



CITY OF CANNON BEACH

Meeting: Tourism and Arts Commission
Date: Monday, October 23, 2023
Time: 4:00 pm
Location: City Hall Council Chambers

Call Meeting to Order

- (1) Approval of the Minutes of August 21, 2023
- (2) Review Format of Other Grant Applications
- (3) Select Date for Next Meeting

Good of the Order

Adjournment

To join from your computer, tablet or smartphone

Join Zoom Meeting

<https://us02web.zoom.us/j/82412729340?pwd=S0hkN3ovRDl4elMzU3lzUHVERXo5Zz09>

Meeting ID: 824 1272 9340

Password: 933676

To join from your phone:

Phone: 1.669.900.6833

Meeting ID: 824 1272 9340

Password: 933676

View Our Live Stream: View our [Live Stream](#) on YouTube!

Please note that agenda items may not be considered in the exact order listed, and any times shown are tentative and approximate. Documents for the record may be submitted to the City Manager prior to the meeting by email, fax, mail, or in person. The meeting is accessible to the disabled. For questions about the agenda, or if you need special accommodations pursuant to the Americans with Disabilities Act (ADA), please contact the City Manager at (503) 436.8050.

Posted: 10/16/23

Minutes of the
TOURISM AND ARTS COMMISSION
August 23, 2023
City Hall Council Chambers

Members: Steven Sinkler, Libby Gast and Drea Frost

Excused:

Staff: City Manager Bruce St. Denis, City Recorder Jennifer Barrett and IT Director Rusty Barrett

Other:

CALL TO ORDER

Sinkler called the meeting to order at 1:02 pm.

(1) Approval of the Minutes of March 13, March 21, June 22 and June 26, 2023

Motion: Gast moved to approve the minutes of March 13, March 21 as amended, June 22 and June 26, 2023; Frost seconded the motion.

Vote: Sinkler, Gast and Frost voted AYE: the vote was 3:0 and the motion carried.

(2) Review Final Evaluation of FY 22-23

CB Arts Assoc

Sinkler said looks like they had a good response to their events. Unfortunately, the Bald Eagle Coffee was closed during most of their December events. Always a struggle with heads in beds, but they mention that in their report and they proposed some solutions, a discussion ensued regarding tracking the information. Sinkler added I like their place for dogs sales are to the disaster animal response team. They do a good job and are important to the community. Frost said I agree with what was said and they do a great job and are important to the community.

CB History Center

Sinkler said typo of year in the first paragraph adding they are submitted prior to the event and have done a good job at expanding the program to get additional evening stays. Sinkler gave an overview of the events. Sinkler asked any questions on the budget for this event – their print advertising always raises some eyebrows as advertising has gone in a different direction, however this demographic is more print based. Gast added they are so active on social media and agree with the demographic.

Gast suggested adding amount requested and amount received on the evaluations.

Chamber Event & Tourism Video

Gast asked the outlying videos that weren't completed and if they don't use the money entirely does it come back? Sinkler replied if they don't do everything, they say they are going to do then the money should come back. We made exceptions in 2020 when reimagining events and gave leeway. But if you say you are doing 6 videos and only doing 4 you should give it back. I would like to see what videos were done and were they sent to the organization to use instead of just sitting on the YouTube chamber page. It says the History Center is excited to use these for promotion, but not everyone is using them. Frost added I agree we should follow up and see how many times these are being viewed on YouTube, checking the view counts for each and seeing if that is worth the cost that is being put forth to make these videos and if they are being utilized. Sinkler added I want to see the event use them, and they can be edited to what the event needs, a discussion ensued. Sinkler added perhaps we have a question this next year of do

you have a video of your event and are you using it, does it work, if not have you talked to the chamber about having it edited. Frost added it makes sense to have each event be more hands on for the videos so they don't just go to YouTube and not be viewed, and they can be used on different social media outlets, a discussion ensued. Tracy Abel: personally, I would not put money in budget to do a video. We are already tight on dollars and he filmed us in 2018 and it was a great video, but with timing it doesn't capture the event overall it was indicative of the event that one year. That's the only video we've had and if the Chamber wants that to happen their ask should be tighter, such as these videos. Sinkler added I think they are trying to get away from specific events and more general items, a discussion ensued.

Chamber Fat Bike

Gast said I like the fact that the attendance keeps increasing and they claimed 100% were from out of town. Sinkler said it don't know if 53 is the largest number ever, it may have been more in 2018. It's making a comeback and I like that they received a permit putting the eBikes on the beach and think the digital passport was a bust. When gave the presentation I mentioned with the digital passport only a couple came in, with the digital passport they may have been able to check in from our front porch and take a picture and not actually come in. These sites pay to sponsor, we paid to be a location, they said 19 finished their book, but we didn't see 19. I am glad they are re-looking at that. Gast said I am curious they said had \$1,200 from t-shirt merchandise but didn't see any income. Was that thrown in with registration? Sinkler replied I don't know. Gast added elsewhere said something about different merchandise. They had to have the bike flags as part of the permit. Event logistics and management there is a line item, which goes back to the discussion with council and paperwork and comparing apples to apples. Sinkler added they hired an organization to do this event and that's what's driving that expense, a discussion ensued. Frost noted it would be nice to see that money come back locally. Sinkler said not sure why the Chamber can't manage this themselves. Maybe the real need was the permit. Tracy Abel said as an event coordinator, who they hired this is what they do. I think maybe the reason they use that coordinator is they have the reach to the people who would be in the bike industry and sign up. Sinkler added and they can promote the event at their other events. Gast said that's a direction and marketing push together.

Coaster Theatre

Gast said Pink Martini was pretty much more a celebratory anniversary event and only 25% were out of the area. Sinkler said I see 50 attendees. If you go there, Patrick says raise your hand if you came from more than 50 miles away. They always seem to struggle with their event marketing, a discussion ensued regarding the artists attending and their draw.

