

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) |

