

JUNE 2021 MARKETING RENEWAL GRANT UPDATE

The 2021 Marketing Renewal Grants are in full-swing at the six-month mark. Thanks to a \$100,000 match grant from the Tillamook County Creamery Association Hometown Resilience Fund, Tillamook Coast Visitors Association was able to award \$200,000 in marketing grants to tourism businesses throughout Tillamook County. The program awarded 17 grants. Projects that included collaboration with



\$95k Spent

**\$105k
Remaining**

"The biggest challenge is finding enough staff to cover our normal business operations. We have had record sales during the spring and summer months, which is great, but our existing staff is overworked. It is super challenging to find qualified and reliable people to hire."

KELLEY ROY
Wild Manzanita

other businesses received preferential scoring which resulted in over 90 businesses being impacted through this grant cycle. Recipients meet and give updates on their projects on a quarterly basis and are able to share ideas with fellow business owners throughout the county.

At the the halfway mark, almost half of the grant funds have been paid out. According to mid-way reports, most projects are progressing as planned. We asked grant awardees to tell us what the biggest challenge they're being faced with as a business right now. Almost exclusively, businesses reports that they are struggling to find employees to fill roles to meet their demands.

QUESTIONS: CONTACT AMY BLACKBURN, DEPUTY DIRECTOR
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BUSINESS SPOTLIGHTS



"We are very grateful for the TCCA/TCVA grant. It will allow us to continue to promote our businesses at in-person sportsman shows. We anticipate a great need for this type of one-on-one interaction with potential clients in the post-covid era."

TAMARA MAUTNER
Garibaldi Charters



"Thanks to TCCA's matching funds with VTC will be able to reorganize operationally to meet new challenges and effectively market these changes to new and existing customers. A deep felt gratitude for your assistance."

MARCUS HINZ

"The TCCA/TCVA grant has allowed the business to stretch into advertising and social media campaigns which would not have been possible without the funding. Many of our customers have commented on seeing our billboards. Our social media pages are consistently and mindfully managed with new content to engage our customers from near and far."



the winery at manzanita
MARK PRODEN

PROJECT HIGHLIGHTS

TCCA and TCVA want to help local tourism businesses survive, and also thrive.



"The grant towards the #ShopTillamook giveaway and video series was a much needed morale boost to thirty Tillamook County

retailers as we come out of pandemic lockdown. We saw a deep appreciation that we were inclusive of their business in the purchasing of \$4,000 in gift cards and creating video content that is theirs to repurpose and utilize how they want moving forward. Many videos resulted in social media engagement that showed customers were likely to shop at new places after seeing what they had to offer."

JUSTIN AUFDERMAUER



"The grant timing was ideal for the move to our new Manzanita location and has allowed us to develop a marketing/PR strategy; an archive of images and videos for use in social media, as well as for our first-ever website.



We've hired all local professionals for the projects including a photographer, videographer, marketing consultant, and website design and development.

By hiring these professionals, it's allowed us to focus on the new restaurant."

JAKE BURDEN



Six women-owned businesses collaborate on project.

"My business collaborated with 6 other women-owned small local businesses in the area to promote customized elopements and weddings on the Tillamook Coast. The Marketing Renewal Grant has helped each one of these small businesses by providing the funds to promote an elopement giveaway package on Google. It has been a huge success for the promotion of our businesses!"

CAROLYN GREENWOOD
Oregon Beach Ceremonies