Tolovana Arts Colony – Get Lit

Sinkler said looks like 69 tickets were sold and this is the first coming back after a few years off, adding the date was a challenge and it was right after Easter. There are glimmers of hope when Cannon Beach Books said it was the best sales during Get Lit which tells us attendees had a good time. The scores and feedback showed they had a good time. Gast said I never attended and was late to get a ticket but had a great time at the Sundays event. Tracy Abel said we have a specific audience and it's hard to reach people. We are talking about someone who may be able to help market it, and the authors help push it. I thought shelf awareness was going to be our saving grace, but I learned from that. Gast said I am sure the authors themselves either fall on being great promoters or shy away from that. Sinkler added I liked having Mindy Hardwick there – to see a local up and coming author was great. Frost noted there was a lot of late inclement weather at that time, but during that time people came into my shop and mentioned it, so it was noticeable to me and refreshing after the pass was snowed over so many times last sprint. Sinkler said that's one of the goals of these events, having people go to the various establishments while going to the event. Looking at the economic impact, I think that's a fair return. Gast said I agree. Sinkler noted even though it was not as well attended as hoping, it still brought money into the community, a discussion ensued.

NCLC Coast Walk Oregon 2022

Sinkler said it's a fascinating event, giving an overview of how the three legs work. They are walking 30 miles in 3 days. And 200 room nights is a big one. Gast said I didn't look at the growth. Sinkler replied I think it's tough for growth. Because of the events not happening in 2020 and 2021 so I think 2022 is a year of getting their feet back under them. They wanted to go from 79 to 150. Gast added they had 94 registered but 79 participated, a discussion ensued. Gast said I am trying to figure out their estimated cost vs actual. Sinkler replied it is half, a discussion

ensued regarding the expenses and in-kind transactions. Discuss growth potential. Frost noted it seems like a great event and brings in a lot of people. Sinkler added I'd like to see them downtown, are they spending the night in our hotels and eating dinner in our restaurants.

Tolovana Arts Colony - Canon Beach Comedy Festival

Gast said I went Friday night and really enjoyed it. Saturday was a sell out and Friday maybe had 10 open seats. It was a different demographic, towards the younger crowd. The headliner Saturday night was better than Friday, but I wasn't complaining about Friday at all. It brings a different dynamic and he was younger. I agree with trying to get it to grow. The only thing I said to Andrew was his website had visit our restaurants, etc. but by the time it was done many were going into the restaurant at the same time and it was late. Perhaps a heads up to the restaurant to stay open later or have additional staff. Sinkler asked what time, Gast replied I think it was 9:45ish. It started at 7pm so we didn't go out ahead of time. Discussed other comedy clubs and how they operate. Sinkler said I like to see that this is an event that is growing, it had 236 heads in beds. Gast added I only recognized a few faces. It had a strong pull, a discussion ensued regarding future operations of the event. Gast added there is a lot of potential here. Frost said I heard great things about the event and am excited to see it grow.

(3) Discussion of TAF guidelines, goals, suggestions or concerns

Gast said I would like to incorporate standardized application forms, a little more transparency for finances, a discussion ensued. Discussed the joint meeting with council, and what would be discussed. Hope to have the meeting after we have new TAC members so they can be a part of the discussion as well.

Gast said my concern is I would like to see application/eval standardized and not wait. Discussed research and meeting before march.

Sinkler said my concern is not having an artist/hotelier representatives. They are important to the community and this committee. Gast added that's an important part of data collection too. Discussed vacancies and advertising.

(4) Select Date for March TAC Meeting

Selected 10/23 at 4pm for budget/form process

GOOD OF THE ORDER

none

ADJOURNMENT

Chair Sinkler adjourned the meeting at 2:29 pm

Jennifer Barrett, City Recorder

Grant Application Formats

Attached are the following grant forms:

- City of Rockaway Beach
- Clatsop County
- Grant County
- Manzanita
- Oregon Coast Visitor Association
- Seaside
- Tourism Marketing Tillamook County (3)
- Willamette Valley

The majority of the forms are fillable PDFs. Seaside now uses Google Forms so theirs is a print of the form fields. The application renders a little differently.

Also attached is a copy of our 23-24 Application.

Revisions discussed:

- Standardized budget template
- Adding amount requested and amount received on the evaluations.
- Question regarding Chamber video. Do you have a video of your event and are you using it, does it work, if not have you talked to the chamber about having it edited.

The links below are from Tillamook Coast Visitors Association. I like their format and layouts.

[City of Rockaway Beach Tourism Grants - Rockaway Beach \(visitrockawaybeach.org\)](https://visitrockawaybeach.org)

Façade Improvement Grant and Marketing Grant for City of Rockaway Beach

[Tourism Marketing & Promotions Grants for Tillamook County \(tillamookcoast.com\)](https://tillamookcoast.com)

Business Signage Grant, Tourism Facilities Grant, and Marketing Grant from Tillamook Coast Visitors Association

[UPLOAD-2023-24-Manzanita-Marketing-Grant-Application.pdf \(tillamookcoast.com\)](#)

Tourism Marketing Grant for City of Manzanita

2023-2024 FACADE IMPROVEMENT GRANT



Funds Available: \$200,000
Maximum Request: \$20,000

Grant is made possible by City of Rockaway Beach lodging tax funds

Grant opens: October 1, 2023
Deadline: December 15, 2023 at 11:59pm

Download application at
visitrockawaybeach.org/grants
(Select the Facade Improvement Grant link)

Grant process managed by Tillamook Coast Visitors Association

For questions and support, contact:
Marni Johnston at 503-842-2672, ext. 3
or marni@tillamookcoast.com

OVERVIEW



The City of Rockaway Beach designed the **Facade Improvement Grant** to assist in making buildings more attractive and accessible to visitors through repairs, painting, ADA entries and bathrooms, and other projects. First impressions count: **the look of a town is its best advertising, and encourages more business development and economic vitality.** This grant is funded with lodging tax collected by the city and is compliance with use of the tax as a way to encourage more visitation.

The City of Rockaway Beach is offering a **\$200,000 grant fund** to help tourism-related businesses improve the look of their storefronts. **Applicants may request up to \$20,000 with no match required (any amount over \$20,000 is the responsibility of the business owner).**

Grant funds will be provided as quarterly reimbursements upon submission of approved and paid invoices. Projects must be completed within 6 months from approval of grant or issuance of building permit when required. One additional 6-month extension may be approved and must be requested prior to the initial six-month deadline.

