

**2023-2024  
CITY OF MANZANITA  
OFF-SEASON TOURISM MARKETING  
GRANT APPLICATION**



**Funds Available: \$20,000  
Maximum Request: \$2,000**

**Grant is made possible by City of Manzanita lodging tax funds**

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

**Download application at:  
<https://tillamookcoast.com/grants>  
Click on the "Manzanita" tab**

**Grant process managed by Tillamook Coast Visitors Association**

For questions and support, contact:  
**Marni Johnston at 503-842-2672, ext. 3  
[marni@tillamookcoast.com](mailto:marni@tillamookcoast.com)**

# OVERVIEW

The City of Manzanita is allocating **\$20,000** for the 2023-2024 fiscal year toward off-season marketing and promotions. This Off-Season Tourism Marketing Grant is funded by the lodging tax collected by the city of Manzanita. 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 \$2,000**, providing a realistic budget that justifies the amount requested, and ability to complete marketing efforts. This grant does not require matching funds. **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](mailto:marni@tillamookcoast.com)**

Tillamook Coast Visitors Association is facilitating the grant process. Grantees will agree to publicity and case studies developed by Tillamook Coast Visitors Association.

# ELIGIBILITY

Tourism-related businesses and nonprofits within Manzanita 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. For instance, a paid advertisement placed in a local newspaper is not eligible for lodging tax grant funds.

## GRANT SCHEDULE

Applications open

**October 1, 2023**

Grant writing assistance: **[marni@tillamookcoast.com](mailto:marni@tillamookcoast.com)**

ON REQUEST

**Applications due, 11:59pm**

**November 15, 2023**

Grant review process complete

**December 1, 2023**

**City Council Approval (no later than...)**

**January 8, 2024**

Grant awardees notified and contract sent no later than

**January 19, 2024**

# APPLICATION PROCESS

- Go to [tillamookcoast.com/grants](http://tillamookcoast.com/grants)
- Click on the “Manzanita” tab.
- Download the application to your hard drive
- Save the application under a new name: <Company Name> Grant <Date>
- The application is a fillable PDF, including the budget template
- Upload to the grant website at [tillamookcoast.com/grants](http://tillamookcoast.com/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.

You 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](mailto: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 Manzanita 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](mailto: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
- 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:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

**Goal #3:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

# 5

# PROJECT BUDGET

The project budget ties to the work plan and further describes the costs involved to complete each goal. It is important that the total budget amount align with the project goals. A realistic budget is one of the five areas in which the application is scored. Although not required, seeking quotes to accompany the budget and work plan adds to the reliability of the budget request.

INCOME	
	BUDGET
City of Rockaway Beach Grant Request	
OTHER INCOME	
<i>(Matching 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)	Associated with Project Goal #	BUDGET
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					TOTAL EXPENSES



# AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

**I am an eligible applicant.** Applicants must operate in the City of Manzanita 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 the city of Manzanita.**

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 Manzanita 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**