

## CO-OP MARKETING GRANT 2026 Tri-View Tier 2

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	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		
		2	Organization Name		
		3	Street Address		
		4	City		
		5	State		
		6	County		
		7	Zip		
		8	Telephone Number		
		9	Website		
		10	Federal Tax EIN		
		11	Primary Contact - First Name		
		12	Primary Contact - Last Name		
		13	Primary Contact - Title		
		14	Primary Contact - Email		
		15	Primary Contact - Phone Number		
		16	Secondary Contact - First Name		
		17	Secondary Contact - Last Name		
		18	Secondary Contact - Title		
		19	Secondary Contact - Email		
		20	Secondary Contact - Phone Number		
	ORGANIZATIONAL INFORMATION - PART II (NON-PROFITS)		ORGANIZATIONAL INFORMATION - PART II (NON-PROFITS)	0	ORGANIZATIONAL INFORMATION - PART II (NON-PROFITS)
	2 Eligible & Ineligible Applicants	21	Is your organization exempt from federal taxation under section 501 of the Internal Revenue Code? (If your organization is not a non-profit, select no and move onto the next section.)		<i>This section must be accurately completed by NON-PROFIT APPLICANTS to be considered for funding.</i>
	2 Eligible & Ineligible Applicants	22	If yes, under what subsection?		
	2 Eligible & Ineligible Applicants	23 & 24	Is the non-profit affiliated with a parent or controlling organization? If yes, please provide the name of the organization.		
	2 Eligible & Ineligible Applicants	25	List the specific activities, excluding marketing and advertising, that your non-profit organization has undertaken in the past twelve months to support the long-term tourism development of your community or stakeholders.		
	ORGANIZATIONAL INFORMATION - PART III (SUPPORTING DOC)		ORGANIZATIONAL INFORMATION - PART III (SUPPORTING DOCUMENTATION)	0	ORGANIZATIONAL INFORMATION - PART III (SUPPORTING DOC)
		26	Provide a copy of a list of the organization's board members. Include a copy of the organization chart if possible.		<i>This section must be accurately completed by ALL APPLICANTS to be considered for funding.</i>
		27	Provide a copy of the articles of incorporation and bylaws including the mission statement. If available, provide a copy of the conflict of interest policy.		
		28	Provide a copy of the organization's federal IRS tax exemption letter.		
	STRATEGIC VISION		STRATEGIC VISION	50	STRATEGIC VISION
	3 Eligible & Ineligible Projects	29	What is the total amount being requested, up to \$100,000?	10	Concisely describe the specific event or attraction and what makes it a compelling draw for out-of-town visitors.
	3 Eligible & Ineligible Projects	30	Provide a summary of your event or attraction that the Co-op funds will be utilized for.	5	Detail the exact advertising channels and creative formats where these grant dollars will be spent.
	3 Eligible & Ineligible Projects	31	List the specific assets and mediums (e.g., magazines, TV, digital, radio, and magazine) that will be funded by this grant to reach your target market.	5	This shows collaboration.
	9 Helpful Hints	32	Upload your "Notification of Intent" sent to your local DMO (or County Commission).	15	Provides a clear description of how the campaign will help to disperse visitation. For example, this might occur by increasing non-peak season room nights in target regions or dispersing visitors to broader geographic locations.
		33	Briefly describe how your project compliments the DMO's current strategic messaging.	15	Upload letters from local stakeholders, businesses, or municipal leaders that validate the economic value of your project to the community.
		34	Provide 2-4 letters of support.		
	PROJECT TIMELINE		PROJECT TIMELINE	0	PROJECT TIMELINE
	11 Project Start and End Process	35	When will your project be "in market"?		Specify the exact date your first Co-op funded advertisement will be visible or broadcast to the public. (Cannot be prior to award announcement)

