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# COLORADO

## Office of Economic Development & International Trade<sup>(L)</sup>

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# Tourism Marketing Grant

## Grant Summary

The Tourism Marketing Grant provides funding to support tourism marketing campaigns and initiatives.

The minimum funding request is \$2,500 and the maximum is \$50,000. Matching funds are required, and based on funding request as outlined below:

- \$50,000 - \$20,001 - 2:1 funding match required
  - For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$2 in matching funds. For example, if your total project budget is \$60,000, you can request a \$40,000 grant and you will need to provide the remaining \$20,000 as a cash match.
- \$20,000 - \$2,500 - 4:1 funding match required
  - For every \$1 the qualifying grantee allocates to the proposed project, the Colorado Tourism Office will provide \$4 in matching funds. For example, if your total project budget is \$12,500, you can request a \$10,000 grant and you will need to provide the remaining \$2,500 as a cash match.

Grant goals are to:

- Build a robust tourism economy and advance the state's competitive position through promotion and support for industry partners across the state
- Strengthen the tourism industry and our state through support for responsible travel and destination stewardship campaigns
- Advance inclusiveness and pursue ways that Colorado can share a welcoming experience for all travelers
- Maximize the economic return on public and private investments in Colorado by leveraging funds to optimize marketing impact

[Register for an informational webinar](#) on Tuesday, July 16 at 11a.m. to learn about grant guidelines, eligibility and requirements, as well as grant updates.

Tourism Marketing Grant applications are being accepted through 4 p.m. (MST) September 10, 2024.

## Overview

**Type:** Grant

**For:** Nonprofit Colorado destination organizations, nonprofit tourism leadership organizations, nonprofit tourism industry associations, and government entities

**Amount:** \$2,500 to \$50,000 per application

**Application period:** July to September

**OEDIT division:** [Colorado Tourism Office \(/colorado-tourism-office\)](#)

## Expand All

### ▼ Eligibility

Eligible Colorado applicants include:

- Nonprofit Colorado destination organizations
  - Recipients of jurisdictional lodging taxes, such as:
    - Destination marketing organizations
    - Lodging tax boards, committees, or panels
  - Other nonprofit tourism leadership organizations that are responsible for promoting tourism on behalf of a destination, such as:
    - Chambers of commerce or chamber resort associations
- 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 in Colorado (federally recognized tribes, state entities and local governments) engaged in tourism promotion

Ineligible applicants include:

- For-profit organizations
- Individual attractions, museums, or businesses
- 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 these programs

Other considerations include:

- Only one application can be submitted for an individual destination
  - Multiple organizations within a single destination should collaborate on a single grant application
- Only one application can be submitted per applicant unless prior approval is provided. Lead applicants can be a partner in a separate application.
- Applicants that failed to fulfill Colorado Tourism Office grant award requirements within the past twelve (12) months may be deemed ineligible.

### ▼ Eligible projects

Eligible projects must be new marketing initiatives. Grants will not be awarded to fund existing marketing efforts unless the funds are for new initiatives or outcomes or you are expanding the program into new markets or media.

Eligible activities:

- Creative executions specific to the marketing and promotional campaign:
  - Creative advertising production (print, digital, out-of-home, video, social, television, OTT streaming, and radio)
  - Content development (written, video, or audio)
  - Photography
  - Videography and post-production video editing
  - Campaign landing page or microsite
  - Audio development (radio, OTT streaming etc.)
  - Marketing collateral (print and digital brochures, visitor guides, posters, and maps)
  - Fulfillment costs
  - Promotional items (Promotional items must support the grant program goals and contain clear branding such as a call to action (CTA) or logo that features the grant recipient's destination or organization.)
- Marketing executions specific to the marketing and promotional campaign:
  - Media placement (print, digital, out-of-home, television, social, OTT streaming, and radio)
  - Social media initiatives
  - Influencer programs
  - Public relations initiatives
  - Search engine marketing (SEM) initiatives (SEO/paid search)
  - Crowdriff Stories
  - Email newsletter development and distribution
- Tourism marketing research and data
  - Consumer focused market research
  - Visitor profile studies

- Inclusive marketing audit
- Digital audit
- Tourism marketing strategy
  - Inclusive marketing strategy or audit plan
  - Digital marketing strategy
- Trade shows
  - Registration and booth rental fees
  - Airfare/lodging expenses (up to 10% of the project budget)
- Website development, refresh, or restructure
  - Website search engine optimization
  - Website useability, mobile and guest experience
  - Website accessibility
- Other approved projects

#### Ineligible use of funds:

- Funding can not be used as a match for existing or future opportunities
- CTO advertising including co-op marketing opportunities (see Conditions of Funding for additional details)
- General administrative costs such as personnel costs, office supplies, website maintenance costs
- Grant writing or grant management costs
- Items for resale and gift cards
- Travel expenses, except for trade show attendance, as specified above
- Food or alcoholic beverages
- Tourism-related projects that develop, enhance, or manage visitor experience in Colorado (see [Tourism Management Grant \(https://oedit.colorado.gov/tourism-management-grant\)](https://oedit.colorado.gov/tourism-management-grant))

The applicant can financially match the project cost at a higher amount if the cost exceeds grant dollar limitations.

#### ▼ How to apply

Applications are now being accepted. Please sign up for the [Colorado Tourism Office \(https://oedit.colorado.gov/governors-tourism-conference-professional-scholarship#newsletter\)](https://oedit.colorado.gov/governors-tourism-conference-professional-scholarship#newsletter), email updates.

Apply through the [OEDIT online portal \(https://oedit.secure.force.com/oedit/\)](https://oedit.secure.force.com/oedit/) by 4pm on Tuesday, September 10, 2024.

Although not required, applicants are encouraged to [submit a brief LOI](#) before completing a full application so that CTO staff can learn more about the proposed project and what the destination or tourism industry sector hopes to achieve through grant funding.

The application process is as follows:

1. Verify your eligibility by reading through the guidelines carefully.
2. Prepare your application materials by filling out this [Tourism Marketing Grant Application Materials](#) (PDF). This document includes all application questions.
3. Log in to the [OEDIT online portal](#) and submit your complete application in the online portal. [Review the instructions for how to navigate the online portal](#).
4. Applications will be reviewed.
5. Status notification eight weeks after the application closes.

#### Supporting documents

You will need to provide:

- Completed [Tourism Marketing Grant Financial Worksheet](#) (XLS Download)
- A [detailed timeline](#) (XLS Download) that includes all milestones and deliverables
- Letter(s) of commitment showing evidence of required cash match - matching dollars may not come from the State's General Fund, Federal funds, Colorado Tourism Office funds, OEDIT funds, or other grant funds. Letter(s) of commitment must be on official letterhead and state the amount of cash committed by the organization
- Project support letters - all grant applications need to include at least two letters of support from community partners or tourism industry partners in the community (other than the applicant) that will benefit from the results of the project

Additionally, nonprofit entities must provide: