



# STATE OF WASHINGTON TOURISM 2023 TOURISM SUSTAINABILITY GRANT

Mike Moe, Director of Strategic Partnerships and Tourism Development  
Matthew Ozuna, Destination Development Manager

# AGENDA

DESTINATION  
DEVELOPMENT  
PROGRAM OVERVIEW

TOURISM  
SUSTAINABILITY  
GRANT

GRANTWRITING TIPS

EXAMPLES OF  
GRANT PROJECTS

Q&A



# DESTINATION DEVELOPMENT OVERVIEW

- **SWT FOCUS**

- Rural and tourism-dependent counties
- Natural wonders and outdoor recreation
- Attraction of international tourists
- Identification of local offerings for tourists
- Assistance for tourism areas adversely impacted by natural disasters

- **DESTINATION DEVELOPMENT PROGRAM**

- Rural Tourism Support Program
- Monthly SkillShop Webinars
- Scenic Byways
- TREAD Map App
- Grant Program





# ELIGIBLE APPLICANTS

- LOCAL GOVERNMENTS
  - Cities
  - Counties
- TRIBES
- NON-PROFIT ORGANIZATIONS
  - DMOs
  - Chambers of Commerce
  - Non-profit organizations registered with the Washington Secretary of State's Office

# GRANT PROGRAM KEY DATES

<b>DATES</b>	<b>EVENT</b>
August 18, 2023	Open - Application Period for Tourism Sustainability Grant
September 18, 2023	Close - Application Period for Tourism Sustainability Grant
September 19-29, 2023	Application Review Period
October 6, 2023	Award Notification by Email
October 31, 2023	Dispersal of Grant Funds
April 1, 2024	Due - Interim Report on Grant Project
August 1, 2024	Expend Grant Funds
October 1, 2024	Due - Final Report on Grant Project

# TOURISM SUSTAINABILITY GRANT PROGRAM

TO ENCOURAGE SAFER, MORE INCLUSIVE, AND  
SUSTAINABLE VISITOR EXPERIENCES

- FUNDING

- Grants of up to \$30k will be awarded
- cash or in-kind contributions are encouraged as a match, but not required
- \$125,000 is available for this program

- ELIGIBLE PROJECT EXAMPLES

- Tourism Infrastructure
- New Festivals and Events
- Outdoor Recreation
- Business Districts, Creative Districts, and Main Street Associations





# APPLICATION TIPS

- **COLLABORATION**

- Local Destination Marketing Organizations
- Chambers of Commerce
- Tribes
- Small businesses
- Local government
- Land Managers

- **SUSTAINED IMPACT**

- How will this project make a sustained impact in your community?



## Grant Rubric for State of Washington Tourism

**SCORING KEY:**

**Exemplary:** Provides a clear response and no questions remain.

**Adequate:** Provides an adequate response, but questions remain.

**Needs Improvement:** Provides a response, but many questions remain.

**Missing:** No response given.

\*Rate each scoring category below using the four levels above: Exemplary (3PTS), Adequate (2PTS), Needs Improvement (1PTS), and Missing (0 PTS).

**APPLYING ORGANIZATION:**

**TYPE OF GRANT APPLICATION:**

SCORING CATEGORIES	SCORE	NOTES
Focused project strategy for long-term sustainability		
Collaboration with local DMO and tourism partners		
Project's potential impact on destination community and tourism in the State of Washington		
Commitment to accessibility and inclusion of all visitors, including under-represented communities		
Match funding available and the ability to execute the project and comply with reporting requirements		
<b>TOTAL SCORE:</b>	/15	

**REQUESTED FUNDING AMOUNT:**

**AWARDED FUNDING AMOUNT:**



# GRANTWRITING TIPS

- Spell out the need for the grant.
- Be sure your budget makes sense.
- Recruit an objective reviewer.
- Don't procrastinate.
- Pay close attention to details.



# STATE OF WASHINGTON TOURISM

## Application Questions

*Limit responses to no more than 400 words.*

1. Provide a project description including objectives, budget, partners, and statement of need:

PROJECT DESCRIPTION	OBJECTIVES	BUDGET	PARTNERS	STATEMENT OF NEED
<ul style="list-style-type: none"><li>• Introduce organization</li><li>• Explain proposed project</li><li>• Emphasize <b>sustained impact</b></li></ul>	<ul style="list-style-type: none"><li>• State goal</li><li>• SMARTIE objectives</li></ul>	<ul style="list-style-type: none"><li>• Identify income</li><li>• Detail expenses</li></ul>	<ul style="list-style-type: none"><li>• Provide examples<ul style="list-style-type: none"><li>• <b>Collaboration with DMO</b></li></ul></li><li>• Partners serving <b>under-represented population</b></li></ul>	<ul style="list-style-type: none"><li>• Community need, NOT organization need</li><li>• Emphasize need for <b>safety, accessibility, and inclusion</b></li></ul>

