

Tillamook Coast Tourism Marketing Grants

Marketing Grant Guidelines

Purpose

Tillamook Coast Visitors Association (TCVA) Tourism Marketing Grants support tourism-related businesses and nonprofit organizations seeking to strengthen their marketing, reach visitors, and contribute to a vibrant and sustainable visitor economy. Grant funding can help organizations develop and implement marketing and promotional projects that showcase the businesses, experiences, communities, and unique qualities of the Tillamook Coast.

Funding Available

Total Program Funding \$75,000 Available for the program.	Maximum Grant Request \$7,500 Per applicant.	Matching Funds Not Required No match is required.	Payment Reimbursement Eligible expenses are reimbursed.
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Who Can Apply?

Tourism-related businesses and nonprofit organizations located in Tillamook County are eligible to apply.

Eligible applicants may include:

- Lodging properties; restaurants and food businesses; retail businesses.
- Outdoor recreation businesses, attractions, and visitor experiences.
- Farms, fisheries, food producers, and arts and cultural organizations.
- Nonprofits and other organizations that serve Tillamook Coast visitors.

Because TCVA's grant funding comes from transient lodging tax revenue, funded projects must be tourism-related and focused on reaching visitors traveling at least 50 miles from home for leisure or business.

Eligible Projects

Marketing Grants are intended to support projects that help businesses and organizations reach visitors, strengthen their marketing efforts, and increase awareness of Tillamook Coast experiences.

Digital Marketing	Digital advertising, social media marketing, sponsored content, and related campaigns.
Web & Content	Website development or improvements, photography, videography, and content development.
Print & PR	Print advertising, brochures, maps, visitor guides, public relations, and earned-media campaigns.
Events & Partnerships	Trade show participation, event marketing, collaborative campaigns, and other visitor-focused promotional activities.

Projects should have a clear marketing objective, defined audience, realistic budget, and a plan for reaching visitors outside the local area.

Funding Priorities

TCVA encourages projects that strengthen the visitor economy while supporting the qualities that make the Tillamook Coast a special place to live and visit.

Year-Round Visitation	Year-round and off-season visitation.
Inclusive Experiences	Accessibility and inclusive visitor experiences.
Stewardship & Culture	Outdoor recreation, environmental stewardship, arts, and cultural heritage.
Culinary & Agritourism	Culinary and agritourism experiences.
Collaboration	Collaboration among local businesses and organizations and marketing that strengthens communities throughout Tillamook County.

Application Guidelines

Applicants should clearly explain:

- **What you want to accomplish.** Describe the marketing challenge or opportunity and the goals of the proposed project.
- **Who you want to reach.** Identify the visitor audience for the project and how your marketing will reach people traveling to the Tillamook Coast.
- **What you plan to do.** Provide a clear description of the marketing activities, campaign, materials, or other work the grant will support.
- **How the funds will be used.** Include a realistic project budget that clearly identifies anticipated expenses and the amount requested from TCVA.
- **What success will look like.** Explain how the project will benefit your business or organization and how you will evaluate its effectiveness.

Grant Requirements

Organizations receiving funding will be required to enter into a grant agreement with TCVA. Grant recipients must:

- Complete their approved project within the timeframe established by TCVA.
- Submit documentation of eligible expenses for reimbursement.
- Provide a six-month progress report.
- Include the Tillamook Coast logo and acknowledge TCVA funding on applicable project materials.
- Participate in reasonable publicity or case studies related to the grant program.
- Complete the project and submit required documentation by the established grant deadline.

Funding is limited, and submitting an eligible application does not guarantee an award.

How Applications Are Reviewed

TCVA staff will first review applications for eligibility and completeness. Complete applications will then be reviewed, scored, and ranked by the TCVA Board of Directors.

Applications should demonstrate:

- A clear connection to tourism and visitor spending.
- A well-defined marketing need or opportunity and a realistic, achievable project.
- A reasonable and well-documented budget and the ability to effectively reach visitors.
- A meaningful benefit to the applicant and the Tillamook Coast visitor economy.
- Alignment with TCVA's tourism priorities.

Ready to Apply?

Applications are submitted through TCVA's online grant management system. New applicants will need to create an account, while organizations with an existing TCVA grant can use their current account information.

Applicants are encouraged to contact TCVA with questions or for guidance before submitting an application.

Questions or need assistance? Contact Tillamook Coast Visitors Association at 503-842-2672 or ashley@tillamookcoast.com