



DESTINATION EVENTS AND PROGRAMMING GRANTS 2026-2027 Grant Cycle Guidelines

Introduction

The City of Seaside Visitors Bureau and the City of Seaside Tourism Advisory Committee invite grant funding applications for events and programs designed to enhance offseason tourism and increase overnight stays in Seaside during the shoulder and winter months.

Total Available Funding

For the fiscal year 2026-2027, up to \$25,000 is anticipated to be available for tourism programming development through this grant program.

Application Timeline

- **Application Window Opens:** May 1, 2026
- **Application Deadline:** December 4, 2026 or when available funding is fully allocated, whichever comes first.
- **Rolling Basis Review:** Applications will be reviewed on a rolling basis as they are received until the deadline, or until funding is fully allocated.
- **Funding Distribution:** Grant funding will be available after July 1, 2026. Successful applicants will receive funding within 30 days of being notified.

Project Eligibility Period and Funding Limits

Eligible programs must be scheduled to occur between September 8, 2026 and December 31, 2027 (excluding May 29, 2027 through September 6, 2027).

Applicants may apply to receive up to \$3,000 in grant funding for programs occurring September 8-30, 2026 and March 16-May 28, 2027.

Applicants may apply to receive up to \$5,000 in grant funding for programs occurring October 1, 2026-March 15, 2027.

Programs that are new to Seaside in 2026/2027 and fit the eligibility period outlined above may apply for up to \$2,000 in one-time additional funding to help establish the event.

Who May Apply

Organizers with programs or events that have a strong potential to generate overnight stays in Seaside's commercial lodging properties are encouraged to apply.

Grant Program Goals & Restrictions

The primary goal of this program is to foster the development of programming that enhances Seaside's appeal as a year-round destination and maximizes economic benefits from visitor spending. Priority will be given to proposals that demonstrate a strong potential to generate local room nights in hotel properties.

Generally, grant funds are intended as "seed money" with an upper limit of \$5,000 per project (except for new-to-Seaside projects that could be eligible for up to \$7,000 in the establishing year) and a five-year limit on receiving funds. Projects that consistently generate overnight stays and offer exceptional visitor experiences may be considered for extended funding beyond five years at the discretion of the Tourism Advisory Committee. All applicants must provide a detailed financial plan outlining all income sources such as vendors, sponsors, admissions, parking, etc.

Applicants may submit multiple grant requests within a given cycle. Requests from new applicants will be considered before additional requests from repeat applicants, which won't be considered until the December deadline (if funding is still available).

Grant funds cannot be used as matching funds for other City of Seaside funding programs; however, leveraging these funds with external (non-City) sources is highly encouraged.

The City of Seaside Visitors Bureau maintains a comprehensive marketing program promoting the entire city as a travel destination. Applications that duplicate existing marketing efforts will not be considered for funding.

Requirements for Receiving Funds

- Applicants awarded grant funding must submit reports to the tourism director on Dec. 15 and, if applicable, on May 1 until the grant-funded programming occurs. A final report is due if the event has occurred to close out the grant. Funding for future grant requests is dependent on receiving these reports on time.

- Awarding through this grant program does not supersede the need for proper permitting and licensing with the City of Seaside, Oregon State Parks and/or other governing agents. Proof of necessary permits and licenses is required.
- On the occasion that programming does not occur or occurs but awarded funds are not documented to be used in full, it is at the discretion of the tourism director and the Tourism Advisory Committee to request the unused funding be returned to the City of Seaside or allocated to be used for applicant's future programming, if applicable.
- All promotional materials and websites related to grant-funded programming must be shared with the tourism director for review at the draft stage and must include Seaside's tourism logos and links, where possible and at the discretion of the tourism director. All grant support must be referenced as:

“A portion of this project was made possible through a grant from the City of Seaside Tourism Advisory Committee, funded by room tax dollars.”

Application Process

1. **Submission:** Complete the online grant application form available at SeasideOR.com/tourism-grant-program. If submitting multiple requests, each will require a separate application. Supporting documents must be submitted as PDF email attachments to the tourism director. No photos of documents.
2. **Review:** Applications will be reviewed on a rolling basis by the Tourism Advisory Committee at its regular monthly meetings at City Hall.
3. **Notification:** Applicants will be notified of funding decisions no later than 60 days after application submission.

Record Keeping

All grantees should maintain records for the minimum required amount of time set forth by the IRS including receipts and make the records available to the City of Seaside upon request for audit purposes.

[Guidelines Adopted April 2026]