

# 2024-2025 TOURISM MARKETING GRANT INFORMATION



**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, 2024  
Deadline to Apply: December 1, 2024 at 11:59pm**

**Questions? Contact Nan Devlin at  
nan@tillamookcoast.com or 503-842-2672 ext. 1**

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

*Be sure to read all information prior to applying*

# 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 2024-2025 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, outdoor recreation, environmental stewardship, preserving cultural heritage, the arts, and culinary/agritourism, **Review the plan at [tillamookcoast.com/industry](https://tillamookcoast.com/industry):**

# 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 31, 2026; a mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.**

| GRANT TIMELINE                                  |                         |
|---|-------------------------|
| Applications open                               | October 1, 2024         |
| <b>Applications due, 11:59pm</b>                | <b>December 1, 2024</b> |
| TCVA Board Review & Award Decisions             | December, 2024          |
| <b>Award funding announced no later than</b>    | <b>January 5, 2025</b>  |
| Grant contract sent to recipients no later than | January 31, 2025        |

# APPLICATION PROCESS

- Go to [tillamookcoast.com/grants](https://tillamookcoast.com/grants).
- Click on the “marketing” 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 “TCVA Marketing Grant FY24-25” link and begin the application
- Deadline to submit is December 1, 2024 at 11:59pm.

## GRANT REVIEW PROCESS

Each application received will first be reviewed by the TCVA team 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 December 1, 2024.***

TCVA board of directors will review, score, rank, and award funding at the December board meeting. Grantees will be notified via email by TCVA Executive Director by January 1, 2025.

### Questions?

Contact Nan Devlin  
[nan@tillamookcoast.com](mailto:nan@tillamookcoast.com)  
503-842-2672 Ext. 1

## 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 31, 2026.**

