Community and Economic Development Tourism Grants (TGs)
Criteria and Instructions
03.11.2026

Section 1: Purpose

The Community and Economic Development Tourism Grants (TGs) provide grant funding to promote Marion County tourism priorities by funding Marion County Destination Management Organizations, Chambers, Cities, non-profit organizations, and for-profit businesses. Funds are available to organizations operating within Marion County implementing tourism related activities that benefit Marion County.

Section 2: Award Amounts

TGs are awarded pending funding availability. Awards will be made up to the following amounts:

- Salem Metro Area Grant
  - The Salem Metro Area Grant will primarily focus on the Salem Metro area, which must include the City of Salem and may include surrounding cities, such as Keizer or Turner.
  - This award will be granted to a single organization responsible for tourism marketing in the Salem Area through a three-year grant agreement with allocations of $100,000 per year, for a total grant award of $300,000 over 3 years.
- North Marion Region Grant
  - The North Marion Region Grant will primarily focus on the North Marion area, which includes the cities of Aurora, Brooks, Donald, Hubbard, Gervais, Mt. Angel, Silverton, St. Paul, and Woodburn.
  - This award will be granted to a single organization responsible for tourism marketing in the North Marion Region through a three-year grant agreement with allocations of $50,000 per year, for a total grant award of $150,000 over 3 years.
- Marion County Grant for Chambers, Cities, non-profit organizations, and businesses:
  - The Marion County Grant is open to any tourism marketing project that focuses on Marion County.
  - This award(s) will be distributed each year and may be divided among multiple recipients, with a total combined amount of up to $50,000 available each year.

Note: Only 10% of a TG budget can be spent on administrative costs, if such costs are incurred solely to support the grant-funded activity. Administrative costs are defined as expenses related to the general management and oversight of the grant, such as accounting, reporting, recordkeeping, and other activities that support, but are not directly tied to, the program activity.

Section 3: Application Period

The following outlines the grant application timeline:

- April – Application period
- May-June – Review applications with the Board
- July – Notify awardees and begin contract development
- January – Funding begins

NOTE: The dates are intended as a general guide. Marion County reserves the right to adjust the timeline as needed to accommodate Board schedules, application volumes, or other administrative considerations. Funding and timeline are subject to availability of funds. Any significant changes will be communicated to applicants and the Board in a timely manner.

Section 4: Criteria

The following criteria shall be used to evaluate all applications:

Tourism Grant Steps

1. TG Request form received

2. Verification of request form materials and funding.

3. Application Presentation to Board

4. Grant Award

5. Interim Report(s)

6. Activity Completion Report

7. Board Presentation

1. The applicant must be an organization operating in Marion County and registered with the Secretary of State.
2. The activity must meet a tourism-related priority or need such as:
   a. Attracting visitors and/or extending visitor stays.
   b. Promoting the region as a destination.
   c. Developing, supporting and/or improving access to tourism infrastructure.
   d. Developing and/or promoting tourism attractions or events.
   e. Strengthening the local tourism economy through measurable economic benefits for local businesses, attractions and communities.
3. The activity must further economic development through tourism in Marion County by meeting the requirements of ORS 461.540 through the following:
   a. Creating jobs in Marion County.
   b. Furthering economic development in Marion County by:
      i. Providing services or financial assistance to community development activities or projects that benefit the Marion County economy as defined by ORS 285B.410.
      ii. Providing services or financial assistance for facilities, physical environments or development activities, as defined in ORS 285B.410, that benefit the Marion County economy.
      iii. Providing services or financial assistance to businesses or industry associations to promote, expand or prevent the decline of their businesses.
4. The activity must demonstrate community support through community partnerships, letters of support, other funding sources, or other methods.
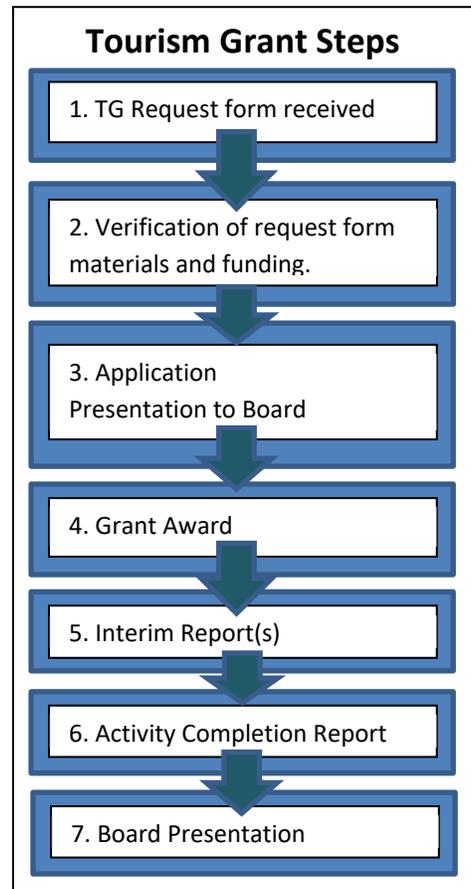
5. The activity must have completed a TG Form submitted through the Marion County Community and Economic Development Department as outlined in Section 6.
6. Upon invitation, applicants will give a presentation to the Board of Commissioners.
7. The Marion County Board of Commissioners will select the award recipients.

