



# STATE OF WASHINGTON TOURISM COMMERCE DESTINATION DEVELOPMENT GRANT

12/13/2023

# COMMERCE GRANT DETAILS

- \$3,560,000 awarded
- To be allocated by 12/31/2025
- Grants will encourage community-led tourism planning related to building resiliency, capacity and infrastructure in COVID-affected economies.
- A special emphasis will be made to help rural and underserved destinations develop actionable plans for new tourism
- Grant will help fund 9 different Destination Development programs in 2024 and 2025





# GRANT TIMELINES

- One month application periods
- 3 weeks for committee review
- Funds will be only be provided once Commerce turns the money over to SWT
- Quarterly phone calls with grant coordinator
- Midyear report will be required 6 months after receiving grant
- Final report will be due 12 months after receiving grant



# RURAL TOURISM MARKETING AND PRODUCTION GRANT

- Intended to help underserved and underfunded communities develop tourism assets and content
- Application period opens February 1<sup>st</sup>, 2024 and 2025
- Webinar: January 23<sup>rd</sup>
- Funds will be provided to successful applicants in late April
- \$355,000 dollars will be allocated each year
- Max grant ask: \$50,000



# SPORTS INCENTIVIZATION GRANT

- Intended to help nonprofit entities attract NEW sports tournaments/competitions that will spur economic activity
- Application period opens February 15<sup>th</sup>, 2024 and 2025
- Webinar: January 30<sup>th</sup>
- Successful applicants will be able to reserve dollars pending a successful bid. If a bid is unsuccessful, those dollars will be released to other applicants, pending approval.
- \$150,000 dollars will be allocated each year
- Max grant ask: \$30,000