PROMOTIONAL CAMPAIGN

When the facade improvement projects are finished, Tillamook Coast Visitors Association, as the marketing administrator for the City of Rockaway Beach, will develop a strategic communications plan that showcases a promotional theme along the lines of "We're all dressed up and waiting for you."

The campaign will include a series of press releases, newsletters, stories and videos on the welcoming appeal and feel of the town. New photography will be done, which will be shared with business owners use on websites, social media and other marketing efforts.

Visitrockawaybeach.org website will showcase new photos, videos and stories

GRANT MANAGEMENT

In partnership with the city of Rockaway Beach, Tillamook Coast Visitors Association (TCVA) is tasked with managing the grant application process and contract management for the program. TCVA serves as the main point of contact for applicants and grant recipients. TCVA will execute contracts with awardees, issue grant reimbursements, and manage project contracts.



Each grant recipient will be required to execute a grant agreement with TCVA and provide all project management and oversight for all phases of the project. TCVA will disburse funds to grant recipients on a **reimbursement basis only** in accordance with terms of the grant agreement. Each grant recipient must also comply with federal, state, and local public contracting rules, regulations and permits, provide quarterly progress reports to TCVA, and submit a project completion report. Successful applicants will be required to submit contract signatures, project reporting, and reimbursement requests.

2024 Grant Funds Available: \$200,000

Maximum Grant Request: \$20,000

GRANT TIMELINE

Applications open & publication of notice

October 2, 2023

Applications due, 11:59pm

December 15, 2023

Grant completeness review by Tillamook Coast Visitors Assoc.

December 20, 2023

Approved applications submitted to city council

by January 10, 2023

Notifications to grantees; grant contracts sent to recipients

January 31, 2024

Project deadline - 6 months from BOCC decision

July 31, 2024

Eligible Applicants

- Property owners of buildings in Rockaway Beach commercial zones that include for-profit, tourism-based businesses.
- Business owners or tenants of commercial buildings operating tourism-based businesses with written consent of property owner.
- Applicants must have a current business license and show proof that property and other taxes are current.
- Applicants may only have one active/open grant at any time with the City of Rockaway Beach.
- Preference will be given to first-time grant recipients

ELIGIBILITY

Eligible Projects

Funds must be used for existing exterior façade improvements on commercial buildings supporting the tourism industry in compliance with City of Rockaway Beach ordinances. Funds may also be used to improve ADA access.

- Cleaning, preparation and painting of exterior walls and trim, including murals or similar artwork
- Repair, replacement or installation of awnings, windows, exterior lighting and doors
- Repairs or reconstruction of entryways, including removal of barriers for those with disabilities (ADA entrance ways)
- Repair, replacement or installation of exterior masonry or siding materials
- Removal of signs (for new signs, apply for marketing grant – will link to this)
- Work on cornices, gutters and downspouts
- Asbestos/hazardous material abatement
- Add/improve ADA accessibility (i.e. improvements to floorspace, ADA rooms with roll-in showers, ADA fixtures, etc.)
- Attractive fencing to reduce traffic noise/visuals for outdoor dining areas located along Highway 101
- Beautification elements, such as planters, benches or other streetscaping

Ineligible Projects

- Refinancing of existing debt
- Interior improvements
- Roofs – exception: roof area that extends over entryway awnings
- Structural foundations
- Financing of inventory
- Financing of building acquisition
- Working capital
- Landscaping
- Non-profit organizations

APPLICATION PROCESS

- Grant application is available for download at <https://visitrockawaybeach.org/grants>
- Be sure to **download the application to your hard drive** and save it as your company name and project. It is a fillable PDF.
- **Upload the completed application at visitrockawaybeach.org/grants using the SUBMIT button. Applications must be submitted no later than 11:59pm-Friday, December 15, 2023**
- For questions on the grant application, or project eligibility, **contact Marni Johnston at marni@tillamookcoast.com or call 503-842-2672, ext. 3**

PROJECT CHECKLIST

- ✓ **Complete Application**
- ✓ **Attach photographs, designs, drawings, quotes, estimates as needed**
- ✓ **Attach permit. and written permission of building owner if business not owner.**
- ✓ **Attach budget, using the application budget form**

*Preferred delivery format is one combined PDF with all documents in order listed above. Will accept multiple document uploads if titled with in the following format: [Organization Name, Page 1 of X] You will receive an email confirmation of receipt within 48 hours of upload. It is the applicant responsibility to verify successful receipt of the application. **If confirmation is not received in the allotted time frame, contact Marni Johnston at marni@tillamookcoast.com***

BUSINESS INFORMATION

Business Name

Contact Name

Phone Number

Business Type

Physical Address

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership
Name	Title	% Ownership
Name	Title	% Ownership

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Grant Request

Total Project Cost

**This number is not required to be different than the grant request.*

Project Description

Answers must fit in the space with provided formatting.

Provide a complete description of the facade improvement project's intended function, design, and structural components. If relevant, attach a drawing of the plan showing its position on the property.

What are the anticipated challenges in completing this project on time?

Please list the contractors, estimates and predicted timelines provided for this project.

RB

TCVA

For review purposes

PROJECT WORK PLAN

The project work plan highlights key objectives of your application, how you plan to achieve them, and how you intend to measure the impacts.

The work plan describes project goals. Each goal further defines the following:

- Budget amount per goal
- Key action steps
- Timeline to complete each step
- Expected outcome for each step
- Evaluation method for each step

Complete the template below. Limited to three goals in the formatting provided. However, not required to use all space provided.

****Total of 'Budget to Complete Goal' entries should equal total on budget!***

Goal #1:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method



Goal #2:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #3:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

5

PROJECT BUDGET

The project budget ties to the work plan and further describes the costs involved to complete each goal. It is important that the total budget amount align with the project goals. A realistic budget is one of the five areas in which the application is scored. Although not required, seeking quotes to accompany the budget and work plan adds to the reliability of the budget request.

