

Tourism Management Grant

INFORMATIONAL WEBINAR

December 5, 2024



COLORADO
TOURISM OFFICE

Agenda

- Welcome & Opening Remarks
- Overview of Tourism Management Grant
- Application Process
- Q+A

Tourism Management Grant



Context

- Applications opened on December 3 and will close at 4 p.m. on Tuesday, January 28



Grant Overview

- This is the fourth year that this grant is being offered
- Provides funding for projects that develop, enhance, or manage visitor experience in Colorado
- [FY24 projects](#)
- [FY23 projects](#)



Grant Overview

- Maximum grant amount is \$20,000
- 4:1 cash match (no in-kind match)
 - for every \$1 you provide, CTO matches \$4
- Funds will be delivered after execution of a grant agreement
- Only one application per applicant is allowable



Eligible Applicants

- Colorado destination organizations
 - Recipients of jurisdictional lodging taxes
 - Organizations responsible for managing tourism on behalf of a destination
- Colorado tourism industry associations
 - Registered nonprofit trade organizations that represent a collection of tourism businesses within one or more tourism-related business sectors
- Government entities (federally recognized tribes, state entities, and local governments) engaged in tourism activities



Eligible Applicants

- OEDIT also requires that all grant funded awardees have an active insurance policy
- The specific level of insurance required is based on the final scope of work being included in the grant agreement with OEDIT but usually includes
 - General Liability
 - Auto insurance
 - Workers Compensation



Eligible Projects

- Visitor experience development
- Visitor education programs
- Tourism-related strategic planning
- Tourism research and data
- Infrastructure that directly enhances the visitor experience
- Accessible and inclusive tourism projects
- Environmental sustainability efforts specific to tourism

