



Marketing Matching Grant Program Frequently Asked Questions

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 ineligible.

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 \$25,000.

Q. What are the word limits in the narrative?

A. Each written question in the online application allows for 7,500 characters (including spaces and punctuation). We strongly recommend that you type your narrative in a word processing document to make sure it does not exceed the limit and then paste it into the application sections.

Q. How do I print a copy of my application?

A. To print a copy of your application, log in to the grant portal, select "My Applications" and select the printer icon. This will generate a PDF of the application that you can either print or save as a file on your computer.



Q. What attachments should be included with the application?

A. For a complete list of items required in the grant application, please refer to the Guidelines.

Q. I forgot my password?

A. Visit <https://oedit.secure.force.com/oedit/> and click the “Forgot Your Password?” link. You will receive an email containing your username/email and a temporary password.

Q. When will I be notified of the funding decision?

A. Notifications are sent out via email to the person listed as the main grant contact in the application. A grant cycle timeline which identifies a notification date is included in the grant guidelines for your reference.

Q. Are educational conferences, advocacy programs and membership dues eligible for CTO grant funds?

A. No.

Q. Are travel expenses eligible to be reimbursed by the CTO?

A. Travel and transportation expenses will not be reimbursed by the CTO as well as transportation to and from meetings unless associated with a tradeshow. Only 10% of CTO grant dollars are eligible for travel/lodging/per diem fees associated with the tradeshow.

For further questions, please contact Elizabeth O’Rear at 303-892-3893 or elizabeth.orear@state.co.us.

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