INCOME	
City of Rockaway Beach Façade Improvement Grant Request	BUDGET
OTHER INCOME	
(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)	
TOTAL INCOME	

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
*Total Income should equal Total Expenses					TOTAL EXPENSES



AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

_____ **I am an eligible applicant.** Applicants must operate in **Rockaway Beach** and be a business engaged in tourism activities.

_____ **My project fits within eligible use of tourism funds.** Applicants will be required to provide information to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300:

1. "Tourism" means economic activity resulting from tourists.
2. "Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:
 - a. Required the person to travel more than 50 miles from the community of residence; or
 - b. Includes an overnight stay.
3. "Tourism promotion" (as it relates to this grant) means any of the following activities:
 - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. Marketing special events and festivals designed to attract tourists.

_____ **I agree to enter into a contract with TCVA upon grant approval on behalf of the City of Rockaway Beach.** I agree to provide progress and completion reports as outlined in the grant award letter and grant contract. Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.

_____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'

_____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.

_____ **I give permission to the city of Rockaway Beach to use my project for public information, promotional, and educational purposes.** Applicants understand that the information supplied throughout the course of the project will be used to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.

_____ **My company has an anti-discrimination policy.** The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.

_____ **I agree to provide necessary insurance coverage.** Applicants are required to provide insurance coverage or event permits required pursuant to the marketing and promotions project.

_____ **AUTHORIZATION.** I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title



**Clatsop County Board of Commissioners
Human Services Advisory Council
Grant Funding to Outside Agencies 2023-2024**

GENERAL INFORMATION:

Funding Overview:

The County General Fund provides support and services to the citizens of Clatsop County, consistent with Clatsop County Mission of “Neighbor to neighbor, serving Clatsop County with integrity, honesty, and respect.”

In the fiscal year 2023-2024, a total of \$30,000.00 in General Fund dollars have been allocated to fund contributions to not-for-profit organizations in Clatsop County with a focus on developmental disabilities, mental health, alcohol and drug prevention/treatment, and addressing our homelessness crisis. One-time funding requests of a minimum of \$5,000.00 may be made.

Lesser amounts will be considered if an organization demonstrates that it can make an impact with less funds.

Contracting Authority:

Clatsop County’s Human Services Advisory Council (HSAC) is an advisory to and appointed by the Clatsop County Board of County Commissioners. They are responsible for planning, implementing, coordinating and evaluating the network of contracted services funded through this process. Successful applicants will contract with the County for disbursement of funds and delivery of services to the community.

Revenues for these services are allocated by the Clatsop County Board of Commissioners. All contracts may be terminated by Clatsop County at any time and without any cause upon ten (10) days written notice to the contractor. In addition, Clatsop County may, in its sole discretion, unilaterally terminate or adjust any provisions of the contract to ensure quality performance of the contract (contractor's duties).

Upon completion of the contract period the contract shall terminate and the contractor shall have no right to renewal or expectation thereof. Any decision by

Clatsop County to renew an otherwise terminated contract for additional or extended period shall be in the sole and unfettered discretion of Clatsop County.

The County reserves the right to reject any or all proposals and to not allocate any portion of the funds offered through this process.

The applicant must be willing to enter into a Contract with Clatsop County. Upon finalization of this process, accepted proposals and any negotiated goals, measurable outcomes or other modifications will become part of the contract.

Requirements:

Applicants must agree to attend a minimum of one Clatsop County HSAC meeting to present the services provided after receiving the grant funds, report those outcomes in written form before the contract ends, and allow site visits to ensure fidelity from Clatsop County HSAC members and/or the Board of County Commissioners.

Reporting is the responsibility of the applicant agency and will be submitted to the Clatsop County HSAC staff Liaison. The liaison will reach out via email or phone regarding reporting deadlines. The applicant agency is also responsible for the data collection from all collaborative partners.

Clatsop County Priorities & Strategic Plan:

In May of 2023, the Clatsop County's Board of Commissioners updated the [Strategic Plan with their FY 23-24 priorities](#). This coordinated effort allows for the County to identify local priorities and outline its course of action. This plan confirms the County's foundation for action (vision, the mission, and guiding values), assesses the current situation, establishes priorities and outlines projected actions.

Review of Proposals:

Proposals will be reviewed by the HSAC sub-committee (a smaller group of nominated council members) who will evaluate proposals based on the criteria stated below and then make a recommendation to HSAC as a whole. The entire council will then take their agreed upon recommendations to the Board of County Commissioners for final approval.

Conflict of interest is dealt with according to Clatsop County guidelines, which state that any HSAC member must declare a conflict to determine whether they may vote on that particular issue.

All proposals must comply with all applicable federal, state, and local statutes and rules.

Each application will be reviewed according to the criteria outlined below.

AWARDING CRITERIA

Requirements:

The County's goal in making contributions to not-for-profit organizations in Clatsop County is to provide funding for programs that target those priorities around developmental disabilities, mental health, alcohol and drug prevention/treatment, and addressing our homelessness crisis. In making contributions to these organizations, the County requires programs to meet the following criteria:

- Application is complete, including an attached budget (see template below), and submitted via webform by the advertised deadline. Copy of application is provided below for preparation purposes only. All applications must be submitted via webform.
- Organization is not-for-profit and operates within Clatsop County.
- Follows a mission that is consistent with County priorities, specifically the goals of the current Clatsop County Strategic Plan and the Human Services Advisory Council's tasked areas of interest, which are services for developmental disabilities, mental health, alcohol drug prevention/treatment, and homelessness (see Priorities for Funding to Outside Agencies on page 3).

Additional Criteria:

Organizations should clearly state any of the following applicable factors so they can be taken into consideration. Clatsop County HSAC will give preference to the programs meeting the following criteria:

- Program provides services that are available to county residents, of diverse backgrounds and geographic areas throughout the county.

