

# Application for TAC Funding

## Contact Information

Organization Name: Cannon Beach Arts Association

Nonprofit Tax ID #: 94-3027883

Address PO BOX 684, CANNON BEACH, OR 97110

Telephone 503-436-0744

Contact Name: Katie Shamion & Brigitte Wahlbeck Email: cannonbeachsalon@gmail.com

Name of Event: The Union Knot Beauty Event

Date of Event: 11/12/2021 – 11/14/2021 Duration of Event: 3 Days

Amount of funding you are requesting: \$ 13,020

Amount of funding from TAC you were given last year: \$ None

I acknowledged all COVID-19 restrictions in place at the time of the event must be met. BW  
Initialhere

## 1.) What is the nature and purpose of your event?

The Union Knot Beauty Event will be hosted during the same time frame as WOW! Weekend. We feel confident that it will help promote and enhance the busy weekend of WOW!

The nature of our event is to provide beauty services throughout the busy WOW! Weekend. We would like to start an event where one may purchase tickets to receive a variety of beauty services during that weekend. We will collaborate with businesses to implement our contribution to the weekend while partnering with the Cannon Beach Arts Association.

### Examples of Events;

- 1) We will conduct small group makeup lessons. We can have up to 3 lessons in a day to adhere to COVID-19 standards or if we sell out, we may consider expanding to other venues.
- 2) VIP passes (Options)
  - a. Full makeover to include hair and makeup, you are then escorted to a boutique for styling. You may then have your photos professionally taken alone or with your friends. We could do this in small groups, individuals, or with your spouse. You get a complementary photo that you can pick up on Sunday. We feel having a finished photograph to take home will be an important dynamic for our event.
  - b. Full Skincare clinic. We will have several classes and clinics for many skin types throughout the day and provide samples and swag with classes.
- 3) We will offer Spray Tanning at a discounted price throughout the weekend. (short services)
- 4) We will also have a "Blow-Out" and "Braid" bar throughout the weekend. (short services)

- 5) We are exploring more services for men during this time, maybe a hot shave, or a retreat room where they can get a neck massage and a drink? Listen to guitar at the Art Association? Etc.
- 6) We would also like to incorporate a space for children so men and women can come and have a class and their children are cared for during the same period. We are interested in speaking to the new business in town Child's Play and would like to incorporate their space for this purpose.

The purpose of this event is to have any individual come away with something. Feeling empowered, refreshed, styled, confident, and to have had a little fun. We feel we will accomplish this throughout the event with our "beauty bars" and "special spaces" for the men and children. We want to expand peoples thinking of what the beauty industry has for them, whether they are female, male, young, old, transgender, gay or anything in-between.

All events will be COVID-19 responsible. There will be sanitation stations available and we will adhere to the State and County requirements at the time of the event, which will determine gathering size.

**2.) Is this a new event or has it happened before?**

This is a brand-new event.

**3.) How many room nights, is your goal for this event?**

November 12<sup>th</sup>, 13<sup>th</sup> and 14<sup>th</sup>, 2021. Our goal is to have visitors stay 3 nights so they will be able to participate in as many of the WOW! Events as well. By having our event during the WOW! Weekend we hope to have plenty of activities outside of our event for our patrons to draw from in our beautiful town.

Visitor Room Stay: 100-150

Talent Room Stay: 5

**4.) If this is a repeat event how many room nights did the event generate the previous year?**

N/A

**5.) Do you have a collaboration plan with the Chamber of Commerce or another non-profit or your own volunteers to do an accurate and credible survey of hospitality venues when your event is over, in order to determine how many overnight stays from people living more than 50 miles away your event generated?**

We have a collaboration plan with the Cannon Beach Arts Association. We would like them to be the recipients of a portion of the profits made from this event. They will also help with some of the venue space. Due to the short notice of this grant and timing we were not able to get their budget information attached. They are requesting that after their next board meeting it will be approved.

We also have a collaboration plan with our own volunteers during check-in to see where each individual has travelled from and where they will be staying. We will also have a ticketing method for tracking and that will be one of the questions on our purchasing form.

**6.) What is the total budget for your event?**

Our budget for this event is \$ 13,020

**Estimated Budget**

\$220 yearly upgrade fee for website to be able to take reservations  
\$500 graphic design fees / Branding  
\$500 merchandise (T-shirts, stickers, hair accessories, etc.)  
\$2,500 Social Media Marketing (facebook, Instagram)  
\$750 Estimated rental equipment  
\$1000 Estimated Venue Rental  
\$4,500 Estimated Talent cost (Hair/Makeup Artist, Photographers etc)  
\$300 Beverage Cost  
\$400 Catering/ Food Cost  
\$300 Misc- General- Admin  
\$1,200 swag merchandise bags (Super important for this type of event)  
\$850 decorations, photo props, supplies, cups, paper plates, utensils, cleaning supplies

**7) What is the percentage of your budget you are asking for from TAC?**

We are asking 100% of our budget from the Tourism and Arts Commission because we are unsure of what sponsorships and donations, we can acquire during the first year of operation.

**8.) If the funding requested is not for an event, how will it be used?**

N/A

**9) Are you seeking other sources of funding?**

We plan to reach out to our local vendors as well as our national beauty vendors for items to go into our “swag bags”, final raffles, as well as for the photo opportunity at the Saturday Evening Event for final makeover branding. We will also be seeking sponsors. These dollars, if received, will be used to further promote the event with greater PR and social presence in the years to come.

**10.) What is your marketing plan?**

Our target market is the Portland and Seattle metro area. We plan to focus most of our marketing to those areas and advertise specifically on the Social Media platforms of Facebook and Instagram using Ads. We already have a webpage for our Bridal Salon at [www.theunionknot.com](http://www.theunionknot.com) and will add a beauty link and do a blog related to the event. This will captivate and engage the followers we already have, and they will give the marketing plan some momentum.

**11.) What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words, do you have a well thought out plan of action to accomplish your event?**

Currently, we have a team of 5 plus volunteers who will be working on this event at any given time to make it the best it can be. We are all in the beauty industry and know our field of work, we are also business owners and able to multi-task. We will be able to adequately plan and coordinate these levels of events, classes, and engagements as it is what we do for a living on a daily basis only in a smaller form.

**12.) Please describe how this event will attract tourists and enhance the arts in Cannon Beach.**

We feel the beauty industry is an art form, everyone likes to feel and look their best. It is also a market that this area has not invested much time or money into. Yet, almost everyone sees a hairstylist regularly or a makeup artist for a big wedding or event. We seek to combine the beauty industry with our local boutiques for a makeover and styled fitting; or a VIP extravaganza with a professional photoshoot. This is a win-win event. By having a variety of events and classes throughout the weekend, we feel tourists will be inclined to stay in town to participate in all of them.

**13.) Do you plan to do this event every year and if so when do you feel it would no longer need TAC Funding and be self-sufficient if ever?**

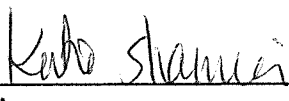
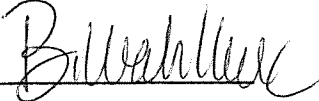
It is our greatest hope that we will be able to continue to support our beautiful city and fellow businesses. We do feel that we will be able to expand on this event and it be self-sufficient within 3 to 5 years. We would like to expand on this event and grow it into a retreat type event all of its own. Our future vision is to host an all-inclusive business experience for women in the hair and beauty community who want to grow, connect, and relax with other likeminded persons.

We are very interested in the arts and that is why partnering with the Cannon Beach Arts Association is a perfect way to give back to the community at the same time.

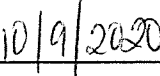
**Acknowledgment**

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2021.

By signing this application, I certify that the facts, figures, and representations made in this application are true and correct, that I am an authorized representative of the organization listed on this application, and that this application is made with the authorization and approval of the organization's Board of Directors.

