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Telluride Tourism Board Announces 2023 Grant Awards

Inaugural program well-received with large pool of applicants

TELLURIDE, Colo. (July 7, 2023) - The Telluride Tourism Board (TTB) announced the recipients for their inaugural grant program, with four local organizations set to receive funding. The program was created to support Telluride's nonprofit organizations and business community, while contributing to the economic vitality of the Town. It was generated through the TTB's partnership with the Town of Telluride, and aligns with collaborative goals and objectives.

A total of \$20,000 was allocated to the TTB's grant program, and nonprofits and businesses were invited to apply for up to \$5,000 for eligible projects that would take place within the 2023 calendar year. To be considered, applicants were required to submit projects that match TTB initiatives, including stimulating economic impact, enhancing the visitor and local experience through events and programs, and/or promoting destination stewardship and guest education programs.

The grant program was well received in its first year, with a large and competitive pool of applicants and a variety of eligible projects. As the grant program was developed, a grant committee was formed that includes TTB staff, Town of Telluride staff and elected officials. Applications were reviewed by committee members, and each application was scored based on a number of criteria that aligned with grant goals.

Based on scores, the following applicants were selected to receive 2023 TTB grant awards:

- Mountain Trip – Telluride Via Ferrata marketing and sustainability project
- Stronghouse Brew Pub – Telluride Oktoberfest
- Telluride Horror Show – Additional venue for festival

- Telluride Theatre – “The Play’s the Thing” program

“Mountain Trip is incredibly appreciative of the Telluride Tourism Board’s support through their 2023 grant funding,” said Mountain Trip Owner & Director Todd Rutledge. “The funds we were awarded will be used to help make the Telluride Via Ferrata more accessible to non-traditional user groups in our community, and to enhance our efforts to maintain and sustain the route as an amazing resource for both locals and visitors to our beautiful valley.”

“Telluride Horror Show is grateful for this generous grant, which will help us expand the horror-themed entertainment offerings in a fourth venue. It means more Horror and more Show for our dedicated attendees, both local and from out of town,” said Telluride Horror Show Festival Director Ted Wilson. “Our sincere thanks for the Telluride Tourism Board and Town of Telluride for their support of our festival.”

Grant recipients will have the remainder of the year to complete their projects, and will submit a report in February of 2024 that highlights work and accomplishments.

“We are thrilled with the outcome of this inaugural grant program, and appreciate the effort all applicants put into the grant process,” said Telluride Tourism Board Executive Director Kiera Skinner. “We congratulate all recipients, and look forward to seeing the positive impact their projects have on our community.”

For more information about the Telluride Tourism Board’s grant program, go to Telluride.com/grant.

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