- Organization works collaboratively with other organizations and actively seeks and receives significant portions of their funding from organizations other than the county.
- Addresses a need that is currently not being addressed by other organizations.
- Serves the largest number of those most in need socially or economically.
- Organization demonstrates the impact these funds will have and their ability to effectively operate and achieve the focused goal of the program being proposed with the funds that would be provided.
- If the organization has received funds previously through Clatsop County and how those funds were utilized.

Projects NOT Eligible for Funding:

Organizations/fiscal sponsors who will NOT be considered:

- Political Organizations
- For-Profit Businesses
- County Departments/Divisions

Project funds shall not be used for:

- Capital construction
- Capital expenditures
- Operational expenses



PRIORITIES FOR FUNDING TO OUTSIDE AGENCIES

Human Services Advisory Council FY 23-24

Focus Area:

Clatsop County Strategic Plan 2021, Priorities for fiscal year 2023-2024 with a focus on Human Services Advisory Council areas of interest as outlined in their By-Laws.

Human Services By-Laws, Article III, Section 1

The Human Services Advisory Council shall be made up of three areas of interest; each addressing a specific area of service as follows:

Developmental Disabilities—addressing the needs of and services for people with developmental disabilities and Intellectual/Developmental Disabilities and Autism Spectrum Disorder.

Mental Health – addressing prevention, intervention and treatment of individuals with mental health issues or other programs related to behavioral health by statute (ORS 430.630 (7)) (See attached Appendix A)

Alcohol and Drug will constitute the Local Alcohol and Drug Advisory Committee (LAPDC) as required by statute (ORS 430.290, ORS 430.342 and 430.350) in Clatsop County.

Clatsop County Strategic Plan 2021, Priorities for fiscal year 2023-2024

Applicable priorities:

Homelessness Initiatives/Actions

Behavioral Health Crisis Stabilization Plan



Clatsop County Board of Commissioners
Human Services Advisory Council
Grant Funding to Outside Agencies 2023-2024

This is a copy for preparation purposes only. All applications must be submitted via webform

Grant Information

Name of Program/Project to be funded by Grant:	
Total Amount Requested:	
Contact Name:	Title:
Phone:	Email:
Can this program be implemented with partial funding from Clatsop County? <input type="checkbox"/> yes <input type="checkbox"/> No	

Organization Information

Organization Name:		
Address:		
City:	State:	Zip:
Name of Head of Organization:		
Title:		
Phone:	Email:	

Executive Summary of Program/Project:

Brief 200 word summary; If you are awarded, this summary will be shared publicly)

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Organizational Overview

Type of Organization: <input type="checkbox"/> 501(c)3 <input type="checkbox"/> Government Entity <input type="checkbox"/> Other: _____
How long has organization been in existence?
Vision and Mission Statement:
What other organizations do you worked collaboratively with and how?

<p>Received Past Funds? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>If yes, list years funds received, amounts, and how those funds were used:</p>

Program Overview

How long has program/project been in existence?	
Geographic area(s) served by this program/project (<i>must be within Clatsop County</i>):	
Number of people expected to be served:	Target Population:
<p>Program/Project consistent with the following county priorities (<i>check all that apply</i>)</p> <p><input type="checkbox"/> Developmental Disabilities <input type="checkbox"/> Mental Health <input type="checkbox"/> Alcohol and Drug Abuse</p> <p><input type="checkbox"/> Homelessness</p>	
How is the program/project consistent with the goals you checked above? (<i>include specific services and impact</i>):	
How is this program addressing a need that is not currently being addressed by other organizations?	

Fiscal Overview

Organizations Annual Budget:	Program/Project Annual Budget:
Fiscal Sponsor (if Applicable):	
Phone:	Email:
<i>Note: Fiscal Sponsor CANNOT be a political organization, for-profit business or County department/division</i>	

Required: Upload program/project budget using the template provide below. In addition, you may also submit your own more detailed budget from your organization.

Budget Summary:

Provide a detailed program/project budget using the format provided below. Add rows where needed. List personnel, materials/supplies, other funding, including in-kind contributions and matching funds.

Line Item	Budget Request	Other Revenue
Personnel:		
Non-Personnel:		
Total:		

In addition to this budget summary, you may attach a more detailed budget if needed to demonstrate your program/project finances (optional).

TRANSIENT ROOM TAX COMMITTEE
GRANT APPLICATION GUIDELINES
Updated March, 2020

CRITERIA

The purpose of the Transient Room Tax is to promote tourism and economic development in Grant County

- Tourism – Economic activity resulting from tourists
- Tourist – a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage, or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip required the person to travel more than 50 miles from the community of residence or includes an overnight stay.
- Economic Development – the process in which an economy grows or changes and becomes more advanced, especially when both economic and social conditions are improved.

This includes promotion, acquisition, construction, operation and maintenance of recreational, cultural and tourist related services and the advertisement thereof to the traveling public. The revenue is to be used to draw tourists and/or visitors from outside the area and is not to be used to supplement organizational budgets.

- Project Budget – All costs - Expenses and Income related to project you are requesting grant funds for.
- The project/event must be open to the general public. Events that limit participation may be considered by the Transient Room Tax Committee if the purpose of the project/event is related to tourism, economic development, or the cultural/heritage of Grant County.

The committee will not consider applications after the fact. Applications from organizations for ongoing funding for a project will be limited to three (3) times. Exceptions to this rule will be made on a case-by-case basis. No one organization may receive more than \$3,000.00 per event or project/phase and no more than \$3,000.00 per year.

The committee will not consider applications from “for profit” entities.

Awards will be limited to events or capital projects/phase to be completed within 120 days from the award date. The committee may provide a letter of intent to make an award to the event or capital projects/phase.

For capital projects to be considered, the applicant must have written commitments to hold specific events within 180 days of the completion of the project. (*For example: The Frontier City Track project claims the track will enable them to hold District Track tournaments. The applicant must have a written commitment from “the board” that determines where and when to hold district track tournaments and a commitment that they will hold the tournament at Frontier City Track.*)

Organizations not completing the Event or Capital Project/Phase within 120 days of the award must return the funds to the Transient Room Tax Committee within 150 days from the award. RETURNING the funds, if required, does not preclude the applicant from reapplying for the same project within the same year. NOT RETURNING the funds, if required, will preclude the applicant from consideration of future funding.

