



Marketing Matching Grant Program - FY2009

The Colorado Tourism Office's Marketing Matching Grant Program provides funding to not-for-profit organizations in the State of Colorado for the purpose of promoting the state or a region as a tourism destination.

A region is defined as a group of multiple Colorado communities (cities, towns, or counties) large or small, whose regional identity may be based upon geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc. It is important to note that the use of the word "region" does not necessarily correlate to the seven Colorado travel regions identified by the Colorado Tourism Office. One community is not a region.

Statewide organizations, destination travel groups and tourism associations in Colorado currently involved in tourism development will also be eligible to participate in the grant application process.

This year, the Colorado Tourism Office will award grants up to **\$15,000**. Funds will be awarded to organizations whose objective is to promote the state or the defined region and not just a specific city or town. For every **\$1** the organization allocates to the program, the Colorado Tourism Office Board will provide **\$2 in matching funds**. Up to 15% of the match may be in-kind, which may include services such as staff time or donated services or materials relevant to your grant project. **The deadline for grant requests is Thursday, September 4, 2008 by 4:00 p.m.**

The CTO Matching Grant Subcommittee will review the applications and make recommendations for the awards. The subcommittee may have follow up questions for the applicant in order to better understand any or all aspects of the grant proposal. A CTO staff person will contact the Project Manager identified on the Grant Application Form to ask questions on behalf of the subcommittee. The answers will be shared with the subcommittee to help them determine whether to fund the proposal. Follow up questions in no way indicate whether the proposal has or has not been approved.

Project Eligibility Requirements

- Eligible applicants must be nonprofit or not-for-profit organizations or associations whose tourism-related activities and marketing program will benefit the entire state or region.
- Grants will only be provided to fund marketing projects designed to increase destination travel to Colorado or within the specified region.
- Regional applicants must define their region, offering explanation in their proposal for their region's geographic boundaries. A list of all community partners and their contact information must also be provided.
- Grant funds may be used for in-state, domestic and international marketing efforts.
- Grants will not be awarded to fund existing marketing efforts unless the funds will be used for a current program that is producing a positive return on investment or the program is being expanded into new markets or media.

- Grants may be used for development and operation of independent Internet sites provided there is a paid link (paid listing) to the site from the Colorado.com website.
- Applicants must demonstrate \$1 in matching funds for every \$2 requested from the Colorado Tourism Office (space provided on CTO Marketing Budget Worksheet). Matching dollars may not come from the State's General Fund.
- Applicants must provide an overall marketing plan and fill out the attached Budget Worksheet. (In order to be considered for the grant, the worksheet must be submitted.)

Program Requirements

- Participating organizations must develop and execute an effective tourism marketing and promotional program targeted toward specific goals in attracting travel and tourism to Colorado or the proposed region.
- **All advertising and promotional materials that are funded in-part by the matching grant program must include the official Colorado Tourism Office logo, Colorado.com, and 1-800-COLORADO. These materials are provided on the Industry Partner page at www.colorado.com/industry under the Marketing Matching Grant Program link. If you have any questions, please contact Kristin Berryman at 303-892-3885.**
- Participating organizations must follow the approved marketing proposal as presented to the Colorado Tourism Office or receive written permission to deviate from the plan by the CTO; otherwise, the organization may forfeit grant funds provided by the CTO.
- Participating organizations must establish quantifiable objectives and conduct a program evaluation in order to assess the effectiveness of the program. An interim report or a planning progress report must be delivered to the CTO by **Friday, March 20, 2009**. A final, written report is also required and must be submitted to the Colorado Tourism Office (see address in Grant Application section), by **Friday, October 30, 2009**.

Eligible Programs and Goal

The overall goal of the Matching Grant Program is to increase tourism revenues and economic benefit within the state through unique and effective marketing opportunities. The organizations should develop, execute and evaluate effective tourism marketing and promotional programs targeted towards attracting travel and tourism to the state. Eligible opportunities include:

- Media Placement and Production (Print, Online, Outdoor, Broadcast, and Radio)
- Printed Materials
- Tradeshow Registration Fees and Booth Rentals
- Video/CD-Rom/DVD production
- Fulfillment Costs
- Public Relations/Media Communications
- Promotional Items
- Strategic Planning and Research
- Product Development
- Website Development
- International Opportunities
- Special Marketing Opportunities (this could include FAMs, database development, etc.)

