



Colorado Tourism

**Marketing
Matching Grant
Program
FY2018 Guidelines**

COME TO LIFE



COLORADO

Program Overview

The mission of the Colorado Tourism Office is to: “Drive traveler spending through promotion and development of compelling, sustainable travel experiences throughout our four-corner state.”

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 overall goal of the program is to increase tourism revenues and economic benefit within the state through unique and effective marketing opportunities.

Grants up to **\$25,000** will be awarded. For every **\$1** the organization allocates to the program, the Colorado Tourism Office will provide **\$1 in matching funds**. Up to 20% 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.

Program Eligibility

Grant Entity Eligibility

Eligible applicants must be:

- Nonprofit or not-for-profit organizations or associations in the State of Colorado whose tourism-related activities and marketing program will benefit the entire state or region.
- Each submitting lead applicant is limited to one grant project per fiscal year. Note: Lead applicants can be a partner in a separate grant application.

Grant Entity Ineligibility

Ineligible applicants include those listed below:

- Entities that fail to fulfill past grant award requirements within the past year (includes: project completion, submission of required grant reporting, proper use of grant funds, lack of acknowledgment, changes to proposal without approval)
- For-profit entities

Project Eligibility

- Eligible projects must be “new”. 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 ROI or the program is being expanded into new markets or media.
- Grant funds may be used for in-state, domestic and international marketing efforts.
- Applicants must demonstrate \$1 in matching funds for every \$1 requested from the Colorado Tourism Office. Matching dollars may not come from the State’s General Fund.
- Applicants must submit corresponding financial and project documents which include a Budget Worksheet, Matching Funds Worksheet and Timeline Worksheet. (In order to be considered for the grant, all worksheets must be submitted.)

Application

Online Application Submission

Only online applications will be accepted. If you were not a Colorado Tourism applicant last year, you will be required to register first. You will be required to download three Excel documents (timeline, budget, matching fund sources) and then submit the forms online as a part of your support materials. Visit <http://www.colorado.com/marketing-matching-grant-program> for forms and

<https://oedit.secure.force.com/oedit/> for the online application portal. Support materials submitted other than through the online application will not be accepted.

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.

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 encouraged to demonstrate strong alliances through collaboration with other partners, other communities and securing other matching sources.

Statewide Applicants

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

Application Form

Includes items such as:

- Organization name, address, phone number, email address and website address
- Primary contact name, phone numbers and email address
- Summary of proposed project including a project title
- Total amount requested

Application Questions

- Provide a narrative describing the marketing plan for your proposal including goals and objectives.
- Does your marketing plan proposal include new deliverables or initiatives?
 - If yes, describe which components are new.
 - If no, explain why you are requesting funds for a current program.
- How will the organization track its efforts and report effectiveness around desired outcomes? **Examples of measurement include:**
 - **General:** Overall number of visitors, Tax lodging numbers, Estimated Spending (You may use the following to calculate average daily travel spending per person: Domestic: Day trip, \$75; Visiting friends and relatives, \$303; Overnight stay, \$479; Business, \$434 (Source: [Longwoods, June 2016](#)).
 - **Digital:** Impressions, Open and Click-through rates for email, Cost/Impression, Cost/Click, Cost/Email, Google Analytics: (cost/visit, average time on site, bounce rate, percent of new visits, conversions), engagements, likes
 - **Public Relations:** accounting of media results, advertising equivalency, and/or new product offerings
 - **Fulfillment:** Distribution numbers through mailings, shows, visitor centers
 - **Trade Shows:** show attendance, leads collected; materials distributed
- How will the project increase tourism revenue and economic benefit?

Application Supporting Documents

- Proposed Timeline (downloaded Excel form)
- CTO Budget Worksheet (downloaded Excel form) 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.
- Matching Cash Funds Worksheet (downloaded Excel form)
- Signed W-9 (Form found at: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>)
- Certificate of Good Standing from the Colorado Secretary of State. Find at: <https://www.sos.state.co.us/biz/BusinessEntityCriteria.do>
- Project Support Letters. **All grant applications must include letters of support** from all appropriate communities, counties and organizations included in an application and the portion of match dollars it may be contributing to the project.

Marketing Matching Grant Funding Evaluation Criteria

Applications will be reviewed and scored through a consensus scoring process utilizing a selection criteria rubric.

