

2021-2022
OFF-SEASON TOURISM MARKETING
GRANT APPLICATION



TABLE OF CONTENTS

Overview, Eligibility, Grant Schedule.....	2
Funding Process, Review, Scoring Criteria.....	3
Types of Eligible Projects.....	4
Application	5

Application Deadline
Monday, November 15, 2021 11:59pm

E-mail Grant Application to
Grant@tillamookcoast.com

Direct grant questions to the email address above or call
Tillamook Coast Visitors Association Deputy Director, Amy Blackburn at 503-842-2672

OVERVIEW

The City of Rockaway Beach is allocating \$30,000 for the 2021-2022 fiscal year toward marketing and promotions grants. The city is contracting with Tillamook Coast Visitors Association to facilitate the grant process.

The purpose of this grant is to assist tourism-related business with marketing and promotions. 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. Marketing efforts are key.

This Off-Season Tourism Marketing Grant, funded by the lodging tax collected by the city of Rockaway Beach 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.

The process will include an online and/or in-person “how to write a grant and budget” class, application submission, review and scoring by an independent committee, and city council approval. Applications awarded funds will be notified upon that approval.

ELIGIBILITY

Tourism-related businesses and nonprofits within Rockaway Beach area 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 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.

A total of \$30,000 is available in grant funds this year. Applicants may apply for up to \$3,000. All projects must be completed by January 15, 2023; a mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.

GRANT SCHEDULE

Applications open

September 15, 2021

Grant writing & overview class

September 20, 2021

Grant writing & overview recording [CLICK HERE FOR LINK](#)

Available Sept 21, 2021

Applications due, 11:59pm

November 15, 2021

Grant review process complete

November 30, 2021

City Council Approval

December 8, 2021

Grant contract sent to recipients

January 7, 2023

FUNDING PROCESS

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.

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.

Projects must be completed by January 2023. If COVID-19 and state guidelines create timing or restriction obstacles to marketing, we will review extending the deadline for project completion.

REVIEW

Applications must be received **November 15, 2021**. All applications must be complete to be considered for scoring. "Complete" is defined by all information filled in on the application, including signature; a work plan form and realistic budget submitted; and, additional forms financial forms. If the application is incomplete, it will not be submitted to the review committee for consideration.

Each application received will first be reviewed by the TCVA executive director and Deputy Director for eligibility and completeness. *TCVA will provide guidance on applications if presented a minimum of 14 days prior to the grant application deadline of November 15.* The review committee will score the grants according to the criteria below and City Council will make final funding decisions.

Grantees will be notified directly by the TCVA Deputy Director by December 10 with amount of award and terms of contract.

SCORING CRITERIA

Baseline Scoring	Up to
Business shows ability to complete project	10 points
Project is realistic and plans are thoroughly explained	10 points
Anticipated results are achievable	10 points
Budget is well documented and realistic	10 points
Project focuses on off-season events or marketing between October-May	10 points

GRANT WEBINAR

ON DEMAND



[CLICK HERE FOR LINK](#)

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

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.

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)

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

*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 Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

3

GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

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

What are the anticipated benefits to the community?

4

PROJECT BUDGET

INCOME	
	BUDGET
<i>City of Rockaway Tourism Marketing Grant</i>	
OTHER INCOME	
<i>(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Total Expenses

****Total income should equal total expenses.**

Additional Comments to Budget



AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

_____ **I am an eligible applicant.** Applicants must operate in the Rockaway Beach area or must serve tourists in Rockaway Beach area 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 TCVA 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. (This applies to marketing and promotion only. Grant funds may not be used to fund event operations.)

_____ **I agree to enter into a contract with TCVA upon grant approval.** TCVA reserves the right to include such additional special conditions or requirements in each contract, as it might deem necessary or desirable to protect the public investment of tax dollars in the project. Furthermore, 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 TCVA and/or 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 by TCVA/City of Rockaway Beach 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.

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