

2023-2024
TOURISM MARKETING
GRANT APPLICATION



MARKETING GRANT FUNDS AVAILABLE: \$50,000
MAXIMUM REQUEST: \$5,000

Grant is made possible by Tillamook Coast Visitors Association and transient lodging tax funds collected by Tillamook County

Application Opens: October 1, 2023
Deadline to Apply: November 15, 2023 at 11:59pm

Contact Marni Johnston for
marni@tillamookcoast.com or 503-842-2672 ext. 3

Download the grant application at:
<https://tillamookcoast.com/grants>

Click on the "marketing" tab

OVERVIEW

Tillamook Coast Visitors Association has awarded more than \$950,000 in grant funding since 2015 to tourism-related organizations. TCVA is allocating **\$50,000 for the 2023-2024 fiscal year** toward the sustainable tourism marketing grant program. **Applications may request up to \$5,000** for marketing projects. This grant does not require matching funds.

The purpose of this grant is to assist tourism-related business with marketing and promotions campaigns. Marketing is a key component to business planning and resiliency. If much of the business depends on visitor spending, it's important to consider how to reach them, discover what they want to know, and how to help them find you to become frequent customers.

Projects that align with TCVA's Sustainable Tourism Brand Promise and Strategic Plan initiatives will also be considered for funding. This includes projects that increase accessibility to outdoor recreation, environmental stewardship, preserving cultural heritage, and culinary/agritourism, **Review the plan at:** <https://tillamookcoast.com/wp-content/uploads/2023/08/UPDATED-TCVA-Strategic-Plan-August-2023.pdf>

ELIGIBILITY

Tourism-related businesses and nonprofits within Tillamook County are urged to apply. This includes retail stores, restaurants, lodging, outdoor recreation, food producers (such as farmers or fishers), and nonprofits that conduct tourism-related programs.

By state law, the lodging tax we receive from Tillamook County can only be used for tourism-related businesses and organizations, and proposed projects must be focused on reaching visitors, defined by state law as those traveling 50 miles or more for leisure or business. As an example, a paid advertisement placed in a local newspaper is not eligible for lodging tax grant funds.

Grantees will agree to include the Tillamook Coast logo and acknowledge project funding from TCVA. Grantees will agree to publicity and case studies developed by Tillamook Coast Visitors Association.

All projects must be completed by January 15, 2025; a mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.

GRANT TIMELINE	
Applications open	October 1, 2023
Applications due, 11:59pm	November 15, 2023
TCVA Board Review & Award Decisions	December 20, 2023
Award funding announced no later than	January 5, 2024
Grant contract sent to recipients no later than	January 20, 2024

APPLICATION PROCESS

- Go to tillamookcoast.com/grants.
- Click on the “marketing” tab
- Download the application to your hard drive: it must be saved under a new name.
- The application is a fillable PDF. All applications must be complete to be considered for scoring. “Complete” is defined by all information filled in on the application.

Applications must be uploaded on the grant website, tillamookcoast.com/grants using the **SUBMIT button** by November 15, 2023 at 11:59pm. You will receive a confirmation email within 48 hours. If you do not receive a confirmation email, please contact Marni Johnston at marni@tillamookcoast.com

GRANT REVIEW PROCESS

Each application received will first be reviewed by the TCVA executive director and Grant Manager for eligibility and completeness. If the application is incomplete or not received, it will not be submitted to the TCVA tourism board of directors for consideration.

TCVA will provide guidance on applications if presented a minimum of 14 days prior to the grant application deadline of November 15, 2023.

TCVA board of directors will review, score, rank, and award funding at the December 20th board meeting. Grantees will be notified via email by the TCVA Grant Manager by January 5, 2024.

Questions?

