

**2024-2025
CITY OF MANZANITA
OFF-SEASON TOURISM MARKETING
GRANT INFORMATION**



**Funds Available: \$20,000
Maximum Request: \$2,000**

Grant is made possible by City of Manzanita lodging tax funds

**Grant opens: October 1, 2024
Deadline to submit: December 1, 2024 11:59pm**

**To apply, go to:
<https://tillamookcoast.com/grants>
Click on the "Manzanita" tab
Follow login instructions**

Be sure to read all information prior to applying

Grant process managed by Tillamook Coast Visitors Association

Questions? Need assistance?
Contact Nan Devlin, TCVA Executive Director,
nan@tillamookcoast.com
503-842-2672 ext. 1

OVERVIEW

The City of Manzanita is allocating **\$20,000** for the 2024-2025 fiscal year toward off-season marketing and promotions. This Off-Season Tourism Marketing Grant is funded by the lodging tax collected by the city of Manzanita. It is an opportunity for tourism-related businesses and nonprofits to implement a new or revised marketing effort, conduct a marketing campaign, work collaboratively with other tourism-related businesses, or launch a new event.

Applicants may submit a maximum request of up to \$2,000, providing a realistic budget that justifies the amount requested, and ability to complete marketing efforts. This grant does not require matching funds.

All projects must be completed by March 31, 2026. A mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.

Please read the application thoroughly. **If you have questions, please contact nan@tillamookcoast.com**

Tillamook Coast Visitors Association is facilitating the grant process. Grantees will agree to publicity and case studies developed by Tillamook Coast Visitors Association.

ELIGIBILITY

Tourism-related businesses and nonprofits within Manzanita are urged to apply. This includes retail stores, restaurants, lodging, outdoor recreation providers, food producers (such as farmers or fishers), and nonprofits that conduct tourism-related programs. By state law, the lodging tax 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. *For instance, a paid advertisement placed in a local newspaper is not eligible for lodging tax grant funds.*

GRANT SCHEDULE

Applications open

October 1, 2024

Grant writing assistance: **nan@tillamookcoast.com**

ON REQUEST

Applications due, 11:59pm

December 1, 2024

Grant review process complete

December 10, 2024

City Council Approval (no later than...)

January, 2025

Grant awardees notified and contract sent no later than

January 31, 2025

APPLICATION PROCESS

- Go to tillamookcoast.com/grants
- Click on the “**Manzanita**” tab.
- Click on the link to the online grant application program
- Create a new account if new to the system, or...
- Access your account if you currently have an active grant
- Once in the system, click on the “**Manzanita Marketing Grant FY24-25**” link and begin the application
- Deadline to submit is December 1, 2024 at 11:59pm.

GRANT REVIEW PROCESS

TCVA will provide guidance on applications. Please don't wait until last minute to ask for assistance! We want to help you submit a strong application.

You will receive a confirmation of receipt within 48 hours of upload to the email listed on the application. **If you do not receive a confirmation email, please contact Nan Devlin at nan@tillamookcoast.com**

Each application received will first be reviewed by the TCVA team for eligibility and completeness. **“Complete” is defined by all information filled in.** If the application is incomplete or not received by the deadline, it will not be submitted to the city of Manzanita for review.

Once reviewed by the city, applications will be submitted to the Manzanita city council for approval in January 2025.

DRAFT SCORING CRITERIA

| Baseline Scoring | Up to |
|--|-----------|
| 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 March 15, 2026.**

Questions?

Contact Nan Devlin
at Tillamook Coast Visitors Association
nan@tillamookcoast.com
503 842-2672 Ext. 1

TYPES OF ELIGIBLE PROJECTS

This is by no means a complete list, and marketing plans can include several of the following elements.

Branding

Branding is the marketing practice of actively shaping a distinctive brand. The brand is the perception of the company in the eyes of the world.

- Brand Design
 - Typography, color palette, fonts
- Brand Identity
 - Logo, website, product packaging, business card design, email template design
- Brand Style Guide
- Story theme creation

Website

A good website reflects the business brand, offers high-quality content and is easy to navigate. A website is the key to a successful digital marketing strategy because all other marketing elements direct guests to the site.

A well-designed website will improve advertising effectiveness, educate customers, expand the business' market, and extend local reach.

- Website Development
 - Complete overhaul
 - Add landing pages
 - Implement a reservation system
 - Incorporate online menus and ordering
 - Online retail platform
 - Custom photography
 - Custom videos

(Grant does not cover ongoing maintenance of website, hosting, or URL purchases.)

Other

- Media tour
- Collateral development and printing
 - Brochures/signage
- Marketing of events that attract visitors

Content Marketing

Content marketing focuses on storytelling and customer engagement. It includes creating and distributing relevant and consistent content to attract and retain a clearly-defined audience. Ultimately, it drives a loyal and profitable customer to action.

- Videos
 - Cooking or educational classes
 - Story of business
 - Facebook Live
 - YouTube channel
- Educational articles
- E-books
- Blog content
- E-newsletter development and subscriber campaign
- Social media engagement

Paid Advertising

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The goal of advertising is to reach people most likely to be willing to pay for your products or services and entice them to buy.

- Production (hire a professional to create ads)
- Online
 - Sponsored content in targeted print publications or on digital channels
 - Pay-per-click/Google Adwords
 - Social media ads and contests
 - Influencer marketing on social media
 - Banner ads
 - Ad retargeting
 - Search engine optimization
- Direct mail
- Print
- Radio
- Television
- Outdoor ads (billboards)

Grant funds cannot be used for business operations or to pay full- or part-time employees. It is acceptable to use funds for contractors of special skill sets, such as videographers, photographers, graphic designers, social media professionals, or website developers.