Applications should be clearly written and present a strong case for support. Preferences identified will enhance a grant application's competitiveness include:

- Marketing Plan includes clear objectives and obtainable deliverables targeted toward attracting travel and tourism to Colorado or the proposed region.
- Applying entity has a track record of effective work, evident through strong support letters
- Good planning is evident in the project timeline and budget.
- Plans for evaluating impact are clear, appropriate and achievable
- Project meets CTO goals of 1) promoting travel and 2) increasing economic benefit.
- Applications with 3 or more partners, which demonstrates strong collaboration, may be evaluated as being more competitive in the grant review process

Project Requirements

Acknowledgement

- All advertising and promotional materials (which includes all printed materials, films or videos, television commercials, broadcast programs, websites and trade show materials) that are funded in-part by the matching grant program must include the official Colorado Tourism Office logo.
- 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 <http://industry.colorado.com/resources/matching-grant-program/matching-grant-logos>.

Changes to Proposal

- Any significant refinements, clarifications, modifications or changes to the proposal must receive **prior** approval from the CTO; otherwise, the organization may forfeit grant funds provided by the CTO.

- Organizations should complete and submit the Proposal Change Form if there are changes to the proposal.

Progress Reports

Participating organizations must complete periodic projects reports. Progress report dates will be determined once grant contracts have been executed and signed.

Final Report

A final, written report and final financial report is required and must be submitted online to the Colorado Tourism Office by 30 days after the end of the grant cycle.

Project Dates

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 the contract end date.

- **Contract Start Date:** TBD
- **Contract End Date:** 9/1/2018
- **Final Report Due:** 10/1/2018

Eligible Uses for Matching Grants

The list of eligible and ineligible use of funds applies to both CTO grant funds and applicant organization’s matching funds.

Eligible Use of Funds:

- Media placement and production (Print, Online/Digital, Outdoor, Broadcast, and Radio)
- Printed materials (Brochures, Guides, Maps & Distribution)
- Website development/enhancement (Design, Upgrades, Mobilization, Content, SEO)
- Video/CD-Rom/DVD production
- Fulfillment costs (Printing and mailing costs for collateral materials including guides, directories and direct mail campaign)
- Public relations/media communications (media events)
- Promotional items
- Strategic planning and research
- Product development
- International marketing opportunities
- Tradeshow registration fees and booth rentals (only 10% of CTO grant dollars are eligible for travel/lodging/per diem fees associated with the tradeshow)
- Special marketing opportunities (Familiarization “FAM” tours)

Ineligible Use of Funds:

- Employee salaries, personnel costs, grant management costs
- 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.**)
- Purchases or rentals of equipment or supplies
- Food or Alcoholic beverages

Timeline

July 14, 2017:	Online Grant Application Opens
September 15, 2017 at 4:00 pm:	Online Grant Application Due
Wednesday, November 1, 2017:	Grant Application Status Notification
September 1, 2018:	Project Complete
October 1, 2018:	Grant Project Final Report Due

Grant Funds Disbursement

Any grant funds not used as approved shall be returned to the Colorado Tourism Office pursuant to the grant contract. Projects must be completed within the approved grant timeline. Following approval and execution of contract, grant funds will be distributed. As in previous years, our goal is to provide grant funds upfront but this is subject to approval by the State Controller's Office yearly and CTO reserves the right to disburse funds on a reimbursement basis.

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For additional questions, visit <http://industry.colorado.com/resources/matching-grant-program> or contact: Elizabeth O'Rear at 303.892.3893 or elizabeth.orear@state.co.us