Contact Marni Johnston
marni@tillamookcoast.com
503-842-2672 Ext. 3

SCORING CRITERIA

Baseline Scoring	Up to
Project supports sustainable tourism	10 points
Goals are realistic and objectives are well considered	10 points
Budget is well documented and realistic	10 points
Project or event is new and shows ability to sustain in subsequent years	10 points
Project focuses on off-season programming between October-May	10 points

FUNDING PROCESS

Once grant is awarded and contract is signed, grantees can start marketing projects. **Grant funds will be disbursed on a reimbursement basis once invoices are submitted**, toward a draw-down on the grant award amount. Reimbursements will be issued within two weeks of receipt via check.

Projects must be completed by January 15 2025.



1 BUSINESS INFORMATION



Business Name

Contact Name

Phone Number

Business Type

Physical Address

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership
Name	Title	% Ownership
Name	Title	% Ownership

*Ownership totals should equal 100%. Use comments section to add additional information if necessary.
Non-Profits List Board Officers and 0% Ownership.*

2 GRANT SUMMARY

Grant Request

Total Project Cost

**This number is not required to be different than the grant request.*

Project Title

Project Overview *Answers must fit in the space with provided formatting.*

Who is the identified target audience for this project? Explain why.

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GRANT QUESTIONS

Answers must fit in the space with provided formatting.

How does this project support sustainable tourism?

Consider the "Triple Bottom Line" - People, Place, Profit

What are the anticipated challenges in completing this project or holding this event?

If the project or event is successful, how do you envision supporting it in the future?

Do you have an outstanding grant with TCVA?

Yes

No

If yes, amount of funds remaining to be spent:

4 PROJECT WORK PLAN

The project work plan highlights key objectives of your application, how you plan to achieve them, and how you intend to measure the impacts.

The work plan describes project goals. Each goal further defines the following:

- Budget amount per goal
- Key action steps
- Timeline to complete each step
- Expected outcome for each step
- Evaluation method for each step

Complete the template below. Limited to three goals in the formatting provided. However, not required to use all space provided.

****Total of 'Budget to Complete Goal' entries should equal total on budget!***

Goal #1:

Budget to Complete Goal:



Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #2:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #3:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

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PROJECT BUDGET

The project budget ties to the work plan and further describes the costs involved to complete each goal. It is important that the total budget amount align with the project goals. A realistic budget is one of the five areas in which the application is scored. Although not required, seeking quotes to accompany the budget and work plan adds to the reliability of the budget request.

INCOME	
	BUDGET
<i>Tillamook Coast Visitors Association Grant</i>	
OTHER INCOME	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
*Total Income should equal Total Expenses					TOTAL EXPENSES

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AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

- _____ **I am an eligible applicant.** Applicants must operate in Tillamook County or must serve tourists in Tillamook County and be a business or non-profit engaged in tourism activities.
- _____ **My project fits within eligible use of tourism funds.** Applicants will be required to provide information to TCVA to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300:
 1. "Tourism" means economic activity resulting from tourists.
 2. "Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:
 - a. Required the person to travel more than 50 miles from the community of residence; or
 - b. Includes an overnight stay.
 3. "Tourism promotion" (as it relates to this grant) means any of the following activities:
 - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. Marketing special events and festivals designed to attract tourists.
- _____ **I agree to enter into a contract with TCVA upon grant approval.** TCVA reserves the right to include such additional special conditions or requirements in each contract, as it might deem necessary or desirable to protect the public investment of tax dollars in the project. Furthermore, I agree to provide progress and completion reports as outlined in the grant award letter and grant contract. Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.
- _____ **I agree to include the Tillamook Coast logo on all print and digital media and/or mention funding support in press releases, radio outlets, etc in relation to funded project.** Logo and branding guidelines will be included with grant contract.
- _____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'
- _____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.
- _____ **I give permission to TCVA to use my project for public information, promotional, and educational purposes.** Applicants understand that the information supplied throughout the course of the project will be used by TCVA to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.
- _____ **My company has an anti-discrimination policy.** The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.
- _____ **I agree to provide necessary insurance coverage.** Applicants are required to provide insurance coverage or event permits required pursuant to the marketing and promotions project.

AUTHORIZATION. I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title