**[ORGANIZATION]**  
**[PROJECT TITLE]**

<b>INCOME</b>				
*Include income source/type	<b>BUDGET</b>		<b>ACTUAL</b>	
	Cash	In-Kind	Cash	In-Kind
<b>SUB TOTAL INCOME</b>	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL INCOME</b>	<b>\$0.00</b>		<b>\$0.00</b>	

<b>EXPENSES (paid with SWT grant funds)</b>				
*Include vendor/organization, services/products, number and cost per unit	<b>BUDGET</b>		<b>ACTUAL</b>	
	Cash	In-Kind	Cash	In-Kind
<b>SUB TOTAL EXPENSES</b>	\$0.00	\$0.00	\$0.00	\$0.00
<b>TOTAL EXPENSES</b>	<b>\$0.00</b>		<b>\$0.00</b>	

**COMPLETE "BUDGET" COLUMNS (C & D) FOR APPLICATION. CC**

**Visit AnyTown, WA**  
**Tourism Ambassador Program**

**INCOME**

*Include income source/type	BUDGET		ACTUAL	
	Cash	In-Kind	Cash	In-Kind
AnyTown Tourism Bureau	\$1,000.00		\$1,000.00	
AnyTown Chamber of Commerce	\$1,000.00		\$1,000.00	
AnyTown Community College: venue for program		\$1,000.00	\$1,000.00	
Program fee: \$20/person @ 50 persons	\$1,000.00		\$500.00	
AnyTown Community Foundation: AnyTown	\$1,000.00		\$1,000.00	
SWT Grant	\$5,000.00		\$5,000.00	
<b>SUB TOTAL INCOME</b>	\$9,000.00	\$1,000.00	\$9,500.00	\$0.00
<b>TOTAL INCOME</b>	<b>\$10,000.00</b>		<b>\$9,500.00</b>	

**EXPENSES (paid with SWT grant funds)**

*Include vendor/organization, services/products, number and cost per unit	BUDGET		ACTUAL	
	Cash	In-Kind	Cash	In-Kind
Tourism Consulting LLC: program development	\$3,600.00		\$3,600.00	
AnyTown Office Supply: program materials	\$800.00		\$800.00	
Tourism Consulting LLC: program instruction (in-	\$600.00		\$600.00	
<b>SUB TOTAL EXPENSES</b>	\$5,000.00	\$0.00	\$5,000.00	\$0.00
<b>TOTAL EXPENSES</b>	<b>\$5,000.00</b>		<b>\$5,000.00</b>	

# STATE OF WASHINGTON TOURISM

**Grantee:** Pend Oreille River Tourism Alliance

**Project:** Metaline Falls Bigfoot Festival

**Results:** This event grew by 20% from the first year to the second in vendor participation and an estimated 12-16% in attendance. Event attendance in 2023 ranged from 6,800-7,500 people, 80% of which were from outside the regional area. Every campground, hotel, motel, and VRBO was booked for the weekend event.

**Partners:** Kalispel Tribe of Indians, American Legion Post #144, Economic Development Council, Chicas Abroad, Seattle City Light, Merkle Standard . . .

