development is CTO's point of contact with the Colorado Energy Office on supporting development of EV charging stations along byways to promote travel via electric vehicles.
- **Regional Strategies** - Destination Development is supporting work by Destination Think! un FY20 to identify opportunities for collaboration and key audiences for each new travel region.