Program Overview

The mission of the Colorado Tourism Office is to: “Drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.”

Colorado Tourism Office’s Project and Technical Assistance Grant Program has been designed to support and facilitate projects that contribute to the development of the tourism industry statewide. Projects will target the technical development of tourism in rural Colorado and support new efforts and initiatives.

Project and Technical Assistance Grant applicants may apply for grants up to $15,000 per project. Applicants must demonstrate at least a 25% cash match.

Eligibility Requirements

GRANT ENTITY ELIGIBILITY

Eligible applicants must be:

- Local Colorado municipalities, Colorado city or county governments, or non-profit organizations located and doing business in the State of Colorado involved with tourism promotion and/or development.
- Each applicant is limited to one Project and Technical Assistance Grant project per fiscal year.
- Applicant “tourism” operating budget from the previous fiscal year cannot exceed $500,000.

GRANT ENTITY INELIGIBILITY

Ineligible applicants include those listed below:

- Entities that fail to fulfill Colorado Tourism Office grant award requirements within the past year (includes: project completion, submission of required grant reporting, proper use of grant funds, lack of acknowledgment, changes to proposal without approval)
- For-profit entities
- Individual attractions and/or businesses

PROJECT ELIGIBILITY

Eligible projects should target tourism development and provide for the enhancement or expansion of the tourism economy in Colorado. Funding will only be awarded to projects that can be completed within the fiscal year ending June 30, 2019.

The following projects and activities may include, but are not limited to, any of the following to execute new efforts, initiatives or offerings

ELIGIBLE USE OF FUNDS:

- Technical consulting and tourism development consulting services
- Marketing research initiatives to drive tourism development strategies
- Feasibility studies — research studies
- Community-based trainings
- Strategic planning for tourism initiatives
- Branding Development
- Implementing technology to capture visitor feedback
- Development or implementation of visitor service or customer service training

INELIGIBLE USE OF FUNDS:

- Employee salaries, personnel costs, grant management costs
- Building construction or maintenance
- Ongoing market research initiatives
- Office Supplies
- Participation at an industry- or consumer-related tradeshow
- Travel expenses, including food and alcoholic beverages
- Cost of consultants already engaged (including mileage and associated fees already budgeted.)

Application

Applications are accepted on a rolling basis between July 2, 2018 and January 2, 2019. Projects are evaluated upon receipt and recommendations made for grant award until program funds are expended. Applicants can expect notification of award status within one month of submittal. Projects need to be completed by June 30, 2019.

ONLINE APPLICATION SUBMISSION

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 their 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 to check character count and then cut-and-paste into the online application.
You will be required to download three Excel documents (timeline, budget & financials, matching fund sources) and then submit the forms online as a part of your support materials. Visit [http://www.industry.colorado.com/project-technical-assistance-grants](http://www.industry.colorado.com/project-technical-assistance-grants) and then submit the forms online as a part of your support materials. Visit [https://oedit.secure.force.com/oedit](https://oedit.secure.force.com/oedit) for the online application portal. Support materials submitted other than through the online application will not be accepted.

**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. There is a 5,000 character limit for each question response.

- Describe the project for which funding is requested (details should include goals and objectives of your project).
- Describe how the project will improve or expand current marketing programs or tourism development, in order to increase tourism.
- How will you measure success for the project?
- Describe your marketing budget, including financial need.
- Detail the applicant organization’s capacity to implement the grant, including identifying the project lead/s and their qualifications.

**REQUIRED APPLICATION SUPPORTING DOCUMENTS**

- Certificate of Good Standing from the Colorado Secretary of State. Find at: [https://www.sos.state.co.us/biz/BusinessEntityCriteria.do](https://www.sos.state.co.us/biz/BusinessEntityCriteria.do)
- Proposed timeline (downloaded Excel form)
- Budget and Financials Worksheet (downloaded Excel form) must accompany the application. A thorough breakdown of the budget is required and must state exactly where the CTO dollars will be applied in the project.
- Matching Funds Worksheet (downloaded Excel form)

- Letter(s) of Commitment showing evidence of required 25% cash match
- Project Support Letters – All grant applications must include letters of support (minimum of three)
- Statement of your organization’s “tourism” operating budget for your most recently completed fiscal year, signed by your board president or treasurer

**PROJECT BUDGET**

The grant project budget must be submitted using the Excel template provided. Grant recipients are required to keep the project budget updated throughout the lifetime of the grant. A final budget, including documents for expenses incurred, will be a required upload in the Final Report.