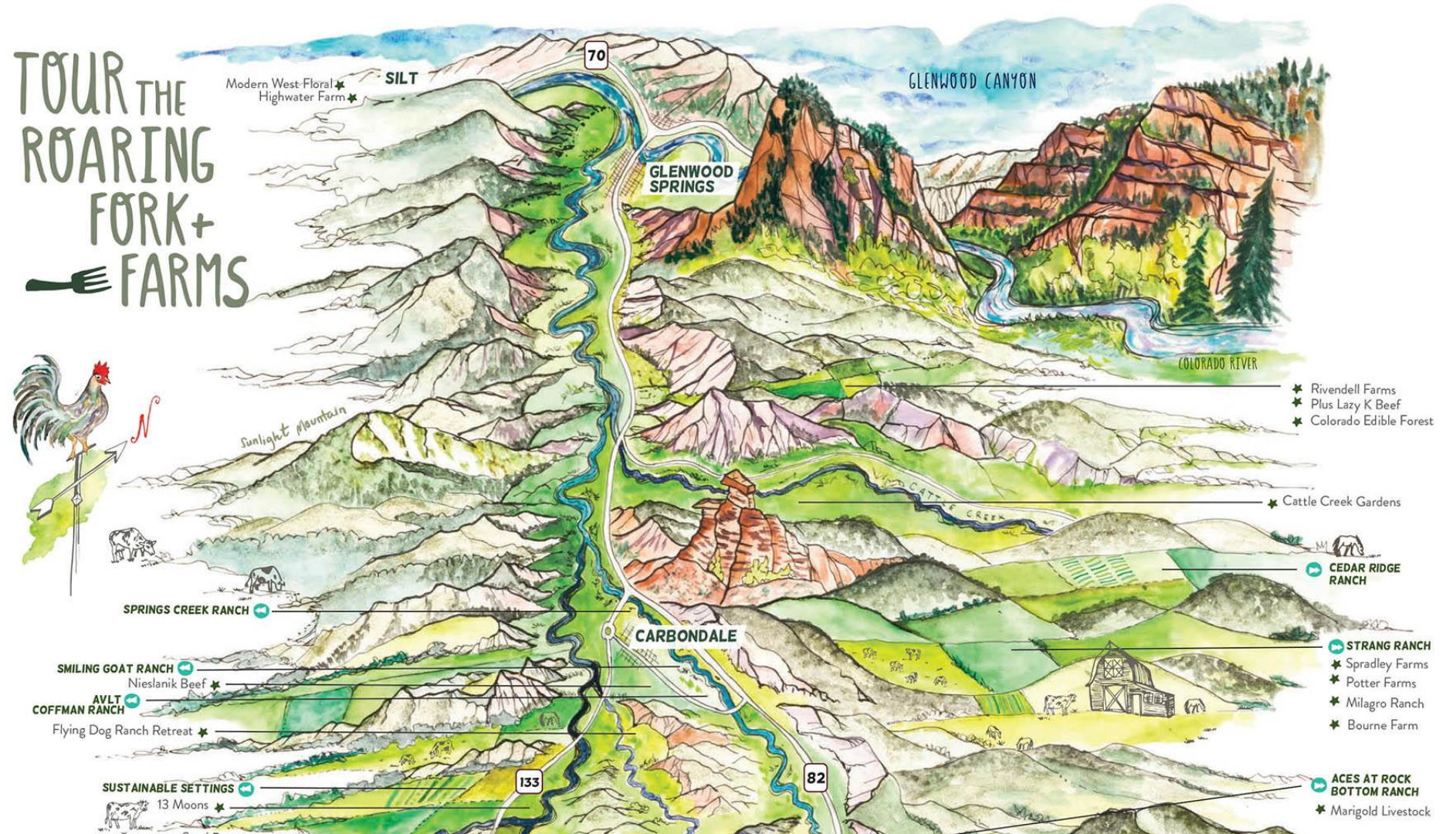
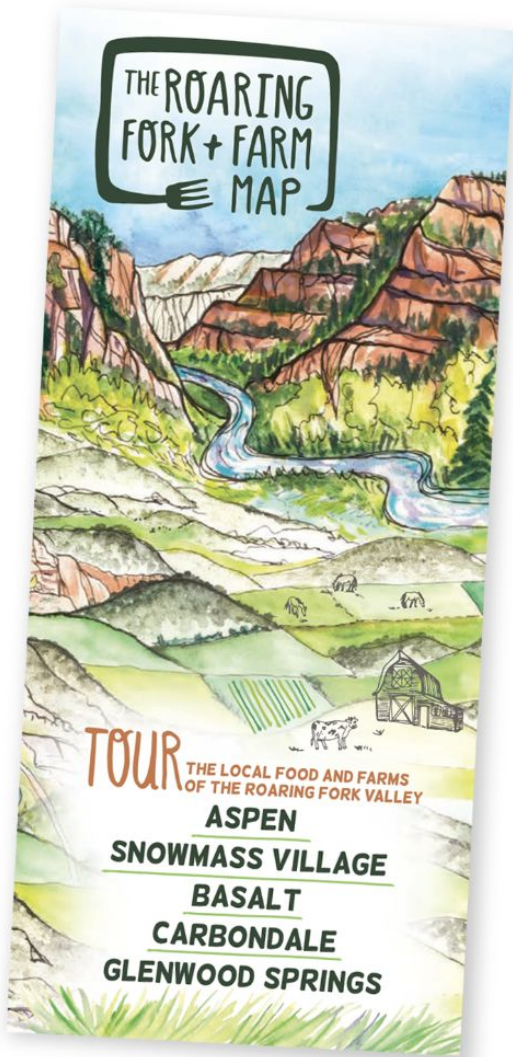