Signature



Date

Katie Shamion & Brigitte Wahlbeck Co-Owners

Print Name and Title

**Tourism and Arts Fund (TAF) Application  
Criteria and Checklist  
FY 2020-2021**

**Application Criteria**

The following criteria will be used by the Tourism and Arts Commission (TAC) to evaluate applications for TAF awards:

1. Applicants must be a qualified tax-exempt organization.
2. Priority will be given for events within Cannon Beach during the shoulder and winter tourist season. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350 and Ordinance 10-06) included as part of the TAF application for award shall be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
3. All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and the Tourism and Arts Fund (TAF).
4. Applications must be complete and received or postmarked by the deadline advertised.
5. Applicant agrees to provide the City with an evaluation of the program/event/project **within 30 days of completion of the program/event/project, or the end of the fiscal year, whichever occurs first.** Evaluation must include a description of the events and services, audience, number of participants, and a final financial statement showing line-item income and expenses for the project, with supporting documentation attached. Empirical evidence of "heads in beds" or tourists that traveled more than 50 miles.
6. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2021.
7. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
8. The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF awards and misrepresented their application or has not utilized the award funds in a manner consistent with their application.
9. Former TAF recipients who have not submitted a completed evaluation will not be considered for future TAF awards.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

## Evaluation Criteria

The applicant will be further considered for funding and ranked based on the following criteria:

- 1) Does the project comply with ORS 320.350 and Ordinance 10-06?
- 2) What is the economic impact on the City? Will it attract overnight tourists or bring tourists to the City from a distance of more than 50 miles?
- 3) Does the project enhance the arts or tourism in Cannon Beach?
- 4) Is the project feasible?
- 5) Does the program/event take place during the shoulder or winter tourist season?
- 6) What resources are available to the applicant and what is the total budget for the project?

## Application Checklist and Receipt for TAF Funding Request

Please acknowledge receipt of the following documents by initialing each item.

JBW  
JBW  
JBW  
JBW  
JBW  
JBW  
JBW

Receipt of Ordinance 10-06

Receipt of Ordinance 15-01

Receipt of ORS 320.350

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

Receipt of Tourism and Arts Funding (TAF) Award Agreement

Receipt of City Permitted Event Application

Receipt of W-9 form

**Please initial to verify that the following items have been included in the TAF application submittal.**

KB BW

Completed application form, signed by an authorized representative of the organization

KB BW

Copy of Board of Directors list

KB BW

A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed

KB BW

A line-item budget for proposed program/project

KB BW

A copy of line-item organizational budget for the current fiscal year

KB BW

A financial statement for the most recent fiscal year

N/A

Evaluation for last TAF award received, if applicable

KB BW

W-9 for City of Cannon Beach Finance Department (if applying for the first time)

A copy of the City Permitted Event Application (if city property (streets, parks etc. will be used)

N/A

Metrics Addendum

KB BW

Initialed copy of this Application Checklist and Receipt

KB BW

**All information is on white 8 ½" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.

## Cannon Beach Arts Association Board

### **Linda Gebhart, President**

Linda is a retired mathematics teacher working most recently at St. Helens High School and Portland Community College. Upon retirement in 2014 Linda moved to Cannon Beach full time. She served as the Treasurer for the Trails End Art Association through 2016. She is currently a watercolor artist but has worked in other media in the past. Linda joined the Board in 2017 to help make the Cannon Beach Arts Association the best place to showcase local talent along with talent from farther away. Linda also volunteers at the Library and Trails End.

### **Mary Lyn Gough, Vice President**

Mary Lyn is currently a Principal Program Delivery Partner at Providence. She resides in Portland but strives to spend at least a couple of weekends a month in Cannon Beach. Mary Lyn is a long time artist, painting in watercolor. Mary Lyn is honored to serve on the CBAA board, giving back to the art community she loves.

### **Lila Wickham, Treasurer**

Lila retired after 40 years in public health, most recently as the Environmental Health Director for Multnomah County. Her dream to live on the Oregon Coast was manifested in May 2014. She remains committed to her passions by volunteering for the national Public Health Accreditation Board as a reviewer and as Co-Coordinator of the Cannon Beach Medical Reserve Corps. In 2015 she joined the Cannon Beach Arts Association as a board member to support arts and artists in the community.