Priority will be given to applications in order of anticipated economic impact, based on a. direct spending b. indirect spending c. induced spending d. infrastructure. Projects or events which will result in overnight stays will be given priority over one day events.

ELIGIBILITY

Only recognized Grant County organizations shall be eligible to apply for funds from the Transient Room Tax fund.

MEETINGS

The regular meeting of the committee is scheduled on the last Tuesday of each month.

APPLICATIONS

Application forms are available at the Grant County Chamber of Commerce office, 301 West Main Street, John Day OR 97845.

Requests must be submitted by the 20th of the month to be considered at the monthly meeting. Any requests submitted after that date will be held until the following month for consideration. Completed applications must be submitted to the Grant County Chamber of Commerce office.

AN ORGANIZATIONAL BUDGET MUST BE INCLUDED WITH THE APPLICATION.

The Office Manager of the Grant County Chamber of Commerce shall notify the applicant in writing within five (5) business days of the committees' decision.

FOLLOW-UP REPORT

As a requirement for receipt of Transient Room Tax Funds you **must** submit the evaluation form of how the funds were disbursed, including receipts and what the impact was on the community or no future funding will be considered. The report must be filed with the Chamber of Commerce within thirty (30) days of the completion of the project for which funding was granted. Failure to provide the written evaluation form timely will preclude applicant from consideration for future funding.

APPEAL PROCESS

Organizations whose grant applications are denied by the Committee have the right to request an appeal within thirty (30) days of the date of denial. All appeal requests must be submitted in writing to the Grant County Chamber of Commerce, Board of Directors, 301 W. Main St., John Day OR 97845. The Board of Directors will have thirty (30) days to make a final determination. The Executive Director will notify the applicant in writing, by mail, within five (5) business days of the committees' decision.

GRANT APPLICATION FOR FUNDING
FROM TRANSIENT ROOM TAX
Updated January 2009

Sponsoring Organization _____

Mailing Address _____

Telephone _____ e-mail _____

Authorized Presenter of Organization _____

Name of Project _____

Date _____ Amount of Request \$ _____

Signature of Chairperson

Briefly describe the purpose of this request _____

How will your activity bring additional visitors from outside the area to Grant County?

How many more visitors anticipated? _____ Additional information about these
visitors: _____

What will these funds do that your organization could not have done without the additional help? _____

What other fundraising efforts have been made by your organization? _____

An organizational budget **MUST** be included with your application to receive consideration from the committee.

Please attach any additional information pertaining to your request such as copies of fliers, advertisements or brochures.

RETURN REQUEST BY THE 20TH OF THE MONTH TO
GRANT COUNTY CHAMBER OF COMMERCE
301 WEST MAIN ST
JOHN DAY OR 97845

We understand that this grant shall be spent on promotion, acquisition, construction, operation and maintenance of recreational, cultural and tourist related services intended to bring tourists and visitors to Grant County, per County Ordinance, section 24 (I). 1)

date_____

Authorized signature

TRANSIENT ROOM TAX GRANT RECIPIENT REPORT
(to be filed within 30 days of completion of event or project)
Updated January 2009

Sponsoring
Organization _____

Mailing Address _____

Authorized Presenter of Organization _____

Name of Project _____

Date _____ Amount Received \$ _____

Briefly describe the nature of project or event _____

Did this activity bring additional visitors to Grant County from outside the area? How many? _____

If applicable, please indicate age group _____

How many visitors stayed in Grant County lodging? _____

Did they dine out? _____

Estimate the amount each out of town participant spent per day in Grant County
\$ _____

Did Grant County Residents participate in the project or event? How many _____

Was this project or event successful? _____

Will this project or event continue in the future? _____

Summarize the project or event and any outcome.

Other pertinent information _____

Please attach any additional information pertaining to the project or event such as copies of fliers, advertisements or brochures.

Please provide receipts and an accounting of how the transient room tax grant you received was used.

RETURN TO

GRANT COUNTY CHAMBER OF COMMERCE
301 WEST MAIN ST
JOHN DAY OR 97845

date _____

Authorized signature

2023-2024 CITY OF MANZANITA OFF-SEASON TOURISM MARKETING GRANT APPLICATION



Funds Available: \$20,000
Maximum Request: \$2,000

Grant is made possible by City of Manzanita lodging tax funds

Grant opens: October 1, 2023
Deadline to submit: November 15, 2023 11:59pm

Download application at:
<https://tillamookcoast.com/grants>
Click on the "Manzanita" tab

Grant process managed by Tillamook Coast Visitors Association

For questions and support, contact:
Marni Johnston at 503-842-2672, ext. 3
marni@tillamookcoast.com

OVERVIEW

The City of Manzanita is allocating **\$20,000** for the 2023-2024 fiscal year toward off-season marketing and promotions. This Off-Season Tourism Marketing Grant is funded by the lodging tax collected by the city of Manzanita. It is an opportunity for tourism-related businesses and nonprofits to implement a new or revised marketing effort, conduct a marketing campaign, work collaboratively with other tourism-related businesses, or launch a new event.

Applicants may submit a maximum request of up to \$2,000, providing a realistic budget that justifies the amount requested, and ability to complete marketing efforts. This grant does not require matching funds. **All projects must be completed by March 31, 2025.** A mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.

Please read the application thoroughly. **If you have questions, please contact marni@tillamookcoast.com**

Tillamook Coast Visitors Association is facilitating the grant process. Grantees will agree to publicity and case studies developed by Tillamook Coast Visitors Association.

ELIGIBILITY

Tourism-related businesses and nonprofits within Manzanita are urged to apply. This includes retail stores, restaurants, lodging, outdoor recreation providers, food producers (such as farmers or fishers), and nonprofits that conduct tourism-related programs. By state law, the lodging tax can only be used for tourism-related businesses and organizations, and proposed projects must be focused on reaching visitors, defined by state law as those traveling 50 miles or more for leisure or business. For instance, a paid advertisement placed in a local newspaper is not eligible for lodging tax grant funds.