**MATCHING FUNDS**

Applicants must demonstrate 25% cash match through letters of commitment. Matching dollars may not come from the State’s General Fund. Colorado Tourism Office Funds may not be used as matching funds for any grant application submitted by the recipient of those Colorado Tourism Office funds.

Applicants must submit corresponding financial and project documents, which include a Budget & Financials Worksheet, Matching Funds Worksheet and Timeline Worksheet. (In order to be considered for the grant, all worksheets must be submitted.)

**Selection Criteria**

Applications will be reviewed by a committee and recommendations made for grant award 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 65%**

- Potential for the project to stimulate and generate tourism economic development or to create a positive economic impact on the community/region
- Viability and long-term sustainability of the project

**IMPLEMENTATION CAPACITY 15%**

- Implementation capacity such as effective planning, management and budgeting of the organization and the project

**FINANCIAL NEED 20%**

- Financial and development need of the applying organization

**Project Requirements**

**CHANGES TO PROPOSAL**

- Any significant refinements, clarifications, modifications or changes to the proposal must receive prior approval from the CTO; otherwise, the organization may forfeit grant funds provided by the CTO. Proposal Change Forms will not be accepted 60 days or less from the end of the program reporting period.

- Organizations should complete and submit the Proposal Change Form if there are changes to the proposal.

**MID-TERM REPORT**

A mid-term report and updated project budget must be submitted midway through the grant project timeline through the online grant portal at [https://oedit.secure.force.com/oedit](https://oedit.secure.force.com/oedit). Final report due date is dependent on grant award date.

**FINAL REPORT**

A final, written report and final financial report is required and must be submitted online to the Colorado Tourism Office within 30 days after the end of the grant cycle through the online grant portal at [https://oedit.secure.force.com/oedit](https://oedit.secure.force.com/oedit).

**PROJECT DATES**

Project activities may not begin until the contract has been executed and signed by the Office of Economic Development and International Trade – Colorado Tourism Office. All project activities using CTO funds must be completed and all funds expended and invoices submitted by the contract end date.

- **Contract Start Date:** TBD
- **Contract End Date:** 6/30/2019
- **Final Report Due:** 7/30/2019
**Timeline**

**JULY 2, 2018–JANUARY 2, 2019**

**Rolling Online Grant Application Open**

**JANUARY 2, 2019**

**Rolling Online Grant Application Closes**

**JUNE 30, 2019**

**Project Complete**

**JULY 30, 2019**

**Grant Project Final Report Due**

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**Grant Funds Disbursement**

Any grant funds not used as approved shall be returned to the Colorado Tourism Office pursuant to the grant contract. Projects must be completed within the approved grant timeline. Following approval and execution of contract, an initial disbursement of 75% of awarded funds (up to $11,250) will be sent to recipient. Final disbursement of the remaining 25% of grant funds will be sent once the project is complete and the CTO Project and Technical Assistance Grant final report and final budget have been submitted, reviewed and approved by CTO. Note: It is our goal is to provide 75% of grant funds upfront but this is subject to approval by the State Controller’s Office and CTO reserves the right to disburse funds on a reimbursement basis.

Project activities may not begin until the contract has been executed and signed by the Office of Economic Development and International Trade – Colorado Tourism Office. All project activities using CTO funds must be completed and all funds expended by the contract end date.

For additional questions, visit [http://www.industry.colorado.com/project-technical-assistance-grants](http://www.industry.colorado.com/project-technical-assistance-grants) or contact: Elizabeth O’Rear at 303.892.3893 or elizabeth.orear@state.co.us.