### **Frankie White, Secretary**

Frankie is an artist and taught Studio Art at the high school level for 35 years. She taught Art Education and Creative Leadership courses as an Adjunct Professor at Gonzaga University. She and her husband moved to Cannon Beach five years ago and split their time between Cannon Beach and Spokane, Washington. Some of her hobbies include walking ancient pilgrimage routes in Europe, tai chi and growing bonsai.

### **Phyllis Bernt**

Phyllis is a retired professor of information and telecommunication policy. She also did regulatory and policy work for the Lincoln Telephone Company, and taught English literature and composition at the University of Nebraska. Her academic training is in English literature, and in business administration and accounting. She moved to Cannon Beach in 2012, after spending many happy vacations on the Oregon coast. She continues to teach online courses for Ohio University.



## **Bob Kroll**

Bob has been a veterinary neurologist for nearly 30 years. He was a member of the Neurology faculty at Oregon Health and Sciences University from 1994 to 1998 and led the Neurology and Neurosurgery service at a large veterinary referral hospital until 2016. Although now semi-retired from clinical practice, Bob still works as a relief neurologist and teaches. He is actively involved in volunteer opportunities related to emergency response. Bob and his wife Nancy have been part-time residents of Cannon Beach since 2006 and moved full time to Cannon Beach in 2019. Bob has been a passionate photographer for nearly 30 years. Bob joined the CBAA Board in 2019 and looks forward to both contributing to the organization and learning more about local and regional art and artists.

## **Nancy Kroll**

Nancy is an RN who retired in 2011 after 34 years of nursing. The majority of her 24 years in the operating room were spent at St. Vincent Hospital where she was in charge of Neurosurgery. She spent the last 10 years of her career as a Hospice nurse for Providence Health System. She and Bob purchased their home in Cannon Beach in 2006 and have split their time between Cannon Beach and West Linn for 13 years. She enjoys volunteering with MRC, Red Cross, and the North Coast Land Conservancy. She is very happy to move to Cannon Beach in 2019.

## **Marcia Zegar**

Marcia is a Speech/Language Pathologist and specialist in communication intervention for children with hearing loss, serving Salem-Keizer Public Schools for over 30 years. Throughout her career, music and the arts were incorporated in her practice, providing a multi-modality platform complementing the 'music' of language and creative communication process. The dream of living permanently in Cannon Beach came to fruition in the spring of 2017 as Marcia and her husband moved from the Willamette Valley to this inspiring community. Marcia is honored to serve as a CBAA board member supporting their mission of the arts and artists in the community.



DEPARTMENT OF JUSTICE

PORTLAND OFFICE  
500 Pacific Building  
520 S.W. Yamhill  
Portland, Oregon 97204  
Telephone: (503) 229-5725

February 9, 1987

Cannon Beach Arts Association  
P.O. Box 684  
Cannon Beach, Oregon 97110

RE: Registration Under the Charitable Trust and Corporation Act  
Annual Report for the Period Ending September 30, 1987

Ladies/Gentlemen:

This will acknowledge registration of your organization under the Charitable Trust and Corporation Act. Your registration number with this office is 53-13911.

Our records have been noted that your accounting period ends September 30. Annual reports which may be required by the Act are due not later than four months and 15 days after the close of your accounting period. Please note that our annual reports are in addition to and different from the annual reports that nonprofit corporations must file with the Oregon Corporation Division, Department of Commerce.

If you do not receive forms within 60 days prior to the due date for filing your report, contact this office to obtain the prescribed forms.

Please keep this letter with your permanent records as it contains your registration number.

Sincerely,

June Reed  
Administrative Assistant

JR/sn  
049/AL-1.1  
Disk I

P. O. Box 2508  
Cincinnati, OH 45201

Date February 16, 2000

Cannon Beach Arts Association Incorporated  
Box 684  
Cannon Beach, OR 97110-0684

Person to Contact:  
Ms. Smith #31-07262  
Customer Service Representative  
Toll Free Telephone Number:  
877-829-5500  
Fax Number:  
513-263-3756  
Federal Identification Number:  
94-3027883

Dear Sir or Madam:

This letter is in response to your telephone request on February 16, 2000 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in November 1991 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Cannon Beach Arts Association Incorporated  
94-3027883

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade business as defined in section 513 of the Code.

