

COLORADO RURAL ACADEMY FOR TOURISM

CRAFT MENTOR

PROGRAM & IMPLEMENTATION GRANT GUIDELINES



FOUNDED IN 2018 BY THE COLORADO TOURISM OFFICE TO OFFER TRAINING AND SUPPORT FOR RURAL ECONOMIC DEVELOPMENT THROUGH CREATION AND BRANDING OF NEW OR ENHANCED TRAVELER EXPERIENCES.

CRAFT MENTOR GUIDELINES

Overview

CRAFT Mentor (previously CHAMP) provides peer training for farms and ranches, businesses, museums, attractions and organizations who want to improve or expand their own cultural, heritage tourism, agritourism and/or outdoor adventure business.

CRAFT Mentor is underwritten by the Colorado Tourism Office, making up to 50 hours of consulting assistance available at no cost to each selected Project. CRAFT Mentor exists to stimulate the development of high-quality cultural, heritage, agricultural and outdoor adventure tourism experiences for travelers in Colorado.

HOW DOES CRAFT MENTOR WORK?

1. Project organization applies by completing a short online application and submitting a basic business plan.
2. CRAFT coordinator screens, supports revision and explores mentor match. CHAMP mentors are available for on-site and telephone consultation
3. CRAFT Coordinator, Mentor and Project communicate to create a scope of work outlining project deliverables and timeline.
4. CRAFT Mentor drives project forward — 50 hours of mentorship, completes agreed upon deliverables
5. Project completes evaluation survey at end of project; Case study six to 12 months out

Eligibility Requirements

- ▶ Applicants should represent an existing businesses or organization currently involved in cultural, heritage, agricultural or outdoor adventure tourism.
- ▶ Only complete online applications, with required supportive materials, will be accepted for review.

- ▶ Applications not prepared according to guidelines or incomplete may be disqualified.
- ▶ Applicants requesting legal or financial advice are ineligible.

Selection Criteria

Applications will be reviewed and recommendations made for approval based on eligibility and funding availability. This is a competitive program and not all eligible applications will be chosen. Applications will be evaluated based on:

MERIT (50%)

- ▶ Project alignment with CRAFT Mentor goals
- ▶ Project feasibility
- ▶ Ability for the project to have a committed and strong project lead on behalf of the requesting organization
- ▶ Overall strength of the application request (clear logic and adequate detailing of needs)

IMPACT (30%)

- ▶ Impact CRAFT Mentor will have in furthering tourism outcomes for the entity and partners

SUPPORTING DOCUMENTS (10%)

- ▶ Submission of business plan and P&L Statement of financial

REPORTING (10%)

- ▶ Willingness to complete evaluation requirements for the program
- ▶ Willingness to partner with the CTO to develop a case study to share with legislatures and potential projects

In addition, all required application materials must be submitted before the project will be considered. Submission of a business plan and P&L statement of financials is required. Assistance is available to complete your business plan.

Online Application Process

The application is available online at surveymonkey.com/r/CHAMPApplication. Applications are accepted on a rolling basis. Applicants will be notified of project status within one month of submittal.

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.

- ▶ Describe the cultural, heritage, agritourism or outdoor adventure business for which you are requesting peer mentor consulting.
- ▶ What is your annual visitorship?
- ▶ What is your annual visitorship goal?
- ▶ What is your annual net profit?
- ▶ What is your net profit goal?
- ▶ How does your attraction fit into your larger operational goals?
- ▶ What type of help are you seeking?
- ▶ What specific deliverable do you want to accomplish with your peer mentor?
- ▶ What is your ideal timeframe for accomplishing the deliverable?

Reporting

Project leads will complete an evaluation survey after the completion of the project. Follow-up from the CTO will occur six to 12 months after completion of CRAFT Mentor to gauge short-term outcomes and to develop a brief case study.

Questions?

Contact Kara Penn, Mission Spark consultant, at: kara@missionspark.org or Elizabeth O'Rear, Destination Development Manager, at: elizabeth.orear@state.co.us.

CRAFT MENTOR IMPLEMENTATION GRANT GUIDELINES

Overview

After successful completion of CRAFT Mentor (previously CHAMP), projects are eligible to apply for funding up to \$1,000. Implementation requests must be aligned with and support tourism outcomes or next steps identified during the CRAFT Mentor project and outlined in the application request.

Implementation grant applications are due within one year after the competition of a CRAFT Mentor project. (Note: Projects completed prior to December 31, 2017 have until **December 31, 2018**, to apply.)

Implementation funds are paid on a reimbursement basis upon receipt of an online final report and expense receipts. Implementation grant amount cannot exceed \$1,000.

Eligibility Requirements

- ▶ Satisfactory completion of a CRAFT Mentor project
- ▶ CRAFT Mentor projects who have not received a CRAFT Mentor implementation grant previously
- ▶ Entities that fail to fulfill past CTO grant award requirements within the past year (includes: project completion, submission of required reporting, proper use of grant funds, lack of acknowledgment, changes to grant proposal without approval) are ineligible.

Selection Criteria

Applications will be reviewed and recommendations made for the grant 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%)

- ▶ Strength of project lead in carrying out implementation of project

- ▶ Satisfactory completion of previous CRAFT Mentor project — deliverables met, strong communication track record, evaluations completed
- ▶ Overall strength of the application request (clear logic and adequate detailing of past work and needs)

IMPACT (40%)

- ▶ Impact CRAFT Mentor implementation grant will have in furthering tourism outcomes identified during CRAFT project

BUDGET (10%)

- ▶ Clear and doable budget request
- ▶ Appropriateness of the costs associated with the proposed activity

Online Application Process

Applications are accepted on a rolling basis and must be submitted online. The application portal is available online at 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 word processing document and to check character count and then cut-and-paste into the online application.

Applicants will be notified within one month of application deadline as to award status.

Payment will be made upon submission of expenses 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).

1. Describe how you successfully completed the CRAFT Mentor project you engaged in. Outline the deliverables met and detail your strong communication record throughout the CRAFT Mentor process.
2. How would you use a CRAFT Mentor implementation grant to further implement recommendations and insights from your original project? In other words, what would the implementation funds support?
3. What tourism-based outcomes do you expect for your project if you were selected for an implementation grant? How would you implement the use of your funds to ensure your desired outcome?

Submission of a budget summary is required which includes a list of detailed expenses.

Funding Restrictions

Champ Implementation funds, if awarded, may not be used for:

- ▶ Staffing/salary costs
- ▶ Basic overhead needs
- ▶ Capital improvements, new construction, renovation or restoration
- ▶ Professional training or scholarship
- ▶ Reimbursement of fees paid prior to application award

Final Report

The online final report must be submitted within 30 days of completion of an implementation project 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. Log back into the OEDIT Portal, 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. Funds may only be used for costs related to the project and clearly identified in the grant budget.

Reimbursement Request Instructions for Final Report

1. 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.
2. Receipts must be itemized receipts (Visa/MasterCard receipts only show the total charge and alone they are insufficient).
3. Receipts must include the transaction date, and the invoices and receipts must be legible.

Questions

Contact Elizabeth O'Rear, Destination Development Manager, at elizabeth.orear@state.co.us.