



UNION COUNTY CHAMBER OF COMMERCE

207 Depot Street
La Grande, OR 97850
www.VisitUnionCounty.org
541.963.8588

The Union County Chamber of Commerce ("The Chamber") and the Union County Tourism Promotion Advisory Committee ("UCTPAC") created the *Cooperative Advertising Program* to promote tourism related events, activities, and promotions to a wider audience through cost-sharing partnerships. The purpose of the Union County TRT Grant Program is to increase the quantity and quality of overnight stays in lodging establishments in Union County, where the grants program funds tourism marketing and promotion in accordance with ORS 320.300. This grant specifically targets multi-entity applications leveraging greater marketing power for increased marketing exposure.

Applicants can request up to 50% of the cost of media advertising (print, radio, online, etc.) to promote an event, project, activity, or travel writer (earned media) hosting, with a cap of \$1,000 per applying entity in a calendar year. The *Cooperative Advertising Program* may also be applied to cover expenses related to the original-and-actual-cost of a comped services (i.e., overnight stays, meals, access/program tickets, etc.) when hosting travel writers and influencers (up to \$200 per instance).

Applications for *Cooperative Advertising Program* awards are submitted directly to the Union County Chamber of Commerce Executive Director (Director@VisitUnionCounty.org) and are reviewed and considered on a case-by-case basis. Awards are subject to availability. Award funds must be used for the specific advertising opportunity outlined in the application. Any unused funds must be returned to the Chamber. Funds used outside of the application must be immediately reimbursed to the Chamber and the applicant will be disqualified from receiving three consecutive years of *Cooperative Advertising Program* funds. Apply entities requesting more than \$1,000 in *Cooperative Advertising Program* support in a calendar year must approach the Executive Director for special consideration, including approval from the UCTPAC. Project applicants receiving TRT Grant funding are not eligible for Cooperative Advertising awards for the same project.

Organizations may submit multiple applications throughout a calendar year. The Chamber and UCTPAC reserve the right to deny projects not meeting grant application criteria, even if funding is available. Nonprofit and for-profit organizations may apply for the *Cooperative Advertising* award; however, grants will not be awarded to projects emphasizing private profitability and/or where investments could be considered a regular cost of doing business.

If the advertising opportunity or project is in conjunction with entities outside of Union County, cash-matches by these entities must demonstrate equal sharing of all associated costs.

Goals:

- Increase tourism to Union County, specifically the length and quality of overnight stays.
- The target market is *not* Union County residents. Marketing/promotion efforts should be directed outside of Union County. Preference is given to projects drawing from target regions: Portland, Yakima, Seattle, Eugene, Boise.
- Additional promotion which directly increases or expands in-county visitor stays.

Matching Requirements:

- Grant applicants are required to demonstrate a minimum cash match of 50%. Matching must be clearly outlined in the application. In-kind matches are not applied toward the cash match requirement.

Partial Funding:

- The number of grant applications received may exceed the amount of available funding. In some instances, only partial funding may be awarded for the project/application.

Multiple Grant Applications:

- More than one application per entity may be submitted; however, each project must be independent of one another. Overlap should clearly be defined how they will be maintained separately if funded.

Evaluation and Award:

- The Executive Director will review and has sole discretion for funding approval including the amount of funding for each applications within budget constraints.



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Qualifications/Delinquency:

- If your organization has previously been awarded a grant and was delinquent in meeting any of the requirements of the award other than failing to return funds as described above, your organization is not eligible to apply for another award until all reporting requirements are brought current and two (2) application cycles have passed.

COOPERATIVE ADVERTISING GRANT APPLICATION

Application

Title of Project:

Funds Requested:

Organization:

Address:

Contact Person:

Phone:

Email:

Website:

Cooperative Partners:

Multi Day Project: Yes No

New or Recurring Project: New Recurring

Form of Marketing: Radio Print Online Other _____

Publication

Travel Writer / Influencer

Familiarization Tour

Tour Operator

Other

Reach/Distribution/Engagement

Target Demographic

Frequency (of posts/publication)

Rate of Return Visitors

Please provide a general overview of the experiences / advertising opportunity and how they align with Union County Tourism. Include assets to be highlighted and general itinerary of the experience. Outline the costs and division of costs / distribution of grant funds. Describe the actual advertisement (type, cost, run frequency, duration, etc.). Describe the target audience of the project and how this aligns with the advertising opportunity. What are the geographic locations of advertisement circulation/reach? Provide any other information you feel is helpful and useful for the Executive Director when evaluating this application.