COLORADO
TOURISM OFFICE

FY25 TOURISM MANAGEMENT GRANT APPLICATION QUESTIONS

Eligibility

If you answer yes to all the questions below, please continue the application. If you answer no to any questions below, you are not eligible and should not continue.

Nonprofit trade organizations that do not represent tourism-related business sectors or that provide services only to individuals, though critically important, are not the intended recipients of this grant.

Question: The applicant is a registered nonprofit destination organization, registered nonprofit tourism industry association, or government entity in Colorado responsible for the development, enhancement, management and promotion of tourism on behalf of a destination.

Question: The project budget only includes eligible expenses (employee salaries, general operating expenses, CTO paid opportunities, and building construction or maintenance expenses are examples of non-eligible expenses).

Question: The applicant organization can demonstrate the required cash match at the time of application (in-kind contributions while valuable do not count toward the required cash match).

Question: The applicant organization has read the Grant Guidelines on or after November 15, 2024.

Applicant Organization Information

Please provide all the requested information for the applicant organization below. The applicant organization listed must be the legal entity assuming financial and reporting responsibilities for the application. Review the complete grant guidelines for applicant eligibility requirements.

- Applicant Name (association or destination organization name listed must match the legal name as shown on a W-9 of the nonprofit organization or government entity assuming financial and reporting responsibility for the project)

- If the applicant organization is a lodging tax board, committee, or panel that uses a Doing Business As (DBA), please list that here

- Applicant Street Address

- Applicant City

- Applicant State

- Applicant Zip Code

- Applicant County

- Applicant Website *(optional)*

- Applicant Phone

- Does your organization operate under the guidance of a Board?

    - Yes
    - No

- Please list your current Board of Directors along with their affiliations as well as the board title, if applicable. *(1,000 character limit)*

- Application Contact First Name (Must be an employee, board member, or appointed member of the lead applicant. Contact must have an online portal account)

- Application Contact Last Name (Must be an employee, board member, or appointed member of the lead applicant. Contact must have an online portal account)

- Applicant Contact Title

- Applicant Contact Email

Type of Applicant

An organization must identify what category it is applying under. The definition of each category is listed below.

Destination Organization Applicant: A registered nonprofit destination organization, or other nonprofit tourism leadership organization that is responsible for the development, enhancement, management and promotion of tourism on behalf of a destination. Destination organizations include:

- recipients of jurisdictional lodging taxes, such as:

    - destination marketing organizations

    - lodging tax boards, committees, or panels

- other tourism leadership organizations that are responsible for developing, promoting, and managing tourism on behalf of a destination that does not have a lodging tax, such as:

    - chambers of commerce or chamber resort associations

Government Entity Applicant: A government entity in Colorado (federally recognized tribes, state entities, and local governments) engaged in the development, enhancement, management and promotion of tourism on behalf of a destination.

Tourism Industry Association Applicant: A registered nonprofit trade organization that represents a collection of tourism businesses within one or more tourism-related business sectors and is engaged in the development, enhancement, management and promotion of tourism on behalf of a tourism business sector.

- Type of Applicant *(select one)*

    o Destination Organization
    o Government Entity
    o Tourism Industry Association

- Please list any confirmed partners for this project, if applicable. *(1,000 character limit)*

Project Information

Provide an overview of the project, including the requested grant amount. Your request needs to have a funding ratio of 1 to 4 non-grant funding to grant funding. For example, if you request a grant of $20,000, you need to have at least $5,000 in other cash-match funding.

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise stated.

- Project Title *(250 character limit)*

- For which eligible use category is your organization requesting funding *(choose one):*

    ○ visitor education programs
    ○ visitor experience development
    ○ tourism-related strategic planning
    ○ tourism research and data
    ○ accessible and inclusive tourism projects
    ○ infrastructure that directly enhances the visitor experience through increased access/engagement
    ○ environmental sustainability efforts
    ○ other approved projects: _____

- Provide a detailed description of the project for which funding is requested.

- List the deliverables (e.g. signage, surveys, web pages, kiosk, etc) to be created as part of the project.

- Have you previously received a Tourism Management Grant in the past five years?

    ○ Yes
    ○ No

- Briefly outline what project the grant supported and how this application for funding is different. Please also include the award date and amount of management grants.

