



2023 Grant Guidelines

The Telluride Tourism Board is pleased to announce a new grant program designed to support Telluride's nonprofit organizations and business community, while contributing to the vitality of our tourism-based economy. The grant program is an initiative that was generated through the Telluride Tourism Board's partnership with the Town of Telluride, and aligns with Town goals and objectives.

The 2023 TTB Grant Program will award nonprofits and/or businesses up to \$5,000 for eligible projects and programs that will take place within the 2023 calendar year. Due to the timeline, size of the grant, and community feedback, the TTB is hoping to make this grant process smooth and simple for applicants. The TTB has a total of \$20,000 allocated to the grant program, therefore a small pool of applicants will be selected based on criteria that align with the program's goals and objectives.

The Telluride Tourism Board's mission is to market and maintain the quality of the Telluride region experience for the benefit of both the visitor and the economic sustainability of the community. During and post-pandemic, the TTB pivoted to incorporate destination management as a major part of its mission, focusing on initiatives that support the economy, maintain lifestyle and community for locals, and contribute to the visitor experience.

Successful grant applicants will submit a program or project that includes one or more the following initiatives:

- Contribute to the economic vitality of the Town of Telluride
- Markets a program, event or product for visitors and locals
- Destination stewardship and guest education programs
- Programs and projects that enhance the visitor experience

Programs that will continue beyond the grant cycle are highly encouraged. Matches for other grant applications that align with the above initiatives are also eligible. Submissions that were awarded a 2023 CCAASE grant for the same project will not be considered.

Grant program goals are to:

- Support local nonprofits and businesses through funding projects that align with Telluride Tourism Board goals and initiatives.

- Build a robust economy through promotion and support for community partners in Town of Telluride
- Strengthen the community by seeking harmony between quality of life for residents and a strong visitor economy while respecting cultural and natural resources

Eligibility

Each submitting applicant is limited to one (1) TTB grant in 2023.

Applicant Requirements:

- Business with a valid Town of Telluride business license
- Certified non-profit organization in the Town of Telluride

Ineligible applicants include:

- Business or non-profit not located in Town of Telluride
- A non-profit that has received CCAASE funds for the same project/initiative

Eligible Project Examples:

- Marketing campaign that promotes a program or event through
 - Print
 - Digital
 - Social
 - Email
 - Out of Home
- Matching grant – Seeking funds to match an existing grant application
- Events & programming that contribute to the tourism economy
- Destination stewardship efforts
- Upgrades and beautification projects that will enhance the visitor and local experience
- Guest services & training programs

Ineligible Projects:

- Administrative costs such as salaries and office supplies
- Grant writing or grant management costs
- Items for resale or gift cards
- Travel expenses
- Debt and deficit reduction
- Programs and events outside the Town of Telluride
- Programs and events that don't align with TTB's goals and initiatives

How to Apply

Apply through the Telluride.com portal by 4 p.m. on June 16, 2023. The portal can be accessed through [Telluride.com/grant](https://www.telluride.com/grant).

The application process is as follows:

- Verify eligibility by reading through the guidelines carefully.
- Prepare your application materials by reviewing grant application questions and required attachments.
- Log into the Telluride.com portal and submit your complete application.
- Applications will be reviewed.
- Status notification will occur by July 1, 2023

Supporting documents:

- Complete the budget worksheet
- Complete timeline
- Any additional documents that support your grant application

Selection Process

Applications are first vetted through an internal compliance review to ensure eligibility and that all required materials have been submitted. Incomplete applications may be rejected.

In collaboration with Town of Telluride staff, the Telluride Tourism Board will appoint a committee to review eligible applications. Grants will be awarded based on application scores, availability of grant funding and TTB final approval. Members of the committee who are associated with a business or organization that is applying for a grant will be recused from the selection process for that entity.

The committee will score applications on the following criteria:

- Project overview
- Strength of plan and alignment with TTB's goals and objectives
- Expected impact – economic, visitor satisfaction, stewardship/education
- Implementation capacity
- Longevity of program beyond the grant cycle

Award Distribution

Once an application is approved, the TTB will execute a formal grant agreement with the awarded applicant prior to obligating or spending any grant funds. Grant funds will be awarded after the formal grant agreement start date.

Expense incurred before a formal grant agreement is executed are not allowable expenses.

Conditions of Funding

Grantees must:

- Complete project by December 31, 2023
- Keep budget updated
- Submit reports as outlined in the grant agreement

Project requirements:

- The TTB must be recognized in any grant funded materials with an official TTB logo
- Any unused grant funds, or grant funds not used as approved shall be returned to the Telluride Tourism Board pursuant to the grant agreement.

Timeline and funding period for 2023 grants

June 1, 2023	Application opens
June 16, 2023	Application closes at 4:00 p.m.
July 1, 2023	Recipient notification
July 1 – December 31, 2023	Grant project execution period
February 15, 2024	Final report due