

STATE OF WASHINGTON TOURISM

Destination Planning and Development Grants

State of Washington Tourism (SWT) will administer nine grant programs for destination planning and development projects between 2024-2025. These grants will be dispersed through a competitive, needs-based process for local governments, Tribes, chambers of commerce, destination organizations, and other nonprofit organizations that support travel and tourism in Washington.

SWT will offer grants to support research and data, marketing production, arts and culture, and sports incentives, as well as technical assistance with other forms and aspects of travel and tourism. Also included are grants for the Rural Tourism Support program and marketing production for Indigenous communities.

Applicants are encouraged to collaborate with industry partners on eligible projects and match a portion of their grant request with cash or in-kind contributions.



Rural Tourism Marketing and Production

Max request: \$50,000

Application Period: 2/1-2/29

Sports Incentivization

Max request: \$30,000

Application Period: 2/15-3/15

Rural Tourism Research and Data

Max request: \$25,000

Application Period: 3/1-3/31

Arts and Culture

Max request: \$30,000

Application Period: 3/15-4/15

Tribal Tourism Marketing and Production

Max request: \$50,000

Application Period: 4/1-4/30

Rural Tourism Support Program

Application Period: 4/1-4/30

Technical Assistance

Max request: \$15,000

Application Period: 4/15-5/15

Tourism Regeneration

Max request: \$50,000

Application Period: 9/2-9/30

Tribal Rural Tourism Support Program

Application Period: 10/1-10/31



Scan the QR code to view detailed descriptions of destination planning and development grants on the SWT industry website, including answers to frequently asked questions and webinar recordings of grant info sessions and grant writing workshops. Sign up for the industry newsletter for grant announcements as well as other industry news, issues, and events.

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Grant Summaries:

Sports Incentivization Grants help attract new sports tournaments/competitions and overnight visitors. They will offset the costs of hosting large, multi-day competitive sporting events and spur economic activity in destination communities.

Rural Tourism Research and Data Grants help destination communities discover and share critical information that can improve the efficiency, sustainability, and overall economic impact of the tourism industry.

Rural Tourism Marketing and Production Grants help destination communities create promotional assets to support marketing goals. Applicants may request grant funding for content creation that includes but is not limited to photos, video, and written content intended for digital and print channels.

Arts and Culture Grants support the promotion and management of artistic and cultural forms of expression as tourism assets. Art shows, museums, concerts, as well as other places, programs, and events may benefit from these grants.

Tribal Tourism Marketing and Production Grants help Indigenous communities create promotional assets to further marketing goals and tactics. Tribal entities may request grant funding for content creation that includes but is not limited to photos, video, and written content intended for digital and print channels.

The **Rural Tourism Support program** focuses on long-term, sustainable destination development for underserved communities. Upon completion of the program, after six to eight months, tourism stakeholders are encouraged to apply for financial assistance from SWT and other funding sources to support a series of small-scale priority projects.

The **Technical Assistance Grant** subsidizes the cost of industry-specific expertise for tourism-related projects that stimulate economic development for destination communities. Eligible projects for grant funding may include design plans for tourism infrastructure, marketing expertise, workforce training programs, and other consulting services for tourism pursuits.

Tourism Regeneration Grants foster safer, more inclusive, and sustainable visitor experiences across the State of Washington. Project eligibility for these grants ranges significantly from pedestrian and bicyclist safety to tourism marketing, and from tourism ambassador programs to disaster and climate adaptation planning.

The **Tribal Rural Tourism Support program** focuses on a community approach to sustainable destination development for Tribes. Upon completion of the program, after six to eight months, tourism stakeholders are encouraged to apply for financial assistance from SWT and other funding sources to support small-scale priority projects.

These funds are made possible through a federal grant from the Economic Development Administration, awarded to State of Washington Tourism by the Washington State Department of Commerce for tourism industry pandemic recovery, and are intended for rural and underserved communities.

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