

Pierce County Tourism Promotion Area (TPA) 2022 Application Process

Application Packet is due by 4:00 pm on April 16, 2021

Application and Resources Available on www.piercecountywa.gov/tpa

Application Process:

Upon submission, the application packet must include the following:

- TPA Master Application
- Applicable Sub-Application(s) – see list below
- TPA Master Budget Detail spreadsheet
- Financial Documents
 - Organization’s 2021 Operating Budget
 - Financial Statements, including December 31, 2020 Balance Sheet and Income Statement for the period of January 1, 2020 through December 31, 2020
- Non-Profit Determination Letter
- Article of Incorporation/By-Laws
- Designation of Authorized Official Letter
- Current Board of Directors List

Sub-Applications are available for the following 2022 Funding Allocations:

- Conventions and Meetings
- Event Marketing
- Individual Leisure Marketing
- Sports Event Marketing

Required One-on-One Application Workshop:

An application workshop is required before application can be submitted. Please contact Mike Gommi at 253-798-6914 or mike.gommi@piercecountywa.gov to schedule a one-on-one workshop appointment.

Application Resources:

- Pierce County Tourism Strategic Plan
- Intercept Survey Results
- Twitter Analysis
- Pierce County Reimbursement Policy
- TPA Scoring Matrices
- Pierce County Economic Development Department:
 - Mike Gommi | 253-798-6914 or mike.gommi@piercecountywa.gov