

INITIATIVE: TOURISM PROMOTION AND DEVELOPMENT

As part of the Colorado Tourism Office's efforts to raise awareness of and appreciation for tourism statewide, the office will initiate a peer-assistance and training program for regions and destinations that want to improve or expand their own tourism assets.

NUMBER OF OFFERINGS: 2 – 3

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 mentor
- ▶ Consultations (by phone and in-person) from mentor
- ▶ A scope of work, deliverables and timeframe developed by community and mentor during first stage of 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 accomplishing 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

APPLY HERE

