

## **GCCTB Grant FAQ**

### **Q. What can the GCCTB grant funding be used for?**

A. GCCTB funds are granted to non-profit or not-for-profit entities to promote tourism within Grand County through marketing and special event strategies that encourage overnight stays within Grand County. Funds may not be used to pay for salaries or capital equipment.

### **Q. What amount is recommended that we apply for?**

A. Funds historically awarded range from \$800 to \$20,000 depending on funds available and the scope of the event or marketing and advertising proposal.

### **Q. How often can our organization apply for funding?**

A. Organizations may apply as often as needed to fund events, event marketing, or general tourism promotion marketing. However, recurring events will generally only receive funding for a maximum of three consecutive years. Note Grants are reviewed at the January, April, July & October GCCTB board meeting so please plan accordingly.

### **Q. When is the deadline to submit an application?**

A. Grants are reviewed at the January, April, July, and October GCCTB meetings. Grant deadlines can be found at [www.visitgrandcounty.com](http://www.visitgrandcounty.com).

### **Q. Where can we get the application forms?**

A. Forms may be obtained online at [www.visitgrandcounty.com](http://www.visitgrandcounty.com).

### **Q. Where do we submit the completed application?**

A. Completed applications should be emailed to Administrator Lindsey Morrow at [visitgrandcountyco@gmail.com](mailto:visitgrandcountyco@gmail.com)

**Q. Will we be required to present the request to the board in person?**

A. A representative is welcome and encouraged to speak on behalf of the organization applying for funding. Administrator Lindsey Morrow will notify applicants of timing of the grant deliberation.

**Q. Should we apply for a county-wide or district grant? What is the difference?**<sup>[L]</sup><sub>[SEP]</sub>

A. A county-wide proposal substantiates over-night lodging stays throughout all of Grand County. A district grant substantiates over-night lodging within the district where the event is being held or the marketing/event is being targeted. If you have any questions about the appropriate district for your grant application, contact Administrator Lindsey Morrow 720.530.1066

**Q. How are applications ranked?**

- A. Complete application received on time.
- B. Marketing plan drives overnight stays in Grand County.
- C. Marketing plan encourages low/off season visitation (Spring, Fall, mid-week).
- D. Marketing plan is in keeping with the image of the overall marketing efforts of the GCCTB.

**Q. How soon after the application is submitted will we know if we've received funding?**<sup>[L]</sup><sub>[SEP]</sub>

A. Grantees are notified of the results within one week of the Board's deliberation.

**Q. How long does it take to receive the funds after the grant is approved?**

A. Approved requests can expect to be funded by within a month of approval if all required documents have been received by Administrator Lindsey Morrow at [visitgrandcountyco@gmail.com](mailto:visitgrandcountyco@gmail.com)

**Q. What if our organization does not have liability insurance?**

A. Grants awarded for marketing do not require liability insurance. If an organization is requesting special events marketing funding and does not have liability insurance, the organization could be sponsored by another entity that does have liability insurance (such as a Chamber or other non-profit).