



Marketing Matching Grant Program - FY2012

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.

The Colorado Tourism Office will award grants up to **\$15,000** this year. Funds will be awarded to organizations whose objective is to promote the state or the defined region. For every **\$1** the organization allocates to the program, the Colorado Tourism Office will provide **\$1 in matching funds**. Up to 10% of the match may be in-kind, which may include services such as staff time or donated services or materials relevant to the grant project. **The deadline for grant requests is Tuesday, August 2, 2011 by 4:00 p.m.**

Grant Application Categories

An organization must identify what category it is applying under: Regional/Partnership or Statewide. The definition of each category is listed below. For questions regarding application categories, see page 5 for contact information.

Regional /Partnership Applicants

This category 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. It is encouraged to demonstrate strong alliances through collaboration with other partners, other communities and securing other matching sources. The projects involving three (3) or more partners demonstrating strong collaboration, may be evaluated as being more competitive in the grant review process, and may be awarded a collaboration bonus of up to 5 additional points.

Statewide Applicants

This category includes statewide organizations, destination travel groups and tourism associations in Colorado currently involved in tourism development.

The CTO Matching Grant Evaluation committee will review the applications and make recommendations for the awards. The evaluation committee may have follow up questions for the applicant in order to better understand any or all aspects of the grant proposal. Please note that the week of **August 29 - September 2, 2011** will be dedicated to the follow up questions from the evaluation committee. During that week, applicants should be available for the Q&A session from the evaluation committee via a conference call or email. The CTO and evaluation committee will contact the **Primary Contact** identified on the Grant Application Form to ask questions. The answers will be shared with the evaluation committee and factored into the review process. 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/Partnership applicants must define their region or partnership in their proposal. These applicants will need to describe the region/partnership whose identity may be based upon geographic similarities, traveler behaviors, cultural identities, thematically, infrastructure links, etc... The strength of the partnerships must be demonstrated through a commitment to collaboration with partners, communities and securing matching sources. In addition, support letters from community partners and their contact information must 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 link to the site from the Colorado.com website.
- Applicants must demonstrate \$1 in matching funds for every \$1 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. Please note the CTO logo does not need to appear on banner ads, only on the website landing page. These materials are provided on the Industry Partner page at www.coloradotourismpartner.com under the Marketing Matching Grant Program link. If you have any questions, please contact Charleen Pestana at 303-892-3885. Below is an example of the current CTO Logo:**



- 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 and an interim financial report must be delivered to the CTO by **Monday, March 5, 2012**. A final, written report and final financial report is also required and must be submitted to the Colorado Tourism Office (see address in Grant Application section), by **Wednesday, August 15, 2012**.
- Missing deadlines or submitting incomplete reports and documentation will be noted and may impact future funding through this program.
- Payments will be issued when complete reports (interim and final) and backup documentation are submitted and approved.

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 (only 10% of CTO grant dollars are eligible for travel/lodging/per Diem fees associated with the tradeshow).
- 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 or 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 contract with the Office of Economic Development and International Trade – Colorado Tourism Office. **Project activities may not begin until the contract has been executed and signed by the Office of Economic Development and International Trade – Colorado Tourism Office. All project activities using CTO funds must be completed and all funds expended and invoices submitted by August 15, 2012. Invoices dated prior to the contract signature date and after August 15, 2012 will not be accepted.**

Grant Application

A checklist of required documents for the grant application is located on page 13. Please use this document as a reference when compiling grant information.

Evaluation Criteria

All applicants will be required to submit a written proposal with the required documents for grant application and must be prepared to answer possible follow up questions from the Matching Grant Evaluation committee during the week of **August 29, 2011 – September 2, 2011**. 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.....	15
plan and develop partnerships	
- 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.

*Applications with 3 or more partners demonstrating strong collaboration may be awarded an additional 5 points (see page1).

*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.coloradotourismpartner.com in July 2011.

Award Limitation

Grant amounts are dependent on funding made available to the Colorado Tourism Office by the Legislature and to the program by the Colorado Tourism Office Board and the amount of matching funds provided (all matching funds must be demonstrated with backup documentation). Should the CTO’s funding ever change due to budgetary climate, the marketing grant program funding may be impacted. The CTO retains the right to limit the number of grants awarded if its budget is impacted. **The maximum matching grant amount will be \$15,000 per grant, based on a 1:1 match.** Applicants may be awarded matching grants less than the amount requested. 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 **Tuesday, August 2, 2011 by 4:00 p.m.** Grant recipients will be announced the **week of September 5, 2011**. Grant recipients must agree to enter into a required State of Colorado contract agreement with the Colorado Tourism Office for the approved allocation of matching funds. The contract period will be **upon contract signature date through August 15, 2012**. The final reports are also due by **August 15, 2012**.