Section 5: Award Reporting

Organizations awarded funds under TGs must complete reports as outlined below. Report templates will be provided to organizations awarded funds.

1. Interim Report(s): Required for activities lasting seven months or longer. The organization must submit a written report within six months of receipt of award and every six months thereafter until the end of the project grant agreement. This report must contain the following:
   a. A budget narrative describing the use of the funds including income or revenues and expenditures which are specifically applicable to the activity.
   b. Activity report detailing a high-level overview of progress to date, key achievements, main issues or challenges with implementation, and next steps.
   c. Any proposed changes to use of funds.
   d. If available, pictures, clips, quotes, or narratives from award participants of the activity.
   e. If TG funds are being used as part of grant matching funds, describe the whole project and the part of the project the Tourism Grant is funding.
   f. Geographic use of funds within Marion County (by zip code, city, or other method).
   g. Metrics on the activity such as website traffic and/or social media engagement, changes in employment levels in tourism-related sectors, visitor spending data and economic impact reports, increase in lodging tax revenue, community sentiment and perception of tourism, etc.

2. Final Report / Annual Report: Required for all activities regardless of activity duration, to be completed annually for multi-year agreements, or prior to activity completion. The organization must prepare a written final / annual report and appear before the Marion County Board of Commissioners at a regularly scheduled meeting or work session to present a short oral report (no more than 10 minutes) on the results of the activity. The report and presentation shall include the information required for the Interim report (see section 5.1 above) as well as:
   a. Narrative on the success of the activity including how the activity supported tourism in the community.
   b. Picture(s) of completed activity or work to date.
   c. Proof of acknowledgement of Marion County funding support such as inclusion of County logo on promotional materials.

3. Failure to Report/Inappropriate Use of Funds: Failure to comply with the reporting requirements as outlined may result in suspension or full revocation of funds. It is the responsibility of the awarded organization to monitor use of funds and ensure the funds are expended in compliance with the requirements as described herein. Should County identify incorrectly applied funds, County shall notify the awarded organization and awarded organization shall, within thirty (30) calendar days of receiving notice, make full repayment to Marion County. Should the awarded organization identify any incorrectly applied funds, the awarded organization must notify the County within ten (10) calendar days of the discovery and shall, within thirty (30) calendar days of notification, make full repayment to Marion County.

Section 6: Instructions

TGs must be submitted through the Marion County Community and Economic Development Services Department as follows:

1. Submit the information listed below to Marion County Community and Economic Development Services.
   a. Completed TG Request Form
   b. Metrics Document
   c. Budget Narrative
   d. Supplemental Materials
   e. Current W-9
2. Email applications to Tami Cirerol:
   a. To: TCirerol@co.marion.or.us
   b. Cc: csreporting@co.marion.or.us
3. Once application and supplemental materials are received, staff will review the application materials. Upon funding availability, Marion County will either seek further information or begin an award process.

