



Gunnison Valley Marketing & Event Grant Program

2023/2024 Grant Cycle

For several years we have been partnering with local organizations to support event and tourism marketing they have done to help in our mission to bring visitors to the Gunnison Valley and grow local revenues from tourism. **Funding requests for sustainable tourism initiatives are not appropriate for this grant cycle and should instead be addressed to the Sustainable Tourism and Outdoor Recreation (STOR) committee.**

Grant Application Due Date and Funding Date

Grant applications for winter, spring, fall event and/or marketing support are due by **November 3rd, 2023 at 5:00 PM**. Awards will be announced **November 17th, 2023**. Funds will be released on a case-by-case basis for individual partners after a signed partner agreement is received by the GCBTA.

Grant Application Evaluation & Mandatory Education Sessions

All funding requests will be scored on the rubric on page 3 and 4. The TAPP reserves the right to fund any, all, or none of the requests received in a given cycle and to fund the requests on a full or partial basis.

We recommend that applicants study the rubric and supply the necessary information in their application to ensure that they score as high as possible on the rubric and increase chances of receiving funding. **We will not fund requests for events between July 1st and August 14th, 2024, as those six weeks are at capacity in the valley.**

If you have questions about the rubric and its use in evaluating funding requests or whether your application would be a good fit for our grant cycle, please contact Wynn Williams: wheatmanwynn@gmail.com or 970.948.6557

Request Submission

Funding requests should be submitted via email to andrew@gunnisoncrestedbutte.com

When your request has been received and filed at the TA, you will receive an email confirming receipt. If you do not receive a confirmation, please call Andrew Sandstrom at 720.220.5700.



Please do not submit partial applications. All documents must be submitted at once.

Reporting

The TAPP reports semiannually to the Board of County Commissioners. In order to do that, we will need reports from any organizations or individuals who receive event & marketing funds through this program. Reports on Winter Spring, Fall 2023-2024 event and marketing funds will be due no later than **October 4th, 2024**.



Criterion	Does Not Meet Requirements (0)	Meets Some Requirements (1-3)	Meets all Requirements (4-5)	Score
Has the potential to bring in visitors <i>(we will run a rough calculation of grant dollars/participant)</i>	<ul style="list-style-type: none"> •Local-focused event/activity with little draw for visitors 	<ul style="list-style-type: none"> •Local-focused event/activity, but has some characteristics that have the potential to grow to attract outside visitors. •Likely to attract <100 visitors to the Valley. 	<ul style="list-style-type: none"> •Event/Activity with the explicit purpose of bringing in outside visitors •Likely to attract 100+visitors to the Valley 	
Detailed marketing plan submitted	<ul style="list-style-type: none"> •No marketing plan submitted 	<ul style="list-style-type: none"> •Basic marketing plan submitted 	<ul style="list-style-type: none"> •Detailed marketing plan submitted including target audiences, media plan, and metrics 	
Aligns with TAPP strategy	<ul style="list-style-type: none"> •Not in an area of TAPP board-identified strategic focus 	<ul style="list-style-type: none"> •Has some tangential connection to board-identified strategic focus 	<ul style="list-style-type: none"> •Aligns with board-identified area of strategic focus 	
The Gunnison Valley is competitive vs. our comp set now or could be with proper marketing	<ul style="list-style-type: none"> •Gunnison Valley not currently competitive •We lack the product to be competitive without investment 	<ul style="list-style-type: none"> •Gunnison Valley has good product •Top 30 search ranking when compared against other Colorado destinations 	<ul style="list-style-type: none"> •Gunnison Valley has great product •Top 10 search ranking when compared against other Colorado destinations 	



Criterion	Does Not Meet Requirements (0)	Meets Some Requirements (1-3)	Meets all Requirements (4-5)	Score
Quantifiable ROI	<ul style="list-style-type: none"> •Requesting organization does not present clear plan for quantifying results of effort funded by TAPP 	<ul style="list-style-type: none"> •Requesting organization doesn't set a goal for quantifying the value of funding •Requesting organization articulates criteria for measuring success, but the criteria aren't easily trackable 	<ul style="list-style-type: none"> •Requesting organization articulates a clear, measurable goal for funding and describes how they will benchmark success in achieving this goal 	
For returning requesters, are they a responsible partner?	<ul style="list-style-type: none"> •Has not reported on past results 	<ul style="list-style-type: none"> •Has provided some info on past results or participants 	<ul style="list-style-type: none"> •Has provided strong metrics and an assesment on the ROI of their efforts 	
			TOTAL SCORE=	