- Start Date of Project: *(must start on or after May 1, 2025)*

- End Date of Project: *(must end on or before April 30, 2026)*

- Grant Request Amount:

- Recipient Match Amount:

- Total Project Budget:

- Project Budget: Download file, complete, and then upload as excel document not PDF *(use of CTO provided standard budget template required)*

- Project Timeline: Download file, complete, and then upload as excel document not PDF *(use of CTO provided standard budget template required).* All anticipated start and end months must fall between 5/1/25 and 4/30/26. All deliverables listed in the previous question should be included in the timeline. Label timeline file in this format: OrgName_Timeline

Alignment to Shared Industry Priorities

Provide additional information about the project and its potential to benefit the Colorado tourism industry. Specific focus should be applied to the shared industry priorities being considered for the Tourism Management Grant projects:

1. Advance off-peak tourism opportunities: identify opportunities to extend the benefits of tourism throughout the year and increase demand for tourism outside of existing busy seasons

2. Advance tourism workforce: provide professional development opportunities for tourism-related staff and foster a stronger community of workforce in your destination.

3. Champion the value of tourism: build awareness of the value that tourism provides to your destination and the role that destination organizations have in enhancing local quality of life.

4. Develop and enhance visitor experience: diversify tourism offerings that showcase the unique potential of your destination by advancing outdoor recreation, agritourism, cultural tourism, stargazing, etc.

5. Encourage responsible and respectful use: inspire visitors to engage in low-impact travel within Colorado, such as advancing climate action strategies.

6. Foster inclusive travel opportunities: develop strategies and resources to ensure your destination is welcoming and accessible to everyone.

7. Promote local businesses and experiences: enhance promotional efforts through strategic marketing and storytelling tactics.

The narrative question text box allows up to 2,500 characters (including spaces and punctuation).

- Choose which of the shared industry priorities best aligns with your project *(choose one):*

    - advance off-peak tourism opportunities
    - advance tourism workforce
    - champion the value of tourism
    - develop and enhance visitor experience
    - encourage responsible and respectful use
    - foster inclusive travel opportunities
    - promote local businesses and experiences

- How does the project help advance the most applicable shared industry priorities chosen above?

Demonstrated Need

Use this section to describe why the project is needed now and how it strengthens your destination or tourism industry sector.

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation).

- Describe why the project is needed and how it strengthens your destination or tourism industry sector. Provide a brief overview of the situation if applicable.

Implementation Capacity

Use this section to demonstrate your organization's ability to successfully manage and complete the project, including that you have adequately considered the budget and how to complete the proposed project within the proposed timeline.

Each narrative question text box allows up to 5,000 characters (including spaces and punctuation) unless otherwise stated.

- Describe your organization's capacity to successfully manage and complete the project. Identify staff and any additional project partners (including vendors). Describe their experience and share their roles in executing the project.

- List all matching cash fund contributors and the amount contributed. A letter of commitment is required from all contributors including the applicant organization.

- *(Optional)*: Describe any support that you may need from the Colorado Tourism Office to implement the project.

- *(Optional)*: Describe any barriers that might inhibit your ability to implement the project.

Supporting Documents

The Colorado Certificate of Good Standing is required for nonprofit entities and must be in PDF format. Required form is available on the [Secretary of State's website](). Government entities are exempt.

(5MB maximum file size)

- Upload: Current Good Standing Certificate from the CO Secretary of State

Letters of Commitment (LOC): The application must include letters of commitment from all appropriate entities (including the applicant organization) providing matching cash funds verifying the match dollars to be contributed. Letters of Commitment are not the same as Letters of Support.

- Upload: Letters of Commitment: Combine all letters of commitment into one PDF document.

  Letter(s) of commitment must be on official letterhead and include the amount of cash committed by the organization. Label file in this format: OrgName_Commitment

- Does this project interface with public lands or on private property?
  - Yes
  - No

Letters of Support: Letters of support are only required when projects interface with public lands or are on private property. Projects that include public land units should have explicit written support from land management representation. Projects that include infrastructure projects require a letter of support from the property owner or proof that the applicant owns the property. Please combine all letters of support into one PDF document.

- Upload: Letters of Support.

- *(Optional):* Miscellaneous Attachments: Provide any supporting materials that you believe the review committee may find valuable when reviewing the application (examples include: quotes showing costs; contractor bids or proposals, letters of support). Letters of support from individuals and organizations are not required, but applications demonstrating broad community support are more competitive.

Attestation

All applicants must review the Small Dollar Grant Terms and Conditions on the [Office of the State Controller website]() and agree to the below:

- I have read and agree to the small-dollar grant award terms and conditions.

- I agree that I have not and will not seek duplicative benefits from any source for these same expenses.

- I agree that the information in this application, including all attachments, is correct and complete to the best of my knowledge.

- I agree that I have read [HB21-1110](#) and understand my responsibilities in regards to accessibility.