



NEWS RELEASE

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Tourism Marks Monumental Milestone with \$6 million awarded in its TLT grant programs

\$1.2 million in marketing grants and sponsorships; nearly \$5 million in facilities grants

TILLAMOOK, Ore. 18, JAN. 2024 — The Tillamook Coast Visitors Association (TCVA) proudly announces a transformative milestone, as it celebrates the infusion of \$6 million reinvested back into the community through two tourism grant programs. In 2015, one year after Tillamook County began collecting transient lodging tax (TLT), the county, Economic Development Council (which TCVA reported to then), and the tourism advisory committee developed two grant programs with those funds: Marketing grants for businesses and nonprofits involved in tourism; and tourism-related facilities grants, as outlined in ORS 320.300, for agencies and nonprofits.

Breaking down the impact:

- Marketing grants: \$1.2 million for projects such as websites, advertising, videos, social media and billboards.
- Sponsorships: \$100,000 for events.
- Tourism facilities: nearly \$5 million for infrastructure, such as parks, restrooms, performing arts centers, infrastructure, trail improvements, museums, parking and more.

These substantial funds, sourced from the Tillamook County transient lodging tax, are pivotal in establishing a sustainable visitor economy. By reinvesting in the community, the TLT creates economic and community vitality, and supports industry employment and the support for small businesses and nonprofit organizations across the county.

In addition to the funds awarded in marketing and facilities grants over the past eight years, the county and TCVA has invested approximately \$9.5 million to destination management initiatives throughout the county, including the Kiwanda Corridor Project, Salmonberry Trail, County Fairgrounds improvements and the county's wayfinding initiative.

"Our county leads the state in the reinvestment of lodging tax into the community. Through strategic investments in marketing grants, sponsorships and facilities improvements, we aim to create lasting positive impacts on our communities and foster a robust local economy that benefits local businesses and residents," says Nan Devlin, TCVA Executive Director.

Annual marketing and facilities grants programs are offered in the fall. For more information, visit www.tillamookcoast.com/grants.

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About Visit Tillamook Coast

Tillamook Coast Visitors Association (dba Visit Tillamook Coast) is a destination management organization committed to sustainable tourism principles of community, stewardship and economic vitality. We support the Tillamook Coast through initiatives guided by those principles, including outdoor recreation, accessibility, culinary/agritourism, cultural heritage/arts, community development, natural resources and public safety. For more information, visit www.tillamookcoast.com.