

2025-2026

MANZANITA 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
January 15, 2026**

**Email completed application to Nina Crist:
ncrist@ci.manzanita.or.us**

Overview

The city of Manzanita is allocating \$10,000 for the 2025-2026 fiscal year toward off-season marketing and promotion grants. In addition to the grant fund there is also a \$10,000 off-season sponsorship program. That application can be downloaded at <https://ci.manzanita.or.us/>

The purpose of the marketing grant is to assist tourism-related businesses with marketing and promotion efforts. Marketing is a key component to business planning and resiliency. If much of the business depends on dollars, it important to consider how to reach them, discover what they want to know, and how to help them find you and become frequent customers.

If you need help with creating a marketing plan, please review this video, prepared by Tillamook Coast Visitors Association: Create Your Tourism Marketing Plan: <https://www.youtube.com/watch?v=QYVckuw8VPI>

This marketing grant is funded by lodging tax collected by the city of Manzanita. Deadline to apply is February 15, 2026. A mid-year report is expected at 6 months (by July, 2026).

Eligibility

Tourism businesses and nonprofits that work in tourism programs and located within the city of Manzanita are eligible to apply. This includes restaurants, retail shops, lodging, outdoor recreation businesses, lodging owners, STR agencies, and nonprofits that conduct activities within the city.

This is a reimbursement grant. Requests for reimbursement must include paid receipts and an invoice from the grantee, combined in one pdf and sent to:
Nina Crist at ncrist@ci.manzanita.or.us

Grant Schedule

Download grant application form	https://ci.manzanita.or.us/
Marketing Grant Opens	December 1, 2025
Application Deadline:	11:59pm January 15, 2026
Grant review process	Late January/early February 2026
Approval by Manzanita City Council	Early March 2026
Grant Contract sent to recipients	Beginning mid-March 2026

Funding Process

Applicants may submit a maximum request of up to \$2,000, providing a realistic budget that justifies the amount of the request and ability to complete marketing efforts.

Grantees must agree to publicity and case studies developed by the city of Manzanita.

Once the grant is awarded a contract signed, grantees can begin the marketing project. This is a reimbursement grant.

**Requests for reimbursement must include paid receipts and an invoice from the grantee, combined in one pdf and sent to:
Nina Crist at ncrist@ci.manzanita.or.us**

Projects must be completed by March 15, 2027

Review

Applicants must be received by 11:59pm on February 15, 2026. Applications will be reviewed for completeness, defined by all information filled in on the application, realistic budget and signed work plan form. If the application is incomplete, it will not be submitted to for consideration.

Applications will be reviewed by a committee appointed by the city according to the scoring criteria below. The city council will make final funding decisions.

Grantees will be notified by the city following the March, 2026 city council meeting 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 September-May	10 points

Questions?

Contact Nina Crist
at City of Manzanita:

ncrist@ci.manzanita.or.us

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
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.

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.



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

Download the budget form when you download the application at:
<https://ci.manzanita.o>

1. Enter the name of your company
2. Enter the amount you are requesting
3. Enter match needed to do project (not required if not needed)
4. List expenses

The form will automatically tally

NOTE: Budget must equal expenses

Here is a sample budget:

	A	B	C	D	E	F	G
1		Name of Applicant Company					
2							
3			PROPOSED BUDGET			ACTUAL BUDGET REPORT	
4			Cash	In-Kind		Cash	In-Kind
5		Grant Request (place in "Cash" column)	\$2,000.00				
6		OTHER INCOME (if project exceeds \$2000)	\$500.00				
7							
8							
9							
10							
11							
12							
13							
14		SUB TOTAL INCOME	\$2,500.00	\$0.00		\$0.00	\$0.00
15		TOTAL INCOME	\$2,500.00			\$0.00	
16							
17							
18		EXPENSES - USES OF Grant and ADDITIONAL INCOME					
19			BUDGET			ACTUAL	
20			Cash	In-Kind		Cash	In-Kind
21	1	Three ads in Oregon Coast Today	\$1,600.00				
22	2	Rack card - design and print	\$400.00				
23	3	Website updates	\$500.00				
24	4	List expense	\$0.00				
25	5	List expense	\$0.00				
26	6	List expense	\$0.00				
27	7	List expense	\$0.00				
28		SUB TOTAL EXPENSES	\$2,500.00	\$0.00		\$0.00	\$0.00
29		TOTAL EXPENSES	\$2,500.00			\$0.00	
30							
31		Check: Sub Total Income-Expenses	\$0.00	\$0.00		\$0.00	\$0.00
32		Check: Total Income-Expenses	\$0.00			\$0.00	
33			Balanced - great!			Balanced - great!	
34							



AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

_____ I am an eligible application. Applicants must operate in the City of Manzanita or must serve visitors in the Manzanita area and be a business or nonprofit engaged in tourism activities.

_____ My project fits with within eligible use of tourism funds, as outlined in ORS 320.300 on Transient Lodging Taxes: Tourist means a person who travels more than 50 miles from their residence or business and may include an overnight stay; Tourism promotion (as it related to this grant) means advertising, publicity, distributed information, marketing special events or festivals. Grant funds may not be used to fund event operations.

_____ I agree to enter into a contract with the city of Manzanita upon grant approval. I agree to provide progress and completion reports as outlined in the grant award letter and contract.

_____ I agree to provide a W9-Request for Taxpayer Identification Number and Certification as needed, showing your business EIN or Social Security Number (if sole proprietor). I understand the grant funds received will be issues on a year-end 1099 as "Other Income."

_____ I agree to provide project management and oversight with well-documented and completed according to the grant contract timelines and as outlined in the grant application.

_____ I give permission to the City of Manzanita to use my project for public information, promotional, and/or educational purposes.

_____ **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 authorized owner(s), managers with delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title