*Metaline Falls*  
**BIGFOOT**  
**FESTIVAL**

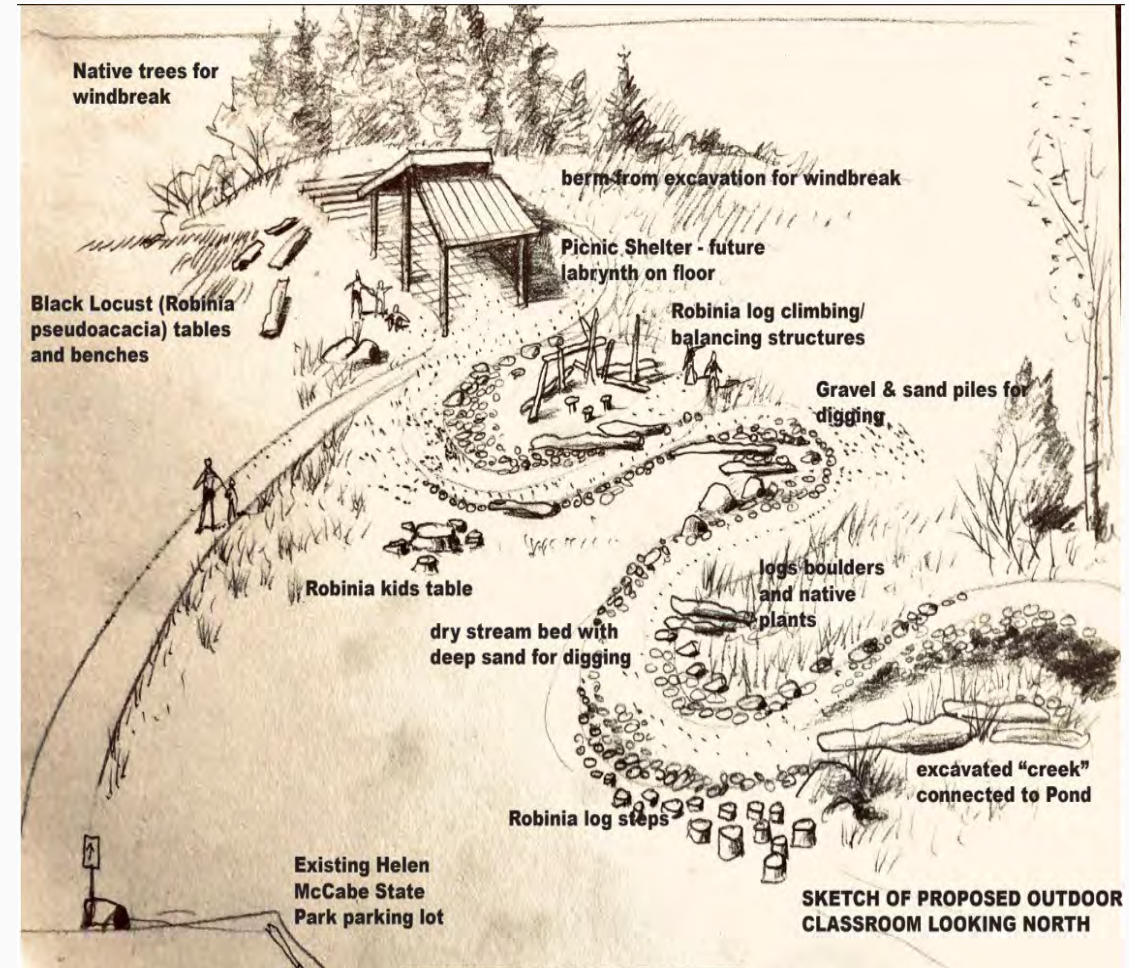
The logo for the Metaline Falls Bigfoot Festival is displayed in a white box. It features the text "Metaline Falls" in a black, cursive font at the top. Below this, the words "BIGFOOT" and "FESTIVAL" are written in a large, bold, black, sans-serif font. A white silhouette of a Bigfoot is positioned to the left of the "BIGFOOT" text, appearing to walk through the letters.

# STATE OF WASHINGTON TOURISM

**Grantee:** Kittitas Environmental Education Network (KEEN)

**Project:** Picnic Shelter at the Yakima Canyon Interpretive Center at Helen McCabe State Park

**Goals:** KEEN adopted and has been restoring habitat at Helen McCabe State Park since 2004. Over the years, it has invested thousands of volunteer hours and hundreds of thousands of dollars into habitat restoration. KEEN is moving ahead with plans for the Yakima Canyon Interpretive Center and expanding recreational and educational opportunities for visitors and residents.



# STATE OF WASHINGTON TOURISM

**Grantee:** Grays Harbor Historical Seaport Authority

**Project:** Electronic Sign for Seaport Landing

**Goals:** In 2013, this organization purchased a 34-acre abandoned sawmill now named Seaport Landing. The location is home to the tall ship Lady Washington, the official ship of the State of Washington. Development plans include outdoor recreation, a community event center, trails, public access to the water, and an education center, among other offerings.



# STATE OF WASHINGTON TOURISM

**Grantee:** San Juan Islands Visitors Bureau

**Project:** Accessible Trail Guide for the San Juan Islands

**Payment:** Reimbursement of expenses

**Goals:** Provide detailed information for outdoor enthusiasts of all abilities. Users will be able to make better-informed decisions about their hiking choices, improving visitor safety and satisfaction.

**Partners:** San Juan County, Town of Friday Harbor

2023

A Disabled Hiker's Guide to the San Juan Islands







STATE OF  
WASHINGTON  
TOURISM

THANK YOU!!!

Mike Moe – [mike@stateofwatourism.com](mailto:mike@stateofwatourism.com)

Matthew Ozuna – [matthew@stateofwatourism.com](mailto:matthew@stateofwatourism.com)

QUESTIONS?