Non-eligible costs include:

- Agency Commissions and Fees
- Office Supplies
- Items for Resale

- Lobbying
- Educational conferences, advocacy program and membership dues
- Travel expenses, including accommodations and non-public relations/marketing-related transportation. (Travel to and from meetings will not be reimbursed.)
- Equipment Purchases or Rentals
- Employee Salaries
- Alcoholic Beverages
- Infrastructure
- Contraction of facilities or modification of eligible historic structures

Operating Year

Colorado Tourism Office funds will be made available upon execution of a purchase agreement with the grant administrator. **All project activities using CTO funds must be completed and all funds expended and invoices submitted by June 30, 2009.** Invoices dated outside of the operating year will not be accepted.

Grant Application

- A project marketing plan or scope of services must accompany the Grant Application Form (attached), which must be the cover page of your proposal. The project marketing plan must include:
 - 1) narrative describing the program
 - 2) detailed timeline when projects will be implemented (attached)
 - 3) if submitting a regional application, define the proposed region and provide an explanation and background information on why the region is defined the way it was (i.e. geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc.)
 - 4) program goals and objectives
 - 5) specific tactics proposed to execute the plan
 - 6) measurement criteria.
- The CTO Budget Worksheet (attached) 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.
- If submitting a grant application on behalf of a region, the application must include assurances/documentation that all appropriate communities, counties, and organizations within the region are supportive of the program and will be included in the program, as well as contact information of participants.
- A total of **six (6) proposals** should be submitted to:
 - Colorado Tourism Office
 - Attn: Kristin Berryman
 - Marketing Matching Grant Program
 - 1625 Broadway, Suite 2700
 - Denver, CO 80202

For additional information, contact the CTO at 303-892-3885.

The deadline for the written application is Thursday, September 4, 2008 by 4:00 p.m.

*Electronic submission will not be accepted.

Evaluation Criteria

All applicants will be required to submit a written proposal with the above criteria and must be prepared to answer possible follow up questions from the Matching Grant Evaluation Subcommittee of the Tourism Promotion Committee during the week of **October 14-17, 2008**. All grant decisions will be approved by the Tourism Promotion Committee and the Colorado Tourism Office Board. Applications will be judged on the following criteria

<u>Evaluation</u>	<u>Points</u>
- Completeness of marketing plan	15
- Ability to implement marketing concepts	10
- Quality of creativity or innovation presented	10
- Economic impact of proposal on state or region	20
- Meets CTO program goals and objectives	20
- Demonstrates a financial ability to carry out the marketing plan and develop partnerships	15
- Provides a mechanism to demonstrate a return on investment	<u>10</u>
TOTAL	100*

*Well-defined regional or statewide partnerships may be awarded an additional 5 points.

*CO-OP Program: Applicants are encouraged to participate in the CTO Co-op program and will be given a higher competitive ranking during the grant review process, adding 10 points to the overall score. For more information on the CTO Co-op program, please visit: www.colorado.com/industry

Award Limitation

Grant amounts are dependent on funding made available to the program by the Colorado Tourism Office Board and the amount of matching funds provided (\$1 in matching funds must be demonstrated for \$2 requested). Applicants may be awarded matching grants less than the amount requested. **The maximum matching grant amount will be \$15,000 per grant.** Each applicant is limited to one grant project per Matching Grant Program cycle.

Time Schedules and Deadlines

All written grant applications must be completed and submitted for review to the Colorado Tourism Office no later than **Thursday, September 4, 2008 by 4:00 p.m.** Recipients of grant monies will be announced no later than November 2008, at which time the recipient must agree to enter into a required State of Colorado purchase agreement with the Colorado Tourism Office for the approved allocation of matching funds. The contract period will be the **date of execution through June 30, 2009**. The final program evaluation report is due by **October 30, 2009**.

