



# STATE OF WASHINGTON TOURISM 2025 RURAL MARKETING AND PRODUCTION GRANT PROGRAM WEBINAR

Mike Moe, Director of Strategic Partnerships and Tourism Development - SWT  
Tamara Rice, Destination Development Coordinator - SWT

# AGENDA

RURAL TOURISM  
MARKETING AND  
PRODUCTION GRANT  
PROGRAM OVERVIEW

HOW TO APPLY

Q&A



# GRANT PROGRAM OVERVIEW

- Purpose

Intended to help underserved and underfunded communities develop tourism assets and content including:

- Photos
- Video
- Written content

The assets and content must be created to help promote the destination through channels such as website content, social media or marketing campaigns

- Qualified Applicants

Applicants must be a Washington-based organization and be one of the following:

- A local government such as a city or county
- A Tribal organization
- Chamber of Commerce
- Destination organization
- Other non-profit organization that supports travel and tourism



# GRANT PROGRAM KEY DATES

<b>DATES</b>	<b>EVENT</b>
November 1, 2024	Rural Tourism Marketing and Production grant application period opens
November 30, 2024	Rural Tourism Marketing and Production grant application period closes
December 20, 2024	Approximate successful applicant notice date
February 1, 2025	Approximate grant funding date
August 1, 2025	Midterm report due
December 31, 2025	Work plan completed and funds spent
December 31, 2025	Final project reporting due



# GRANT PROGRAM OVERVIEW

## • FUNDING

- Grants of up to **\$50,000** will be awarded
- Matching from applicant is encouraged, but not required
- **\$355,000** is available for this program
- Asset Creation, but no marketing due to federal rules

Don't forget usage rights for your organization and SWT when creating your budget!

## • COLLABORATION

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

## • COMMITMENT TO DEI

- How will this project show commitment to accessibility and inclusion of all visitors?

# RULES AROUND FEDERAL FUNDING

- Federal grant dollars are federal grant dollars all the way down the line
  - The grantee organization needs to have an active and registered UEI, active UBI, EIN number
  - All contractors need to have a UBI and EIN number
  - Contractors must be billed on a reimbursement basis
  - Every dollar spent needs to match up with a receipt
  - Dollars cannot be used for staff salaries





## GRANT CRITERIA

- Focused asset production strategy - 30%
- How will this project generate overnight stays and visitor spending? – 25%
- Destination need. Why do you need this funding? – 25%
- Commitment to accessibility and inclusion of all visitors, including under-represented communities – 10%
- Match funding available – 5%
- Ability to execute the project and comply with reporting requirements – 5%

QUESTIONS?







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THANK YOU!!!

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

Tamara Rice – [tamara@stateofwatourism.com](mailto:tamara@stateofwatourism.com)