TG Form Instructions

1. **Organization Name** – The organization/business/entity requesting funding.
2. **Executive Officer Name** – The highest-ranking executive in the organization, with responsibility for making decisions and potentially signing award documents.
3. **Contact Person / Title** – The name and title of the person in overall charge of the planning and execution of the activity for which the funding is requested and main point of contact.
4. **Address** - Put the physical address for the contact person and the mailing address if different.
5. **Contact email** - Put the email for the contact person for the activity.
6. **Contact phone number** – Put the phone number for the contact person.
7. **Activity Name** – Name to distinguish the activity from other requests.
8. **Purpose of Funding Request** – Short narrative outlining the activity and use of funds including identified issue(s) being solved, and the general scope of work for the activity and how the organization will determine the success of the activity at the end.
9. **Indicate how the activity meets tourism related needs in Marion County** – Check all boxes applicable and explain why these activities meet these needs in the box below.
10. **Total Activity Cost** – Provide an estimate of the total activity cost. The funding award will be based on the actual activity costs. Payment may be made as either an upfront payment or on a reimbursement basis pending organizational needs and County decisions. It may include timelines or other deliverables.
11. **Amount Requested** – Provide a figure of the total amount of funds requested to complete the activity. If these funds are for grant matching funds, include a copy of the grant application and explain how the various funding streams are used in this activity.
12. **Geographic Area(s) Served** – Provide a list of all counties, cities, and/or unincorporated areas which will benefit from this investment.
13. **Other Partners** – Provide a list of other organizations participating in the activity.
14. **Activity or Start Date/End Date** – Provide an estimated timeline of when the activity will start and be completed.
15. **Additional Required Information**
    a. Metrics Worksheet: include the Metrics Worksheet attachment that explains how the organization will track progress and/or impact of the work or project. For example, will the work or project impact lodging taxes, visitor spending, employment levels, community sentiments

about the activity, or increase social media traffic? Check the box to indicate you have enclosed the Metrics Worksheet attachment to the application.

    b. Budget Narrative and Table: attach a budget narrative that provides a brief explanation about the proposed expense so that it is clear what is being purchased or paid and a budget table. The required Budget Table Template is provided.

    c. Supplemental Information: include attachments for W9, maps, letters of support, or any other item that may help explain the activity.

Questions/Information

For questions or additional information, please contact Community and Economic Development Department via phone at 503-589-3234 or email Tami Cirerol at TCirerol@co.marion.or.us

Organization Name:			
Executive Officer Name:		Contact Person and Title:	
Address:		Mailing Address:	
Contact Email:		Phone Number:	
Activity Name:			
Purpose of Funding Request:			
Total Activity Cost:		Amount Requested:	
Geographic Area(s) Served:			
Other Partners:			
Activity Start Date:		Activity End Date:	
Please indicate how the activity meets tourism-related needs in Marion County. Check all boxes that apply and explain briefly how they meet tourism needs.	☐ Attracting Visitors ☐ Destination Promotion ☐ Event Development ☐ Strengthening Tourism Economy ☐ Tourism Infrastructure Development	**Briefly explain how the activity meets tourism-related needs:**	
Please indicate how the activity supports economic development in Marion County (check all boxes that apply). **ORS 461.540**	☐ Supports the creation of new jobs in Oregon ☐ Helps prevent the loss of existing jobs in Oregon ☐ Assists with work transition and/or training of workers in Oregon ☐ Provides services or financial assistance to support Oregon businesses	**Briefly explain how the activity supports development in Marion County:**	

Additional Information Required:		
☐ Metrics worksheet attched	☐ Budget Narrative attached - *The required 1) Budget Narrative and 2) Budget Table template is complete and attached to the application.*	☐ Supplemental Materials attached, with current W-9 - *Examples: Activity description, maps, etc.; Letter(s) of support; or other information that helps to describe the purpose and need of the funds.*

Name of Applicant:	
Signature and date:	

Tourism Grant Budget Table

Instructions: Complete the following budget table and include it with the budget narrative. Add more lines to the Project Expenses section as needed.

Description	Amount
Total grant amount request	**$**
Project Expenses	
Expense 1	$
Expense 2	$
Expense 3	$
Expense 4	$
Expense 5	$
TOTAL EXPENSES	**$**

Metrics Worksheet

Instructions: How will you measure the success of the marketing activity? For each Economic Development category box checked in the application, list the measure(s) associated with each category.

Category	Metric
Attracting Visitors	
Destination Promotion	
Event Development	
Strengthening Tourism Economy	
Tourism Infrastructure Development	
Supports the creation of new jobs in Oregon	
Helps prevent the loss of existing jobs in Oregon	
Assists with work transition and/or training of workers in Oregon	
Provides services or financial assistance to support Oregon businesses	