Tourism Visitor Experience Development

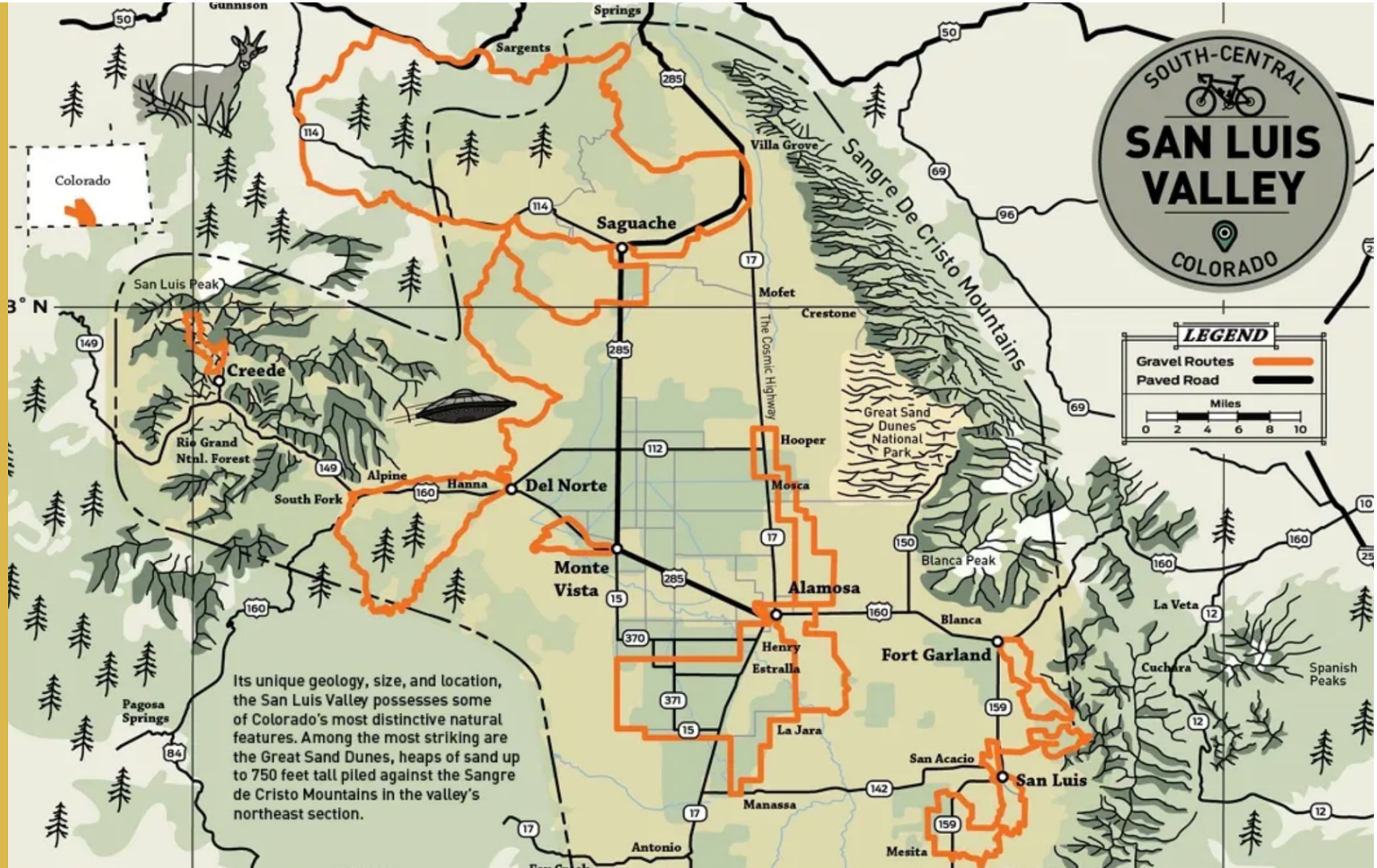
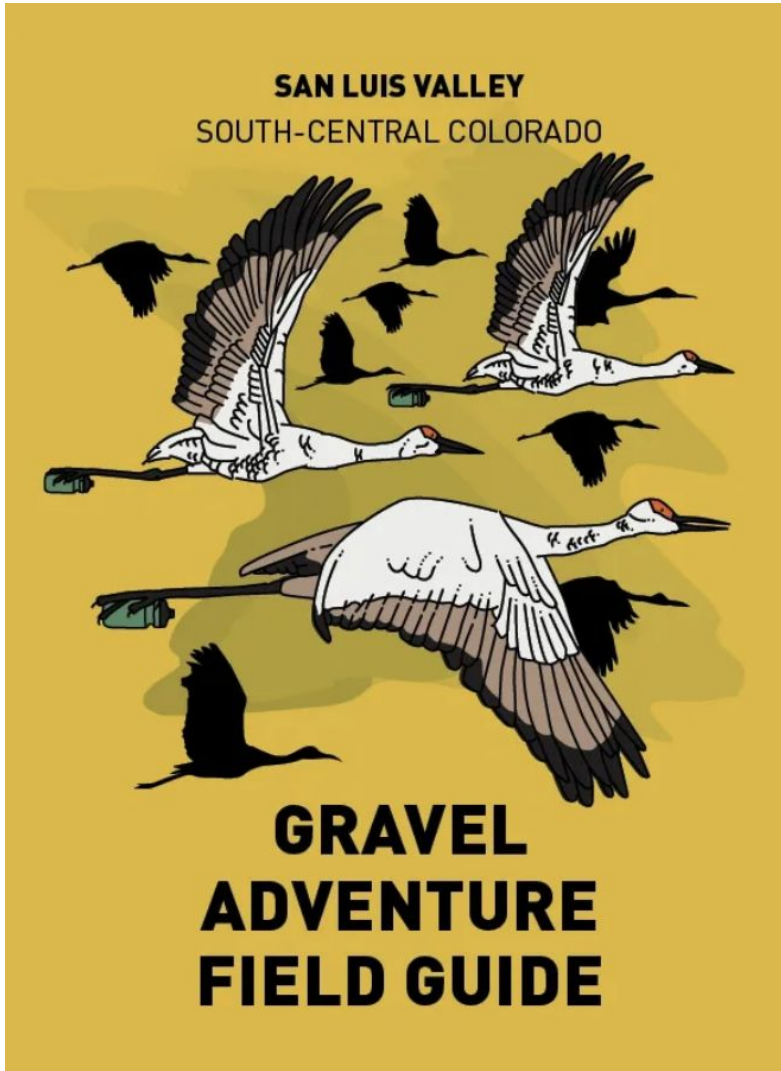
- Examples include:
 - Inclusive travel offerings
 - Food and farm trails
 - Bicycle tourism guides
 - Stargazing experiences



