

# CRAFT STUDIO 201

## RURAL TECHNICAL ASSISTANCE PROGRAM

Through a peer-assistance training program, CRAFT Studio 201 provides customized support for communities or regions wishing to advance a specific tourism-related goal or strategy. This initiative is recommended for a group of tourism partners within a community or region with identified tourism assets and promotional strategy with 1–2 local champions to be the point of contact for CTO.

### NUMBER OF OFFERINGS: 3-4

### THROUGH THIS INITIATIVE, YOUR COMMUNITY CAN EXPECT THE FOLLOWING:

- To be paired with a peer expert based on the specific needs of your community
- Up to 100 hours of individualized, consulting assistance with a mentor
- At least one, in-person site visit from a mentor
- Consultations (by phone and in-person) from the mentor
- A scope of work, deliverables, and timeframe developed by community and mentor during the first stage of the initiative
- Continued support from the CTO
- \*Please Note: This initiative does not include a cash award and success of the endeavor may not rely on further funding from this program.

### POTENTIAL OUTCOMES:

- Increased visitation to region or destination
- Increased awareness of region or destination
- Creation of a plan for development or promotion of a region or destination

### REQUIREMENTS FOR PARTICIPATION:

- Local, engaged leaders committed for one year to accomplish the goal of this initiative
- Strong, demonstrable community buy-in
- Clearly developed measurements for success and reporting capabilities
- Applicants must be currently engaged with tourism on some level. If you are not directly employed by or provide services to the tourism industry below are additional qualifications:
  - Attendance at a Colorado Governor's Tourism Conference
  - Attendance at a Colorado regional tourism conference
  - Participation in Colorado.com
  - Member of any tourism related association