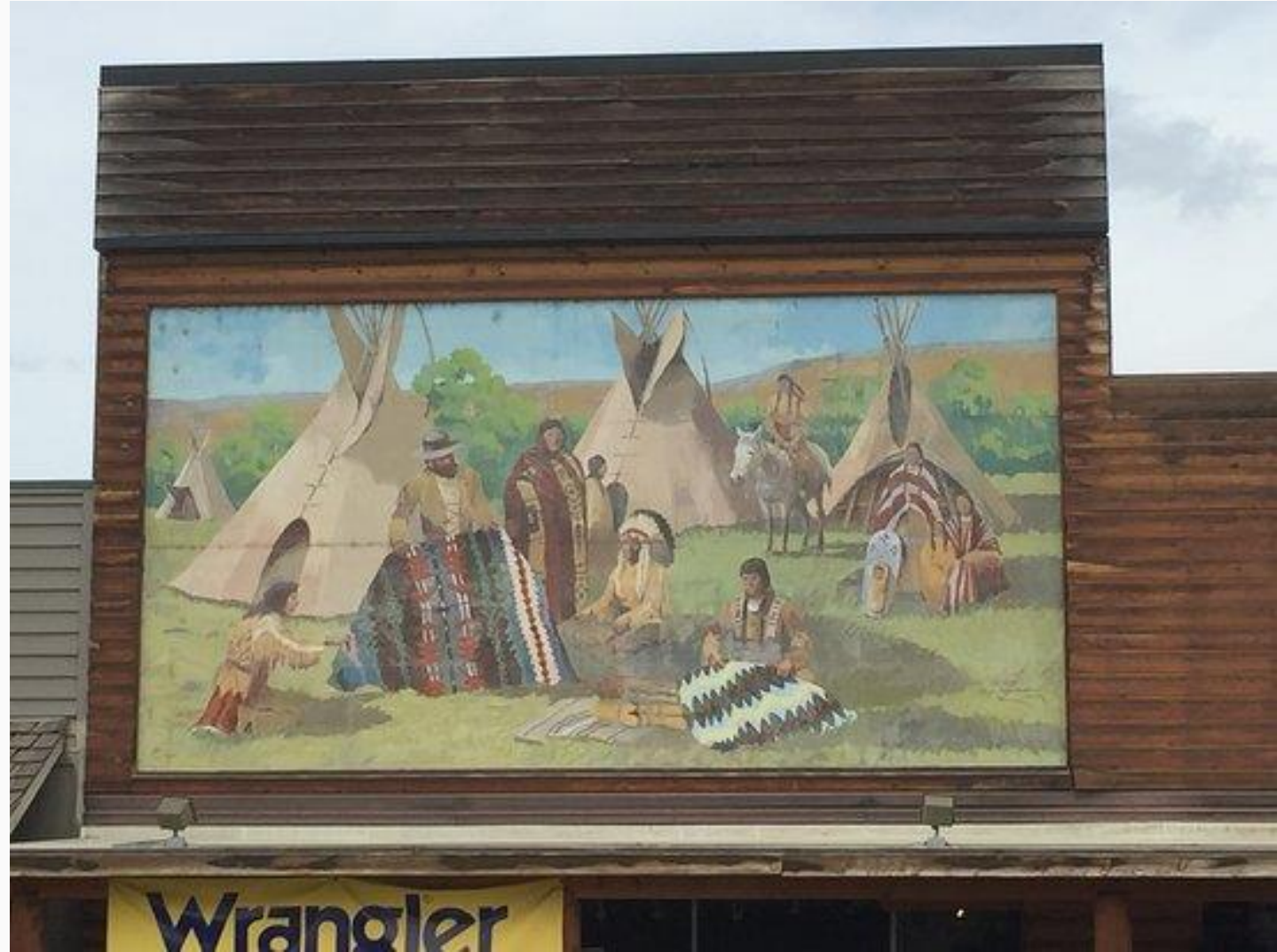


# RURAL TOURISM RESEARCH AND DATA GRANT

- Intended to discover and share critical information that can improve the efficiency, sustainability, and overall economic impact of the local tourism industry
- Application period opens March 1<sup>st</sup> 2024 and 2025
- Webinar: February 13<sup>th</sup>
- Funds will be provided to successful applicants in May
- \$152,000 dollars will be allocated each year
- Max grant ask: \$25,000

# ARTS AND CULTURE GRANTS

- Intended for the promotion and management of art shows, concerts, festivals and events, as well as museums, historic sites, and cultural institutes that drive overnight stays and visitor spending in destination communities
- Application period opens March 15<sup>th</sup>, 2024 and 2025
- Webinar: February 28<sup>th</sup>
- Funds will be provided to successful applicants in June
- \$162,500 dollars will be allocated each year
- Max grant ask: \$30,000



# TRIBAL TOURISM MARKETING AND PRODUCTION GRANTS

- Intended to help tribal communities develop tourism assets and content
- Application period opens April 1st, 2024 and 2025
- Webinar: March 13<sup>th</sup>
- Funds will be provided to successful applicants in June
- \$100,000 dollars will be allocated each year
- Max grant ask: \$50,000







# RURAL TOURISM SUPPORT PROGRAM

- Program will continue in 2024 and 2025
- 2024 application period will open April 1<sup>st</sup>
- Gives destinations the tools to create a vision for tourism
- 4 interactive workshops in specific areas with expert speakers
- Funds are included for 1-3 projects to create sustainable momentum

# TECHNICAL ASSISTANCE GRANT

- Grant will subsidize the cost of industry-specific expertise for tourism-related projects that stimulate economic development for destination communities.
- Application period opens April 15<sup>th</sup>, 2024 and 2025
- Webinar: April 2<sup>nd</sup>
- Funds will be provided to successful applicants in June
- \$75,000 dollars will be allocated each year
- Max grant ask: \$15,000

# TOURISM REGENERATION GRANT

- Intended to foster safer, more inclusive, and sustainable visitor experiences in the state
- Application period opens September 1<sup>st</sup>, 2024 and 2025
- Webinar: August 14<sup>th</sup>
- Funds will be provided to successful applicants in November
- \$390,000 dollars will be allocated each year
- Max grant ask: \$50,000



# TRIBAL RURAL TOURISM SUPPORT PROGRAM

- Open only to tribal destinations
- 2025 application period will open October 1st 2024
- Gives a destination the tools to create a vision for tourism
- 4 interactive workshops in specific areas with expert speakers
- Funds are included for 1-3 projects to create sustainable momentum



# MORE DETAILS

- Informational webinars will be held for each grant program
- Free online grant writing workshops will also be held
- Subscribe to the SWT Industry newsletter to make sure receive notifications





STATE OF  
WASHINGTON  
TOURISM

# THANK YOU! QUESTIONS?

FOR FURTHER INFORMATION, PLEASE CONTACT MATTHEW OZUNA  
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