

CO-OP MARKETING GRANT

2026 Tri-View Tier 1

Introducing the Tri-View, a pivotal tool designed to illuminate the interconnectedness of the Cooperative Marketing Grant (Co-op) process. This resource serves as a comprehensive tool for applicants, committee members, and staff, providing a clear and concise understanding of how the grant guidelines, application questions, and evaluation scorecard work in unison. By visualizing the relationship between these three critical components, the Tri-View clarifies the application process, ensuring transparency and fostering a more equitable evaluation.

SECTION(S)	GUIDELINES	NUMBER	APPLICATION	POINTS	SCORECARD
	ORGANIZATIONAL INFORMATION - PART I		ORGANIZATIONAL INFORMATION - PART I	0	ORGANIZATIONAL INFORMATION - PART I
1	Background Eligible & Ineligible Applicants	1	Company Request for Confidentiality		<i>This section must be accurately completed by ALL APPLICANTS to be considered for funding.</i>
2	Eligible & Ineligible Applicants	2	Entity Type		
		3	Organization Name		
		4	Street Address		
		5	City		
		6	State		
		7	County		
		8	Zip		
		9	Telephone Number		
		10	Website		
		11	Federal Tax EIN		
		12	Primary Contact - First Name		
		13	Primary Contact - Last Name		
		14	Primary Contact - Title		
		15	Primary Contact - Email		
		16	Primary Contact - Phone Number		
		17	Secondary Contact - First Name		
		18	Secondary Contact - Last Name		
		19	Secondary Contact - Title		
		20	Secondary Contact - Email		
		21	Secondary Contact - Phone Number		
	STRATEGIC VISION		STRATEGIC VISION	40	STRATEGIC VISION
9	Helpful Hints	22	Upload a one page overview of your general marketing plan		
2	Eligible & Ineligible Applicants	23	How does your Co-op project fit within your overall marketing plan?	0	Demonstrates need for grant funding, adequately explaining the degree to which the requested funds will significantly impact their overall marketing plan.
6	Application	24	Provide a title for your campaign.		
6	Application	25	Upload the campaign overview. Campaign Overview	30	Provides a comprehensive summary that gives a clear overview of the campaign.
8	Scoring and Parameters	26	Does this campaign expand your current reach?	5	Demonstrates how this campaign will enter new geographic markets or connect with audience segments not currently being reached.
		27	Does this campaign move visitors to lesser-known areas of your destination or encourages visitation during off-peak "Shoulder Seasons"?	5	Demonstrates this campaign moves visitors to less-known areas and/or off peak seasons.
	IMPACT & COMMUNITY		IMPACT & COMMUNITY	35	IMPACT & COMMUNITY
9	Helpful Hints	28	Demonstrate how your local stakeholders or industry members support this project. Upload a minimum of 3 letters of support, maximum 5. Each is only one page.	10	Stakeholders or industry members show support of the project.
1	Background	29	Describe how your organization collaborates with local stakeholders, public land partners, nonprofits, chambers, associations and businesses to support the broader tourism ecosystem in your area.	5	Demonstrates collaboration with local stakeholders, public land partners etc.
8	Scoring Parameters & Process	30	How will you measure the success of your campaign? Please describe.	5	Shows good sources of information that back the applicant's estimations. The ROI is realistic given current market conditions. In a normal year, the average range 5%-15%.
6	Application	31	ROI Worksheet	15	<i>Applicant's answers in this section must be in line with the guidelines.</i>
	FINANCIALS & COMPLIANCE		FINANCIALS & COMPLIANCE	25	FINANCIALS & COMPLIANCE
4	Matching Funds	32	Total amount requested up to \$215,000?		<i>Applicant's answers for questions 43-47 must be in line with the guidelines.</i>
1	Background	33	How does this grant amplify your marketing efforts and provide essential funding?		
2	Eligible & Ineligible Applicants	34	How much of the total amount will be allocated to in-state marketing? Include both dollar and percentage amount. (Ensure that these numbers are the same reported on the Budget Sheet.)		
2	Eligible & Ineligible Applicants	35	How much of the total amount will be allocated to out-of-state marketing? Include both dollar and percentage amount. (Ensure that these numbers are the same reported on the Budget Sheet.)		

