

**2023-2024
OFF-SEASON TOURISM MARKETING
GRANT APPLICATION**



**Funds Available: \$35,000
Maximum Request: \$3,000**

Grant is made possible by City of Rockaway Beach lodging tax funds

**Grant opens October 1, 2023
Deadline: November 15, 2023 11:59pm**

**Download application at:
www.visitrockawaybeach.org/grants**

Grant process managed by Tillamook Coast Visitors Association

For questions and support, contact:
Marni Johnston at 503-842-2672, ext. 3 or marni@tillamookcoast.com

OVERVIEW

The City of Rockaway Beach is allocating **\$35,000** for the 2023-2024 fiscal year toward off-season marketing and promotions grants. This Off-Season Tourism Marketing Grant is funded by the lodging tax collected by the city of Rockaway Beach. 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 \$3,000, providing a realistic budget that justifies the amount requested, and ability to complete marketing efforts. This grant does not require matching funds. Grantees will agree to publicity and case studies developed by Tillamook Coast Visitors Association and City of Rockaway Beach. **All projects must be completed by March 31, 2025.** 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 marni@tillamookcoast.com. Tillamook Coast Visitors Association is facilitating the grant process.

ELIGIBILITY

Tourism-related businesses and nonprofits within Rockaway Beach area 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. A paid advertisement placed in a local newspaper is not eligible for lodging tax grant funds.

GRANT SCHEDULE

Applications open

October 2, 2023

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

ON REQUEST

Applications due, 11:59pm

November 15, 2023

Grant review process complete

December 1, 2023

City Council Approval

December 13, 2023

Notification and grant contract sent to recipients by

January 10, 2024

APPLICATION PROCESS

- Go to visitrockawaybeach.org/grants
- Click on the “Marketing” grant application link.
- Download the application to your hard drive
- Save the application under a new name: <Company Name> <Date>
- The application is a fillable PDF, including the budget template
- Upload to the grant website at visitrockawaybeach.org/grants using the **SUBMIT** button.
- Deadline to submit is November 15, 2023 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.

Once submitted, 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 Marni Johnston at marni@tillamookcoast.com**

Each application received will first be reviewed by the TCVA executive director and Grant Manger 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 Rockaway Beach for review.

Once reviewed by the city, applications will be submitted to the city council for approval in January 2024.

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 a bill pay check. **Projects must be completed by March 15, 2025.**

Questions?

Contact Marni Johnson
at Tillamook Coast Visitors Association
marni@tillamookcoast.com
503 842-2672 Ext. 3

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
- Familiarization 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.

1 BUSINESS INFORMATION

Business Name

Contact Name

Phone Number

Business Type

Physical Address

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

| | | |
|------|-------|-------------|
| Name | Title | % Ownership |
| Name | Title | % Ownership |
| Name | Title | % Ownership |

*Ownership totals should equal 100%. Use comments section to add additional information if necessary.
Non-Profits List Board Officers and 0% Ownership.*

2 GRANT SUMMARY

Grant Request

Total Project Cost

**This number is not required to be different than the grant request.*

Project Title

Project Overview *Answers must fit in the space with provided formatting.*

Who is the identified target audience for this project? Explain why.

3

GRANT QUESTIONS

Answers must fit in the space with provided formatting.

How does this project support off-season tourism?

What are the anticipated challenges in completing this project or holding this event?

If the project or event is successful, how do you envision supporting it in the future?

4

PROJECT WORK PLAN

The project work plan highlights key objectives of your application, how you plan to achieve them, and how you intend to measure the impacts.

The work plan describes project goals. Each goal further defines the following:

- Budget amount per goal
- Key action steps
- Timeline to complete each step
- Expected outcome for each step
- Evaluation method for each step

Complete the template below. Limited to three goals in the formatting provided. However, not required to use all space provided.

****Total of 'Budget to Complete Goal' entries should equal total on budget!***

Goal #1:

Budget to Complete Goal:



| Key Action Steps | Timeline | Expected Outcome | Evaluation Method |
|------------------|----------|------------------|-------------------|
| | | | |
| | | | |
| | | | |

Goal #2:

Budget to Complete Goal:

| Key Action Steps | Timeline | Expected Outcome | Evaluation Method |
|-------------------------|-----------------|-------------------------|--------------------------|
| | | | |
| | | | |
| | | | |

Goal #3:

Budget to Complete Goal:

| Key Action Steps | Timeline | Expected Outcome | Evaluation Method |
|-------------------------|-----------------|-------------------------|--------------------------|
| | | | |
| | | | |
| | | | |



AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

_____ **I am an eligible applicant.** Applicants must operate in **Rockaway Beach** and be a business or non-profit engaged in tourism activities.

_____ **My project fits within eligible use of tourism funds.** Applicants will be required to provide information to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300:

- 1. "Tourism" means economic activity resulting from tourists.
- 2. "Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:
 - a. Required the person to travel more than 50 miles from the community of residence; or
 - b. Includes an overnight stay.
- 3. "Tourism promotion" (as it relates to this grant) means any of the following activities:
 - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. Marketing special events and festivals designed to attract tourists.

_____ **I agree to enter into a contract with TCVA upon grant approval on behalf of Rockaway Beach.** I agree to provide progress and completion reports as outlined in the grant award letter and grant contract. Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.

_____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'

_____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.

_____ **I give permission to the city of Rockaway Beach to use my project for public information, promotional, and educational purposes.** Applicants understand that the information supplied throughout the course of the project will be used to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.

_____ **My company has an anti-discrimination policy.** The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.

_____ **I agree to provide necessary insurance coverage.** Applicants are required to provide insurance coverage or event permits required pursuant to the marketing and promotions project.

_____ **AUTHORIZATION.** I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title