GRANT SCHEDULE

Applications open

October 1, 2023

Grant writing assistance: **marni@tillamookcoast.com**

ON REQUEST

Applications due, 11:59pm

November 15, 2023

Grant review process complete

December 1, 2023

City Council Approval (no later than...)

January 8, 2024

Grant awardees notified and contract sent no later than

January 19, 2024

APPLICATION PROCESS

- Go to tillamookcoast.com/grants
- Click on the “Manzanita” tab.
- Download the application to your hard drive
- Save the application under a new name: <Company Name> Grant <Date>
- The application is a fillable PDF, including the budget template
- Upload to the grant website at tillamookcoast.com/grants using the **SUBMIT** button.
- Deadline to submit is November 15, 2023 at 11:59pm.

GRANT REVIEW PROCESS

TCVA will provide guidance on applications. Please don't wait until last minute to ask for assistance! We want to help you submit a strong application.

You will receive a confirmation of receipt within 48 hours of upload to the email listed on the application. **If you do not receive a confirmation email, please contact Marni Johnston at marni@tillamookcoast.com**

Each application received will first be reviewed by the TCVA executive director and Grant Manager for eligibility and completeness. **“Complete” is defined by all information filled in.** If the application is incomplete or not received by the deadline, it will not be submitted to the city of Manzanita for review.

Once reviewed by the city, applications will be submitted to the city council for approval in January 2024.

DRAFT SCORING CRITERIA

Baseline Scoring	Up to
Goals are realistic and objectives are well considered	10 points
Budget is well documented and realistic	10 points
Project or event is new and shows ability to sustain in subsequent years	10 points
Project focuses on off-season programming between October-May	10 points

FUNDING PROCESS

Once grant is awarded and contract is signed, grantees can start marketing projects. **Grant funds will be disbursed on a reimbursement basis once invoices are submitted**, toward a draw-down on the grant award amount. Reimbursements will be issued within two weeks of receipt via a bill pay check. **Projects must be completed by March 15, 2025.**

Questions?

Contact Marni Johnson
at Tillamook Coast Visitors Association
marni@tillamookcoast.com
503 842-2672 Ext. 3

TYPES OF ELIGIBLE PROJECTS

This is by no means a complete list, and marketing plans can include several of the following elements.

Branding

Branding is the marketing practice of actively shaping a distinctive brand. The brand is the perception of the company in the eyes of the world.

- Brand Design
 - Typography, color palette, fonts
- Brand Identity
 - Logo, website, product packaging, business card design, email template design
- Brand Style Guide
- Story theme creation

Website

A good website reflects the business brand, offers high-quality content and is easy to navigate. A website is the key to a successful digital marketing strategy because all other marketing elements direct guests to the site.

A well-designed website will improve advertising effectiveness, educate customers, expand the business' market, and extend local reach.

- Website Development
 - Complete overhaul
 - Add landing pages
 - Implement a reservation system
 - Incorporate online menus and ordering
 - Online retail platform
 - Custom photography
 - Custom videos

(Grant does not cover ongoing maintenance of website, hosting, or URL purchases.)

Other

- Media tour
- Collateral development and printing
 - Brochures/signage
- Marketing of events that attract visitors

Content Marketing

Content marketing focuses on storytelling and customer engagement. It includes creating and distributing relevant and consistent content to attract and retain a clearly-defined audience. Ultimately, it drives a loyal and profitable customer to action.

- Videos
 - Cooking or educational classes
 - Story of business
 - Facebook Live
 - YouTube channel
- Educational articles
- E-books
- Blog content
- E-newsletter development and subscriber campaign
- Social media engagement

Paid Advertising

Advertising is a marketing tactic involving paying for space to promote a product, service, or cause. The goal of advertising is to reach people most likely to be willing to pay for your products or services and entice them to buy.

- Production (hire a professional to create ads)
- Online
 - Sponsored content in targeted print publications or on digital channels
 - Pay-per-click/Google Adwords
 - Social media ads and contests
 - Influencer marketing on social media
 - Banner ads
 - Ad retargeting
 - Search engine optimization
- Direct mail
- Print
- Radio
- Television
- Outdoor ads (billboards)

Grant funds cannot be used for business operations or to pay full- or part-time employees. It is acceptable to use funds for contractors of special skill sets, such as videographers, photographers, graphic designers, social media professionals, or website developers.

APPLICATION PROCESS

3

Go to tillamookcoast.com/grants. Click on the "Manzanita tab. Download the application to your hard drive: it must be saved under a new name. The application is a fillable PDF. All applications must be complete to be considered for scoring. "Complete" is defined by all information filled in.

Applications must be uploaded on the grant website, tillamookcoast.com/grants by Monday, December 1, 2023 at 11:59pm. You will receive a confirmation of receipt within 24 hours of upload to the email listed on the application. If you do not receive a confirmation email, please contact Marni Johnston at marni@tillamookcoast.com prior to the submission deadline.

GRANT REVIEW PROCESS

TCVA will provide guidance on applications if presented a minimum of 14 days prior to the grant application deadline of December 1, 2023.

Each application received will first be reviewed by the TCVA executive director and Grant Manager for eligibility and completeness. If the application is incomplete or not received by the deadline, it will not be submitted to the city of Manzanita for review.

Once reviewed by the city, applications will be submitted to the city council for approval in January 2024.

SCORING CRITERIA

Baseline Scoring	Up to
Project supports sustainable tourism	10 points
Goals are realistic and objectives are well considered	10 points
Budget is well documented and realistic	10 points
Project or event is new and shows ability to sustain in subsequent years	10 points
Project focuses on off-season programming between October-May	10 points

FUNDING PROCESS

Once grant is awarded and contract is signed, grantees can start marketing projects. **Grant funds will be disbursed on a reimbursement basis once invoices are submitted**, toward a draw-down on the grant award amount. Reimbursements will be issued within two weeks of receipt via a bill pay check. **Projects must be completed by January, 19 2025.**

1

BUSINESS INFORMATION



Business Name

Contact Name

Title

Phone Number

Email

Business Type

Business Industry

Physical Address

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership
Name	Title	% Ownership
Name	Title	% Ownership
Name	Title	% Ownership

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2

GRANT SUMMARY

Grant Request

Total Project Cost

**This number is not required to be different than the grant request.*

Project Overview *Be specific regarding marketing plans. Response must fit in the space with provided formatting.*

3 GRANT QUESTIONS

Responses must fit in the space with provided formatting.

