

## CRAFT Peer Mentor Application Information

As part of the Colorado Tourism Office's efforts to raise awareness of and appreciation for cultural, heritage, agricultural, and outdoor adventure assets statewide, the Destination Development Program provides a peer assistance and training program for farms and ranches, businesses, museums, attractions and organizations who want to improve or expand their own cultural, heritage tourism, agritourism and outdoor adventure attractions. **CRAFT Mentor exists to stimulate the development of high-quality cultural, heritage, agricultural tourism and outdoor adventure experiences for travelers in Colorado.**

The program matches businesses or organizations already invested in developing a cultural, heritage, agritourism or outdoor adventure attraction and which could benefit from the expertise of a peer mentor to help improve or expand existing plans. Although actual peer mentoring activities are driven by Project requests, examples of peer mentoring activities might include, identifying a target audience and related media outlets for a specific attraction; helping to develop the logistics of a watchable wildlife program for a farm or ranch; developing a travel itinerary in partnership with other attractions in the area; or developing a logistical plan for farm-to-table-dinners. The opportunities are as varied as the project requests related to cultural, heritage tourism, agritourism and outdoor adventure tourism in Colorado's rural areas.

Here are a few key details of what it means to be a CRAFT Peer Mentor:

- You have demonstrated mastery of a body of knowledge appropriate to the tourism attractions represented by CRAFT projects;
- You have a desire to 'give back' and the passion and ability to help others, including individual/small business owners;
- You are willing to serve as a peer mentor on a project with specific short-term deliverable (s) for a flat honorarium of \$2,000. Mileage related to site visits will be paid at the State rate;
- You are willing to participate in program evaluation;

If serving as a peer mentor for CRAFT Mentor is not a good fit for you, please share information regarding the opportunities afforded by CRAFT Mentor and other Destination Development Program activities.