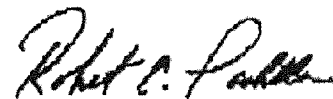
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



Robert C. Padilla  
Manager, Customer Service

# Request for Taxpayer Identification Number and Certification

Give Form to the  
requester. Do not  
send to the IRS.

Print or type See Specific Instructions on page 2.	Name (as shown on your income tax return) <b>CANNON BEACH ARTS ASSOCIATION</b>	
	Business name/disregarded entity name, if different from above	
	Check appropriate box for federal tax classification: <input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>990</b>	
	Exemptions (see instructions): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____	
	Address (number, street, and apt. or suite no.) <b>PO BOX 684</b> City, state, and ZIP code <b>CANNON BEACH OR 97110</b> List account number(s) here (optional)	
Requester's name and address (optional)		

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on the "Name" line to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

**Note.** If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number								
			-					

Employer identification number								
9	4	-	3	0	2	7	8	3

## Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below), and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

Sign Here	Signature of U.S. person ▶ 	Date ▶ <b>10/8/20</b>
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## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** The IRS has created a page on IRS.gov for information about Form W-9, at [www.irs.gov/w9](http://www.irs.gov/w9). Information about any future developments affecting Form W-9 (such as legislation enacted after we release it) will be posted on that page.

## Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, payments made to you in settlement of payment card and third party network transactions, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the

withholding tax on foreign partners' share of effectively connected income, and

4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct.

**Note.** If you are a U.S. person and a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

**Definition of a U.S. person.** For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

**Special rules for partnerships.** Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax under section 1446 on any foreign partners' share of effectively connected taxable income from such business. Further, in certain cases where a Form W-9 has not been received, the rules under section 1446 require a partnership to presume that a partner is a foreign person, and pay the section 1446 withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid section 1446 withholding on your share of partnership income.

**CANNON BEACH ARTS ASSOCIATION**  
**Profit and Loss**  
October 2019 - August 2020

	<u>Total</u>
<b>Income</b>	
40000 Direct Public Support	
40001 Restricted Donation	20.00
40002 Grant funding	71,366.31
40002SB SBA Loan	13,054.00
40003 Sponsorships	500.00
40004 Memberships	5,400.00
40005 Donations	4,038.64
<b>Total 40000 Direct Public Support</b>	<b>\$ 94,378.95</b>
50000 Program Income	
51000 Sale of Artists' Work	
51001 Consigned Artwork	39,152.40
51002 Sales of Artists' Product- Retail	9,202.94
<b>Total 51000 Sale of Artists' Work</b>	<b>\$ 48,355.34</b>
52000 Art Camp	160.00
53000 Arts Education	
53001 Workshop Registrations	2,684.28
<b>Total 53000 Arts Education</b>	<b>\$ 2,684.28</b>
<b>Total 50000 Program Income</b>	<b>\$ 51,199.62</b>
Square Income	0.00
<b>Total Income</b>	<b>\$ 145,578.57</b>
<b>Gross Profit</b>	<b>\$ 145,578.57</b>
<b>Expenses</b>	
60000 Operational Expense	
60001 Business Registration, Licensing & Reporting	900.20
60002 Contract & Professional Services	1,081.25
60003 Accounting Fees	3,785.00
60005 Subscription Services	1,250.19
60008 Membership Dues and Fees	785.00
60009 Insurance	1,940.52
60011 Cannon Beach Gallery Rent	10,092.25
60012 Utilities	630.53
60013 Telephone, Telecommunications	1,426.21
60014 Square processing fee	1,466.27
60015 Janitorial	268.00
60016 Office Supplies	1,227.95
60017 Gallery Improvements & Repairs	963.22
60018 Gallery Packaging	13.40
60019 Marketing	2,568.54
<b>Total 60000 Operational Expense</b>	<b>\$ 28,398.53</b>
61000 Shared Overhead & Costs	