Matching Grant Program Timeline:

Thursday, September 4, 2008 by 4:00 p.m.
October 14-17, 2008
Friday, March 20, 2009
Friday, October 30, 2009

Proposals due
Subcommittee Q&A
Interim report due
Final report due

Colorado

Tourism Office

Grant Application Form

Requested Grant Amount: _____

Name of Applicant Organization: _____

Address: _____

City: _____, Colorado Zip: _____

Telephone: (____) ____-____ Fax: (____) ____-____

Contact Name: _____

Title: _____

Email: _____

Federal Employer Identification Number: _____

Program Administrator: _____

Title: _____

Email: _____

Address: _____

City: _____, Colorado Zip: _____

Telephone: (____) ____-____ Fax: (____) ____-____

Type of applicant: Statewide Regional

If regional, please list all participating Colorado communities (cities, towns, or counties):

Colorado

Tourism Office

Marketing Budget Worksheet

Eligible Opportunities	CTO GRANT	MATCHING FUNDS	TOTALS
Print/Outdoor (Newspaper/Magazines)			
Ad Production and Placement			
Online			
Broadcast Media (TV and Radio)			
Public Relations			
Tradeshaw Participation			
Other (identify)			
Other (identify)			
TOTALS			

*All paid media should be included in the budget.

Please detail where the matching funds are coming from. (List the organization and how much it will be contributing.)

NOTE:

The purpose of this worksheet is to break down the proposal’s budget and to identify what the CTO will be funding, what the grant applicant will be funding and the total cost of the marketing program.

The column labeled CTO GRANT indicates the money the CTO will put towards the program, the MATCHING FUNDS column will indicate the amount of money that will come from the matching dollars, and the TOTALS column will indicate the total amount of money allocated to the specified marketing opportunity as well as the entire program.

*This marketing budget worksheet **MUST** accompany the proposal or it will not be accepted.

Marketing Plan Timeline

The CTO requires a timeline worksheet that details the schedule of the marketing plan from tactics to events. The timeline must show that the project will be completed by the end of the grant period (June 30, 2009). General statements will not be accepted (i.e. - “X organization plans to place several ads in Y magazine.”) A specific plan must be in place.

The timeline may be recreated, but should follow the format below.

	Paid Media	Ad Type, Size and Frequency	Placement Date
<i>EXAMPLE</i>	Magazine Title	¼ page four color ad, two times	December 2008, April 2009

Non-advertising Related Expenses (anticipated)

Specific Item	Start Date	Completion Date
Brochures	November 2008	March 2009

Colorado

Tourism Office

Marketing Matching Grant Program FAQ

- Q.** Who is eligible to apply for these grants?
- A.** Non-Profit and Not-For-Profit organizations are eligible to apply on behalf of their region (a group of multiple communities) or their statewide organizations. These organizations must be based in Colorado; out-of-state organizations are not eligible.
- Q.** Who is required to administer the funds?
- A.** A designee of the organization may administer the program. This should be indicated on the Grant Application Form.
- Q.** Is there any restriction on forming partnerships for a regional grant?
- A.** A region is defined as a group of multiple communities (cities, towns, or counties) large or small, whose regional identity may be based upon geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc. It is important to note that, no matter how your region is defined, an explanation of why your region is defined as such is required.
- Q.** Would a state agency be eligible for a grant?
- A.** Yes, a state agency is eligible for matching grant funding as long as general funds are not being used as match.
- Q.** What types of projects are eligible for the grants?
- A.** You may use the funds for media placement and production (print, online, outdoor, broadcast, and radio), printed materials, tradeshow registration fees and booth rentals, video/CD-Rom/DVD production, fulfillment costs, public relations/media communications, promotional items, strategic planning and research, product development, website development, international opportunities, or other special marketing opportunities (this could include FAMs, database development, tradeshows, etc.). These programs should be designed to increase travel and should produce a positive return on investment.
- Q.** How much can an applicant request?
- A.** You may request any increment of funding up to \$15,000.
- Q.** Are there any proposal restrictions in terms of formats, such as single space or double space, font size, or number of pages?
- A.** We ask that proposals be brief and to the point (under 10 pages); however, there are no format restrictions. Six (6) copies of the proposal are required. **Do not send proposals in electronic format or via fax.**
- Q.** Are educational conferences, advocacy programs and membership dues eligible for CTO grant funds?
- A.** No.

- Q.** Will an invoice dated outside of the current grant cycle be reimbursable by the CTO?
A. No.
- Q.** Are travel expenses eligible to be reimbursed by the CTO?
A. Travel-related administrative costs, as well as transportation to and from meetings related to the grant, will not be reimbursed by the CTO.
- Q.** What is the anticipated length of the grant cycle for FY 2009?
A. November 1, 2008 through June 30, 2009.