Marketing Matching Grant Selection Criteria

Criteria	Highly Recommend	Recommend	Recommend w/Reservations	Needs Improvement	Do Not Recommend
<p><i>Marketing Plan Objectives and Deliverables</i> 25%</p>	<p>Marketing plan is exceptional and distinguishes the applicant from others.</p> <p>Marketing plan is clearly described and includes specific details; Objectives are clearly stated and steps needed to attain objectives are clearly outlined.</p>	<p>Marketing plan demonstrates high levels of thought and preparation. Application inspires confidence in the project.</p> <p>Marketing plan has several details; good description of expected outcomes; Objectives are stated and the steps needed to attain objectives are identified.</p>	<p>Marketing plan is complete, and the quality is sufficient and of acceptable levels of clarity.</p> <p>Marketing plan includes required details and general outcomes are identified.</p>	<p>Marketing plan provides little detail and does not inspire confidence in overall plan.</p> <p>Expected outcomes are not described; Objectives are unclear and the steps needed to attain objectives are not clear.</p>	<p>Marketing plan is incomplete and of low quality.</p> <p>Project description is difficult to understand; Neither objectives nor steps needed to obtain objectives are listed.</p>
<p><i>Creativity and Innovation</i> 5%</p>	<p>Deliverable/initiative creates a new tourism product for travelers.</p>	<p>Deliverable/initiative is creative and innovative.</p>	<p>Deliverable/initiative is new for the applicant but not new to the state or unknown.</p>	<p>Deliverable/initiative is an upgrade of existing, previous deliverables.</p>	<p>Deliverable/initiative is similar to past ones.</p>
<p><i>Performance Measures</i> 10%</p>	<p>Application thoroughly describes a high level of understanding on the clear measurements needed for success and identifies the reporting capabilities needed to do so.</p> <p>Multiple quantifiable, measureable outcomes defined; Outcomes are clearly worth the investment; Sound, measurable evaluation techniques are identified.</p>	<p>Application shows clearly developed measurements for success and strong reporting capabilities.</p> <p>Measureable outcomes identified; Outcome is worth the investment; Measurable evaluation techniques are identified.</p>	<p>Application provides some indication of how the project would be measured, but not a strength of the application.</p> <p>Some outcomes and measurements identified.</p>	<p>Application indicates a low level of reporting capabilities.</p> <p>A measureable outcome is not clearly identified; Unclear if outcome is worth the investment; Evaluation techniques are not sound.</p>	<p>Application does not demonstrate appropriate reporting capabilities.</p> <p>A measureable outcome is not identified; Outcome is not worth the investment; Evaluation techniques are not identified.</p>



Marketing Matching Grant Selection Criteria

Criteria	Highly Recommend	Recommend	Recommend w/ Reservations	Needs Improvement	Do Not Recommend
Planning & Management 10%	<p>Application describes in extensive detail how the marketing plan will be executed. Project timeline is detailed and well thought out.</p> <p>The organization has highly qualified and experienced staff to manage/implement the proposed marketing plan.</p>	<p>Application describes how the marketing plan will be executed. Project timeline is appropriate and thought out.</p> <p>The organization demonstrates an ability to manage/implement the proposed marketing plan.</p>	<p>Application describes an appropriate marketing plan with some evidence of execution. Project timeline is complete. Neither a strength nor weakness of the application.</p> <p>The organization seems to have the capability to manage/implement the grant will some level of confidence.</p>	<p>Some concerns exist on how the marketing plan will be executed. The project timeline is incomplete or very general.</p> <p>The organization has the ability/support to manage some parts of the project but not all.</p>	<p>No evidence of how the marketing plan will be executed. Project timeline is missing or includes dates outside the grant period.</p> <p>The application does not address whether the organization has the staff/support to implement.</p>
Financial Ability 15%	<p>Project is fully funded and there are no concerns about cash match. All entities providing financial support are identified. This criteria distinguishes the project from others.</p> <p>Budget show a depth of knowledge on marketing costs and is broken down into extensive detail.</p>	<p>Project appears to have access to strong and stable funding. The required cash match is easily met and identified. A strength of the application.</p> <p>Budget is detailed and demonstrates understanding of marketing costs.</p>	<p>Project appears to have sufficient cash match. Some level of funding risk still exists.</p> <p>Budget includes a basic breakdown of expenses.</p>	<p>Project appears to have some cash match but the required match is not secured or presents some level of concern that the project will be sustainable.</p> <p>Budget is not feasible.</p>	<p>Project does not meet the required cash match or the project does not appear to be sustainable.</p> <p>Budget is not included or not all budget items are identified.</p>
Economic Impact & Promotes Travel 35%	<p>Project application demonstrates that this project has exceptional long-term economic impact potential. A major strength of the application.</p> <p>Project shows great ability to increase regional and state awareness through project initiatives.</p>	<p>Project application demonstrates potential for real and lasting economic impact.</p> <p>Project will promote a region or the state as a travel destination and will increase regional/state awareness.</p>	<p>Project application provides sufficient evidence of community/regional impact through the project. Neither strength nor a weakness of the project.</p> <p>Project has the potential to promote a region or the state as a travel destination.</p>	<p>Project application provides some indication of impact, mostly short term or creates awareness on a local level only.</p>	<p>Project application does not show evidence of economic impact or impact is unclear.</p> <p>Project does not address the type of visitors they will attract.</p>