



CTO MARKETING MATCHING GRANT CHECKLIST

- Please refer to page 5 for explanation of required documents.

EXHIBIT A

- Grant Application Form (pages 6 & 7)
 - This document will be the cover page of the proposal.
- Project Marketing Plan / Scope of Service

Please include the following in your plan:

- Narrative describing the program
- If submitting a regional/partnership application, define the proposed region and provide an explanation and background information on why the region is defined the way it is (i.e. geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc.)
- Program goals and objectives
- Specific tactics proposed to execute the plan
- Detailed timeline when projects will be implemented. Please reflect this timeline as well on Exhibit A.2 – the Grant Project Timeline (attached: page 8)
- Measurement criteria – how will the organization track its efforts and report effectiveness.

EXHIBIT A.2 – Grant Project Timeline (page 8)

EXHIBIT B - Marketing Budget Worksheet (page 9)

EXHIBIT C - FY11 Grant Recipients project summary (page 10)

***Submit Exhibit C only if applicable**

LETTERS OF SUPPORT from all appropriate communities, counties and organizations included in a Regional/Partnership application and the portion of match dollars it may be contributing to the project.

***Submit letters if applicable**

A total of one (1) original and five (5) copies of the proposal must be submitted to the Colorado Tourism Office.