Visitor Experience Development



Visitor Experience Development



Visitor Education Programs

- Examples include:
 - Travel Philanthropy programs
 - Trailhead and/or Tourism Ambassador programs



**Because CTO has existing resources to assist communities to develop “Do Colorado Right” programs, these are not eligible to apply for funding through the Tourism Management Grant*

Visitor Education Programs



WHY JOIN FRIENDS OF LAKE COUNTY?

Lake County is our community too. We love where we live and want to see future generations continue to enjoy it.

Our only goal is to keep Lake County beautiful. Help us steward our public lands.

[Volunteer Today!](#)



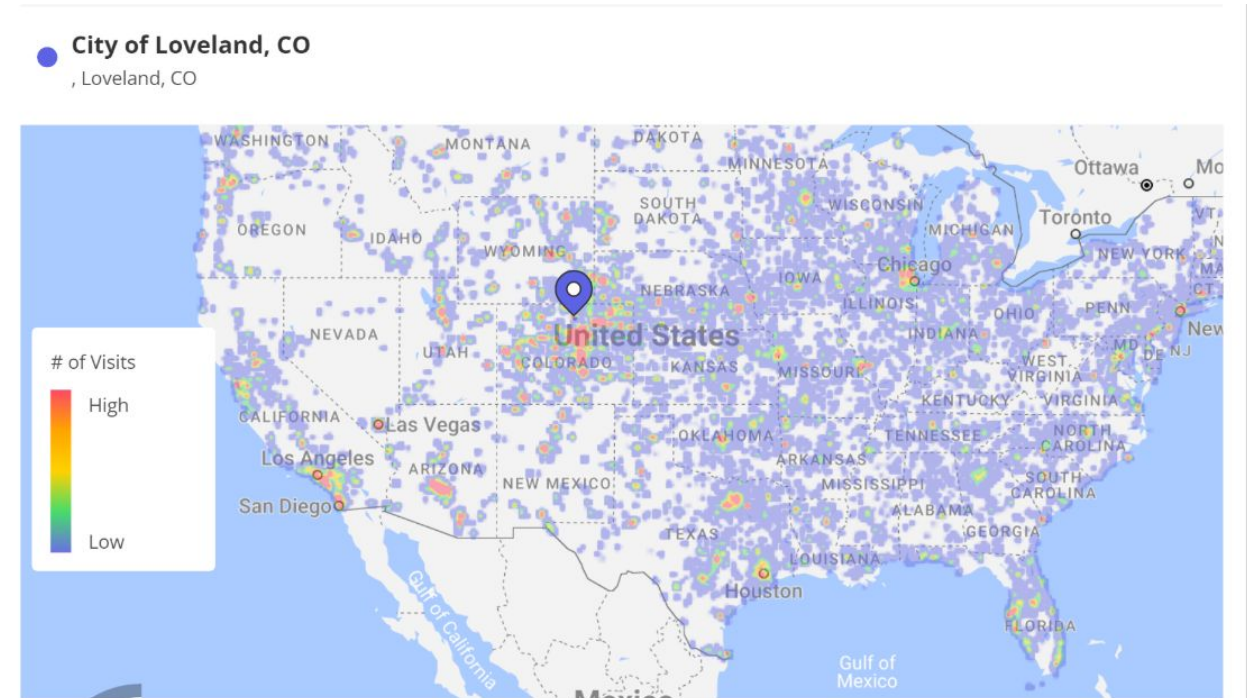
Tourism Strategic Planning

- Examples include:
 - Stakeholder engagement
 - Resident engagement
 - Destination stewardship plans
 - Climate action planning



Tourism Research and Data

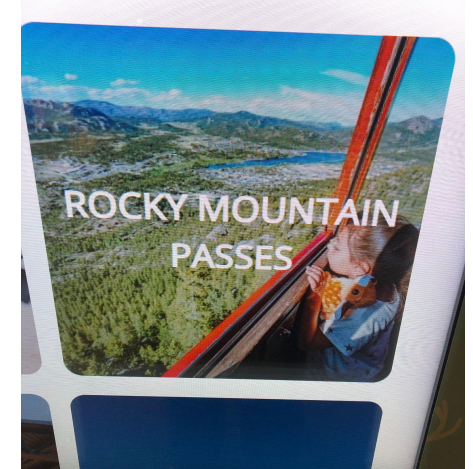
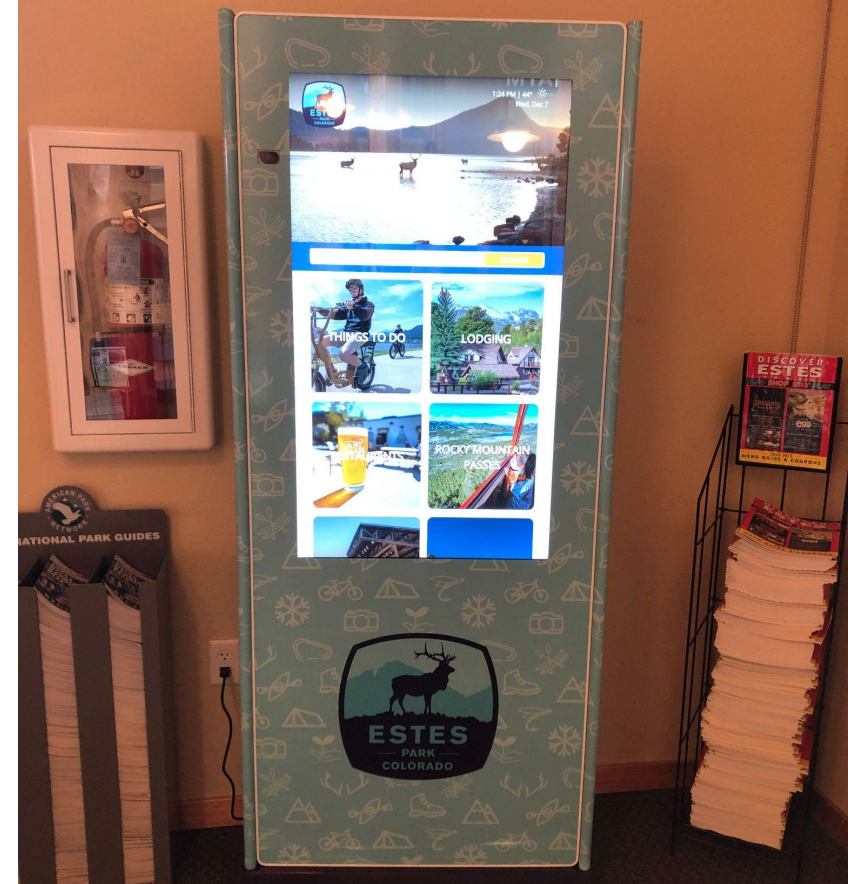
- Examples include:
 - Economic impact reports
 - Visitor profile studies
 - Accessibility audit



Tourism Infrastructure

- Infrastructure that directly enhances visitor experience through increased access or engagement, such as:
 - Wayfinding
 - Educational or interpretive signage
 - Interactive kiosks

**a letter of support from the property owner or proof that applicant owns the property is required for approval*



Accessible and Inclusive Tourism Projects

- Examples include:
 - Translation
 - Interpretative panels
 - Inclusive and accessible training programs

SUMMIT DAILY

Bilingual trail signs in White River National Forest aim to make the outdoors more accessible to Spanish speakers in Colorado

Environmental Sustainability Efforts

- Examples include:
 - Zero waste event tracking
 - Waste reduction audit
 - Inclusive and accessible training programs



Shared Industry Priorities

1. Advance off-peak tourism opportunities
2. Advance tourism workforce
3. Champion the value of tourism
4. Develop & enhance visitor experience
5. Encourage responsible & respectful use
6. Foster inclusive travel opportunities
7. Promote local businesses & experiences



Other Considerations

- Proposed projects must be completed within 12 months of an agreement with the CTO
- Projects that interact with Colorado public lands must submit a letter of support from that land manager
- Infrastructure projects must submit a letter of support from the property owner or proof that the applicant is the land owner



A night sky with the Milky Way galaxy, silhouettes of ski lift chairs, and mountain peaks. The text 'Application Process' is overlaid in white.

Application Process

Important Dates

- Applications opened: December 3, 2024
- Applications close: 4 p.m. January 28, 2024
- Award notification: mid/late March
- Grant project execution timeline:
 - Start: May 1, 2025
 - End: April 30, 2026