61011 Postage, Mailing Service	-436.79
<b>Total 61000 Shared Overhead &amp; Costs</b>	<b>-\$ 436.79</b>
<b>70000 Payroll Expenses</b>	
70001 Employee Salaries	35,687.46
70005 Payroll Taxes	3,829.48
70006 Pay Cycle P/R Processing Fees	149.00
<b>Total 70000 Payroll Expenses</b>	<b>\$ 39,665.94</b>
<b>80000 Program Services</b>	
81000 Retail Gallery	50.00
81001 Retail Art Purchase	1,055.50
<b>Total 81000 Retail Gallery</b>	<b>\$ 1,105.50</b>
<b>82000 Exhibition Program</b>	
82004 Consignment Payments	26,324.20
<b>Total 82000 Exhibition Program</b>	<b>\$ 26,324.20</b>
<b>83000 Art Camp</b>	<b>27.00</b>
74003 Art Camp Director Support	2,411.50
83001 Art Camp Instructor Salary	4,945.32
83002 Class Supplies	2,318.17
83003 Art Camp Rent	53.40
83006 Art Camp Marketing	354.21
<b>Total 83000 Art Camp</b>	<b>\$ 10,109.60</b>
<b>84000 Arts Education Program</b>	
84002 Class Supplies	98.09
<b>Total 84000 Arts Education Program</b>	<b>\$ 98.09</b>
<b>85000 Artist Grant</b>	<b>600.00</b>
<b>Total 80000 Program Services</b>	<b>\$ 38,237.39</b>
<b>88000 Fundraising Expense</b>	<b>12,167.17</b>
<b>Other Types of Expenses</b>	<b>4,062.98</b>
<b>Total Expenses</b>	<b>\$ 122,095.22</b>
<b>Net Operating Income</b>	<b>\$ 23,483.35</b>
<b>Net Income</b>	<b>\$ 23,483.35</b>

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60017 Gallery Improvements & Repairs	500.00		
60018 Gallery Packaging	250.00		\$250.00
60019 Marketing	3,000.00	\$1,200	\$3,000
<b>Total 60000 Operational Expense</b>	<b>35,905.00</b>		
61000 Shared Overhead & Costs			
61011 Postage, Mailing Service	750.00		
<b>Total 61000 Shared Overhead &amp; Costs</b>			
70000 Payroll Expenses			
70001 Employee Salaries	40,000		\$40,000
70005 Payroll Taxes	7,400.00		\$7,400
70006 Pay Cycle P/R Processing Fees	100.00		\$100
<b>Total 70000 Payroll Expenses</b>	<b>47,500</b>	<b>\$19,000</b>	<b>\$47,000</b>
80000 Program Services			
81000 Retail Gallery			
81001 Retail Art Purchase	2,500.00		
81002 Retail Display	250.00		
<b>Total 81000 Retail Gallery</b>	<b>\$ 2,750.00</b>		
82000 Exhibition Program			
82002 Reception and Events	1,000.00	\$400	\$1,000
82004 Consignment Payments	29,000		\$29,000
<b>Total 82000 Exhibition Program</b>	<b>30,000.00</b>		
83000 Art Camp			
74003 Art Camp Director Support	9,080.00		
83001 Art Camp Instructor Salary	5,000.00		
83002 Class Supplies	2,215.00		
83003 Art Camp Rent	265.00		
83006 Art Camp Marketing	1,330.00		
83007 Storage Unit	900.00		
83008 Background Checks	250.00		
<b>Total 83000 Art Camp</b>	<b>19,040.00</b>		
84000 Arts Education Program			
84001 Instructor Salary	1,200.00		
84002 Class Supplies	450.00		
84003 Rent	500.00		
<b>Total 84000 Arts Education Program</b>	<b>2,150.00</b>		
85000 Artist Grant	2,000.00		
86000 Scholarships	1,250.00		
<b>Total 80000 Program Services</b>	<b>53,940.00</b>		
88000 Fundraising Expense	0.00		
Other Types of Expenses	0.00		
<b>Total Expenses</b>	<b>129,015</b>		
<b>Total Exhibition Budget</b>			
<b>Total TAF Budget</b>		<b>\$25,000</b>	
<b>Net Operating Income</b>			<b>\$109,355</b>
<b>Net Income</b>	<b>\$22,435</b>		