Matching Grant Program Timeline:

Tuesday, August 2, 2011 by 4:00 p.m.
August 29 - September 2, 2011
Week of September 5, 2011
Monday, March 5, 2012
Wednesday, August 15, 2012

Proposals Due to CTO
Evaluation Committee Q&A
Award Notification Date
Interim reports due
Final report

Required Documents for Grant Application:

- Please refer to page 13 for a checklist of required documents.

EXHIBIT A

- Grant Application Form (attached: 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:

 - 1) Narrative describing the program
 - 2) 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.)
 - 3) Program goals and objectives
 - 4) Specific tactics proposed to execute the plan
 - 5) Detailed timeline when projects will be implemented. Please reflect this timeline as well on Exhibit A.2 – the Grant Project Timeline (attached: page 8)
 - 6) Measurement criteria – how will the organization track its efforts and report effectiveness

EXHIBIT B

The CTO Budget Worksheet (attached: page 9) 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.

EXHIBIT C – (if applicable)

If the organization had received a grant in FY2011, it must complete Exhibit C - FY11 Grant Recipients (attached: page 10).

***LETTERS – (if applicable)**

If submitting a grant application on behalf of a region, the application must include 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.

Submitting Proposal

- A total of one (1) original and five (5) copies of the proposal should be submitted to:

Colorado Tourism Office
Attn: Charleen Pestana
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 Tuesday, August 2, 2011 by 4:00 p.m.

*Electronic submission will not be accepted



Grant Application Form

Requested Grant Amount: _____

*If organization stated below received CTO Grant Funding in FY 2011, Exhibit C on page 10 must be completed and submitted.

Name of Applicant Organization: _____

Address: _____

City: _____, Colorado Zip: _____

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

Contact Name: _____

Title: _____

Email: _____

Federal Employer Identification Number: _____

Primary Contact for Grant: _____

(If different from above)

Title: _____

Email: _____

Address: _____

City: _____, Colorado Zip: _____

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

Colorado

Tourism Office

Grant Application Form

- page 2 -

Type of Applicant (Please Circle): Statewide Regional/Partnership

If Regional/Partnership, please list all participating Colorado communities (cities, towns, or counties) or project partners:

<u>Organization</u>	<u>Contribution to Project</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

Additional Comments:



Grant Project 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 (August 15, 2012). 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.

EXAMPLE	Paid Media	Ad Type, Size and Frequency	Placement Date
	Magazine Title	¼ page four color ad, two times	December 2011, May 2012

Non-advertising Related Expenses (anticipated)

EXAMPLE	Specific Item	Start Date	Completion Date
	Brochures	November 2011	March 2012

Colorado

Tourism Office

Marketing Budget Worksheet

ELIGIBLE OPPORTUNITIES	CTO GRANT	ORGANIZATION'S MATCHING FUNDS	TOTALS
Print/Outdoor (Newspaper/Magazines)			
Ad Production and Placement			
Online			
Broadcast Media (TV and Radio)			
Public Relations			
Tradeshow 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 ORGANIZATION'S MATCHING FUNDS column will indicate the amount of money that will come from the organization's matching dollars, and the TOTAL column will indicate the total amount of money allocated to the specified line item.

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



**REQUIRED FOR
FY11 Grant Recipients**

Amount Granted in FY 2011: _____

Amount Spent in FY 2011: _____

Please provide a short summary (200 words or less) below on the project funded by the CTO and its impact/ROI on the state or region:

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. A total of one (1) original and five (5) copies of the proposal must be submitted to the Colorado Tourism Office. **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 prior to the contract signature date and after August 15, 2012 be reimbursable by the CTO?
A. No.
- Q.** Are travel expenses eligible to be reimbursed by the CTO?
A. All non-public relations or marketing related transportation expenses will not be reimbursed by the CTO as well as transportation to and from meetings.
- For further questions, please contact Charleen Pestana at 303.892.3885 or charleen.pestana@state.co.us

Quick Reference For Grant Cycle Dates

ACTION	DATE
Guidelines Available	June 2, 2011
Application Due Date	August 2, 2011
Evaluation Committee Q&A	August 29 – September 2, 2011
Award Notification Date	Week of September 5, 2011
Interim Reports Due	March 5, 2012
Final Reports & Project Complete	August 15, 2012

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.