



2025-2026 TCVA MARKETING GRANT

Applications open January 1, 2026 – Deadline to apply: February 28, 2026 11:59pm

OVERVIEW

GRANT FUNDS AVAILABLE: \$100,000

MAXIMUM REQUEST: \$10,000

Tillamook Coast Visitors Association has awarded more than \$1 million in marketing grant funding since 2015 to tourism-related organizations. TCVA is allocating \$100,000 for the 2025-2026 fiscal year toward the sustainable tourism marketing grant program. Applications may request up to \$10,000 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. If you need assistance with developing a marketing plan, [review this video](#) created by TCVA.

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.

GRANT TIMELINE

Applications open & publication of notice	January 1, 2026
Applications due, 11:59 p.m.	February 28, 2026
Grant completeness review by TCVA	March 5, 2026
Approved applications submitted to TCVA Board	March 20, 2026
Notifications to grantees; contracts to recipients	March 31, 2026
Project deadline - 12 months from award date	March 31, 2027

GRANT REVIEW PROCESS

Each application received will first be reviewed by the TCVA team for eligibility and completeness. If the application is incomplete, it will not be submitted to the TCVA tourism board of directors for consideration. TCVA board of directors will review, score, rank, and award funding at the March 2026 board meeting. Grantees will be notified via email by March 31, 2026.

TCVA will provide guidance on applications if presented a minimum of 14 days prior to the grant application deadline of February 28, 2026.

ELIGIBILITY, PRIORITY PROJECTS, AND PROCESS

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 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 March 31, 2027; a mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.

For questions and support, contact:

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