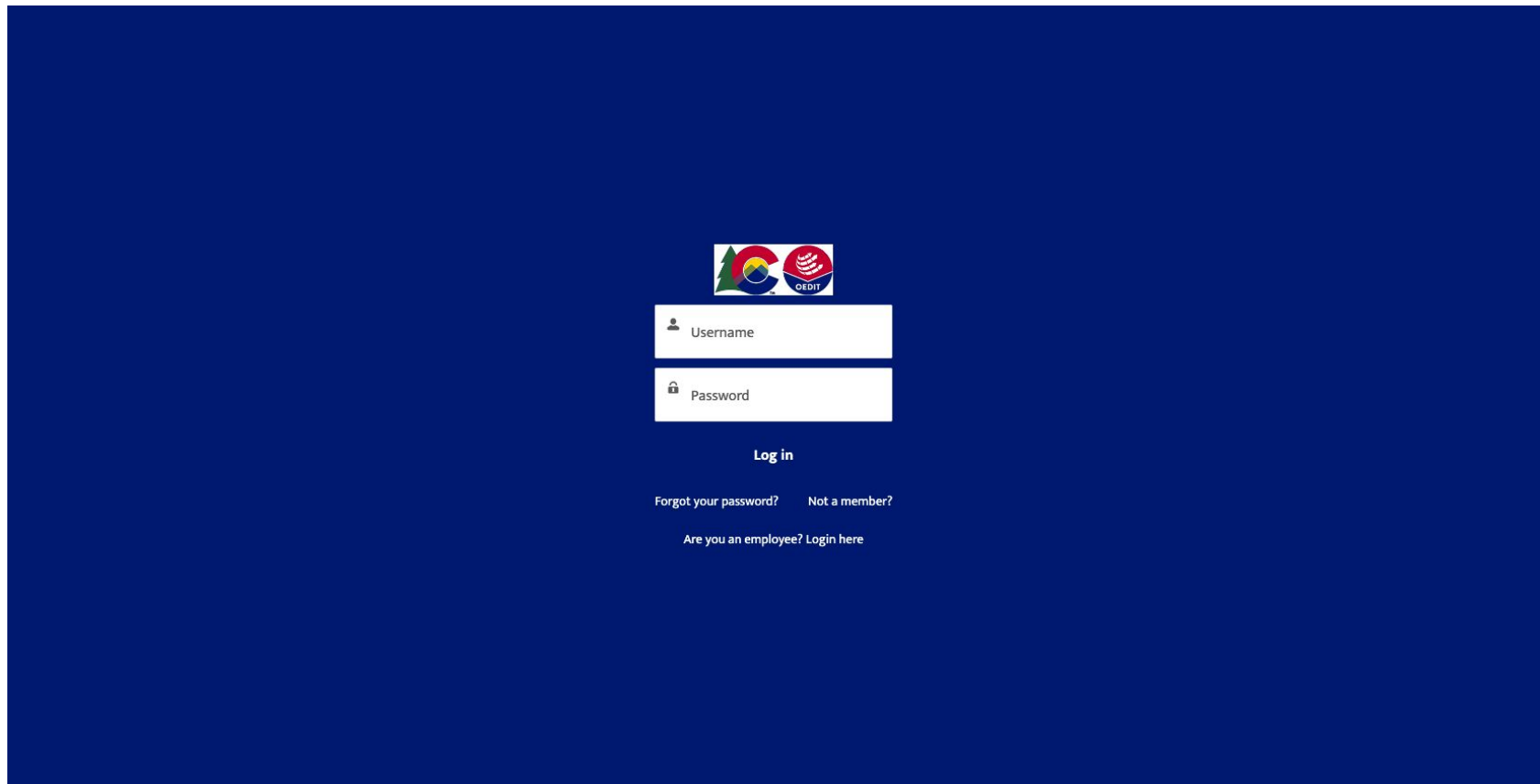
Application Process

- The application is housed within the OEDIT online portal
- Interested applicants must access the platform and create an account
- Process can take up to 48 hours to establish a new account
- You will receive a notification when this is activated
- Make sure to verify that the organization information is correct



Application Form Access

OEDIT Application Portal: <https://oedit.my.site.com/s/login/>



Next Steps

- Download:
 - Tourism Management Grant application questions
 - [Budget worksheet](#)
 - [Project timeline](#)
- Finalize application
- Upload required documents
 - Certificate of Good Standing
 - Budget
 - Project timeline
 - Letters of support (*updated requirements*)
- Submit



Considerations

- [Submit a Letter of Intent](#) to speak with the CTO about your grant idea
 - We will close this form on January 14
- Solicit bids to build a budget
- Reach out early for letters of support
- Make sure your online account with OEDIT is active
- Submit before Tuesday, January 28
 - Deadline is [Tuesday, January 28 at 4:00pm](#)
 - Once submitted, you will not have the ability to edit



Q+A



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THANK YOU



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