	2021 Approved Budget	TAF Budget Scott Johnson & Summer Peterson	Total Exhibition Budget
<b>Income</b>			
40000 Direct Public Support			
40001 Restricted Donation			
40002 Grant funding	70,000		
40002SB SBA Loan			
40003 Sponsorships	2,000.00		
40004 Memberships	6,500.00		
40005 Donations	5,000.00		
40006 Fundraiser - Income & Donations			
Total 40000 Direct Public Support	83,500		
50000 Program Income			
51000 Sale of Artists' Work			
51001 Consigned Artwork	40,000		
51002 Sales of Artists' Product- Retail	10,000		
Total 51000 Sale of Artists' Work	50,000		
52000 Art Camp Grant	8,700.00		
52001 Art Camp Tuition	7,000.00		
53000 Arts Education			
53001 Workshop Registrations	2,000		
Total 53000 Arts Education	17,700.00		
Total 50000 Program Income	67,700		
54000 Other Income			
54001 Art Shipping Reimbursement	250.00		
Total 54000 Other Income			
Square Income			
Total Income	151,450		
Gross Profit			
<b>Expenses</b>			
60000 Operational Expense			
60001 Business Registration, Licensing & Reporting	1,385.00		\$1,385
60002 Contract & Professional Services	500.00		
60003 Accounting Fees	3,750.00		\$4,500
60005 Subscription Services	1,500.00		\$1,500
60006 Professional & Board Development	1,000.00		
60008 Membership Dues and Fees			
60009 Insurance	3,800	\$1,520	\$3,800
60011 Cannon Beach Gallery Rent	10,560.00	\$4,400	\$10,560
60012 Utilities	360.00		\$360
60013 Telephone, Telecommunications	1,500.00		\$1,500
60014 Square processing fee	2,000.00		\$3,000
60015 Janitorial	1,800.00		
60016 Office Supplies	4,000.00		\$2,000



# CITY OF CANNON BEACH

## Application for Funding Tourism and Arts Fund (TAF) FY 2020-2021

Dear Applicant,

**Since the funds you are requesting have rules, legal restrictions, as well as a desired purpose attached to them, you should make sure you have an understanding of what these are. Please read the following handouts:**

1. TAC Guidelines
2. ORS 320.350
3. Ordinances 10-06 and 15-01

**Now that you have read and understand the TAC Guidelines and Ordinance you should review the following forms that explain what you will be required to do in regards to your request for funds for your event or project:**

4. Tourism and Arts Fund (TAF) Application criteria, evaluation criteria, and checklist
5. The TAF Award Agreement
6. The TAF evaluation forms that you will turn in to us once your project has happened

**Now you are ready to fill out the actual application:**

7. TAF Application for Funding

Completed applications should be sent to:

Cannon Beach Tourism and Arts Commission,  
Attention: Assistant City Manager,  
P.O. Box 368  
Cannon Beach, OR 97110.

Electronic copies of the application forms are available at [www.ci.cannon-beach.or.us](http://www.ci.cannon-beach.or.us). All information must be submitted on 8 1/2" x 11" paper, single sided. No staples, and No colored documents please: these pages will not be copied in color. **Applications must be received at Cannon Beach City Hall by 5:00 p.m., Thursday, October 1, 2020.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **October 1, 2020**, and will make recommendations to the City Council. A final determination will be made within 75 days of the application closing date. Applicants will be notified by email of the Tourism and Arts Commission's recommendation, after the recommendation has been approved by the City Council. Applicants will be required to sign the TAF Award Agreement prior to any funds being distributed, preferably within 14 days of their notification of award. The award check for the 1st Quarter

funding will be disbursed on or about November 15th and then every 3 months after that.

A Mid-Term evaluation will be due from each TAF recipient by March 15, 2021. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2021). Future ineligibility will result if evaluation forms are not received in timely manner.

## Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'

