



Tillamook County  
tourism grant programs  
2015- present



Presented by  
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Tillamook  
County  
implemented  
a 10% county-  
wide lodging  
tax in 2014,  
subject to the  
70/30 split



*It was voted in because Tillamook County roads were rated worst in the state. And they needed money for repairs (30%).*

Based on  
Sustainable  
Tourism  
Principles

-People  
-Place  
-Profit

To thank voters, the commissioners  
promised to invest the 70% back  
into the community

*They may not have known that  
they were launching  
**community-based tourism.***

## Two grant programs established in 2015 after one year of TLT collection

1. **Marketing grants for businesses and nonprofits involved in tourism (\$100,000 per year)**



Reviewed, scored, approved by TCVA board of directors; managed by TCVA team

2. **Tourism-related facilities grants, as outlined in ORS 320.300, for agencies and nonprofits (varies from \$1 million to \$400,000 per year)**



Reviewed, scored, ranked by county-appointed Tourism Advisory Committee; approved by County Commissioners; managed by TCVA team

**Marketing Grants:  
\$1.2 million awarded  
to businesses &  
nonprofits**

Websites  
Advertising  
Guidebooks/brochures  
Videos  
Social media  
Events  
Billboards  
Story placement

**Tourism Facilities  
Grants: \$5 million  
awarded to agencies  
and nonprofits**

Parks  
Restrooms  
Venues  
Property improvements  
Trail improvements  
Museums  
Parking

Plus: destination management investments

**\$9.5 million**

**Kiwanda Corridor Project**

**Salmonberry Trail**

**County Fairgrounds improvements**

**Wayfinding**

**For more info on TCVA grants, go to  
[tillamookcoast.com/grants](http://tillamookcoast.com/grants)**

**See what grants have been awarded at  
[tillamookcoast.com/industry](http://tillamookcoast.com/industry) -  
Click on “financial”**

