

Supporting Documents

2026 Pass Dates

Applications close at 5 PM MST.

2026	Interest Form Closes	Interest Form Approval	Pass Launch
Winter Wonderland	Sept 15, 2025	Oct 16, 2025	Nov 15, 2025
64 County Challenge	Nov 10, 2025	Dec 11, 2025	Jan 15, 2026
Do Colorado Right	Nov 10, 2025	Dec 11, 2025	Jan 15, 2026
Eat & Drink Local	Dec 8, 2025	Jan 8, 2026	Feb 13, 2026
Colorado Wildlife	Feb 9, 2026	March 12, 2026	Apr 15, 2026
Water Adventures	Feb 9, 2026	March 12, 2026	Apr 15, 2026
Live Music	March 9, 2026	April 9, 2026	May 15, 2026
Family Fun	March 9, 2026	April 9, 2026	May 15, 2026
Summer	March 9, 2026	April 9, 2026	May 15, 2026
250/150 Celebration	March 9, 2026	May 14, 2026	Jun 15, 2026
Scenic Rides	May 11, 2026	June 11, 2026	Jul 15, 2026
Arts & Culture	May 11, 2026	June 11, 2026	Jul 15, 2026
Western Heritage	May 11, 2026	June 11, 2026 *early due to holiday	Aug 15, 2026
Mountain Towns	July 13, 2026	August 13, 2026	Sep 15, 2026
Fall	July 13, 2026	August 13, 2026	Sep 15, 2026

Internal Scoring Example

All interested businesses and organizations must meet all mandatory fields for consideration:

Criteria	Points Available	Score (Mandatory fields: Yes = pass, No = reject)
Must be tourism-related + located in Colorado	Mandatory	
Wi-Fi or Cell Service On-Site	Mandatory	
Staffing + Visitor-Ready	Mandatory	
Commitment to promotion on their channels	+1	
Provides photos	+1	
Offers Incentive - 1 point: any offer - 2 points: industry standard (i.e. 10% off) - 3 points: exclusive offer, steep discount	+1 - 3	
Tie to History - 3 points: integral to the area's history & the story of Colorado - 2 points: clear and compelling - 1 point: basic / indirect	+1 - 3	
TOTAL POINTS		

Additional Consideration that can impact inclusion on final passport

- Customer Volume
- Price Range Variety
- Geographic Representation: Consideration will be given to ensuring businesses reflect Colorado's diverse regions and tourism offerings.

- Ownership: Consideration will be given to ensuring businesses reflect Colorado's diverse communities.

Selection Process

Interest forms are first vetted through an internal compliance review to ensure they meet the mandatory eligibility criteria and that all required materials have been submitted. Incomplete or ineligible interest forms will be rejected. Mandatory criteria are:

- Business must be tourism related
- Business must be physically located in Colorado
- Businesses must have wi-fi or cell service on-site
- Business must be visitor ready (i.e. regular, posted hours of operation; fully staffed)

Eligible business requests will be reviewed and selections will be based on merit, available spots, and final Commission approval.

The interest forms will be evaluated on these merit-based criteria:

- Promotion - commitment to promote the passport program on own channels
- Visuals - ability to provide promotional photos
- Incentive Offers - level of incentive offered
- Ties to History - strength of the business ties to the history of the area and the story of Colorado

The America 250 - Colorado 150 Commission reserves the right to select and approve businesses which best meet the objectives and requirements of the passport program and demonstrate the greatest potential to meet program goals and objectives.

Reviewers will prioritize the following:

- Geographic Representation: Consideration will be given to ensuring businesses reflect Colorado's diverse regions and tourism offerings.
- Customer Volume: Consideration will be given to the number of patrons who frequent the business
- Price Point Variety: Consideration will be given to ensuring businesses represent a variety of price points to cater to visitors/different customer segments with varying budgets and needs
- Consideration will be given to ensuring businesses reflect Colorado's diverse communities.