Who is the target audience for the event or marketing promotion?

What are the anticipated challenges in completing this project or holding this event?

What are the anticipated benefits to the community?

INCOME	
	BUDGET
City of Manzanita Tourism Marketing Grant	
OTHER INCOME	
(Additional amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)	
TOTAL INCOME	

EXPENSES				
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	BUDGET
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				
TOTAL EXPENSES				\$0.00

****Total income should equal total expenses**

Additional Comments to Budget



AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

_____ **I am an eligible applicant.** Applicants must operate in the City of Manzanita and be a business or non-profit engaged in tourism activities.

_____ **My project fits within eligible use of tourism funds.** Applicants will be required to provide information to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300:

1. "Tourism" means economic activity resulting from tourists.
2. "Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:
 - a. Required the person to travel more than 50 miles from the community of residence; or
 - b. Includes an overnight stay.
3. "Tourism promotion" (as it relates to this grant) means any of the following activities:
 - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. Marketing special events and festivals designed to attract tourists.

_____ **I agree to enter into a contract with TCVA upon grant approval on behalf of the city of Manzanita.**

I agree to provide progress and completion reports as outlined in the grant award letter and grant contract. Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.

_____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I

certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'

_____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.

_____ **I give permission to the City of Manzanita to use my project for public information, promotional, and educational purposes.** Applicants understand that the information supplied throughout the course of the project will be used to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.

_____ **My company has an anti-discrimination policy.** The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.

_____ **I agree to provide necessary insurance coverage.** Applicants are required to provide insurance coverage or event permits required pursuant to the marketing and promotions project.

_____ **AUTHORIZATION.** I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title



20 23



OCVA
STRATEGIC
INVESTMENT FUND

ABOUT



WHO WE ARE

The Oregon Coast Visitors Association (OCVA) is the official Regional Destination Management Organization for the entire Oregon Coast as designated by the Oregon Tourism Commission (dba Travel Oregon). OCVA has the honor of working with coastal communities to align partnerships, destination development projects, and destination marketing with the vision of creating "a coastal utopia for all."

MISSION

Purpose: An annual Strategic Investment Fund (SIF) has been created to rapidly and surgically respond to coastal tourism needs and priorities. OCVA has committed to the [Glasgow Declaration](#) and has released a 10-year [Mitigation, Adaptation and Resiliency Plan](#).

For the 2023 cycle, funds will be focused on Sustainable Storytelling on the Oregon Coast. According to a 2022 report by Expedia Travel Group, 90 percent of consumers look for sustainable options when traveling. We want to help those consumers find coastal businesses prioritizing sustainability. A great way to do that is by developing marketing content.

Eligibility: Any Tribe or private business operating on the Oregon Coast may apply.

Allocations: The total funds available are \$100,000. No limit on grant requests but projects between \$10,000 and \$20,000 are ideal.

Deadline: Opens March 13, 2023 until funds are gone or June 23, 2023, whichever comes first. Applications approved on a rolling basis.

Completion: Allocated funds must be spent and intended purpose accomplished within 11 months of being dispersed. Funds are distributed upon approval of project proposal.

Process:

Phase I. [Complete this Google Form application](#), which will ask you to a) explain how this project meets our sustainability priorities, and b) describe your desired marketing content.

Phase II. If your project is selected, the Oregon Coast Visitors Association will follow up with additional questions related to your project viability and completion timeline.

ELIGIBILITY

WHAT SHOULD MY APPLICATION INCLUDE?

01

WHO IS ELIGIBLE?

- Any tourism business or Tribe on the Oregon Coast.

02

DESCRIBE YOUR SUSTAINABLE INITIATIVE(S)

We are specifically looking for projects that align with the following categories:

- EV education, infrastructure, events
 - a. Examples: EV Charger Festival, EV charger
- System, program or initiative that encourages visitors to contribute to restoration/regeneration of the local environment.
 - a. Examples: donation system that contributes to restoration work, voluntourism program that plants trees, etc.
- Innovative business practice(s) that lead to carbon capture or carbon reduction.
 - a. Examples: Carbon neutral hotel, capturing carbon of beer production, etc.

03

PRIORITY MARKETING CONTENT

According to a report by Expedia Travel Group, 90 percent of consumers look for sustainable options when traveling (2022). We want to help those consumers find coastal businesses prioritizing sustainability. One way to do that is by developing marketing content.

- Describe what kind of marketing content you would like to acquire.
 - a. Examples: photography, videography, written content.
- Identify if you need help finding high-quality content creators.
 - a. We realize businesses don't have a lot of extra time to identify content creators. If you need us to help you find a photographer or travel writer, we can do that: we [already have a vetted list](#)
- Confirm understanding that marketing deliverables would be given to both the applying business and the Oregon Coast Visitors Association to use in marketing channels like websites, social media and campaigns.

BREAKING DOWN THE TERMS

What is the definition of a "visitor"?

A visitor travels at least 50 miles from home, or they stay overnight at their destination

Why focus on electric vehicle charging stations?

Reducing greenhouse gas emissions from transportation is a key way to curb pollution and fight climate change, and electric vehicles help reach that goal. EV users need a convenient and reliable charging network.

What are examples of restoration and regeneration on the Oregon Coast?

Restoration efforts are focused on improving the health and wellbeing of the planet. Some tourism businesses give back to restoration efforts like the Elakha Alliance, Oregon Kelp Alliance, and the Tillamook Estuaries Partnership, to name a few.

What are examples of innovative business practices that reduce or capture carbon?

A few examples: WildSpring Guest Habitat in Port Orford is carbon neutral; Buoy Beer made the news for capturing its own carbon; Oregon Seaweed captures carbon from the air to make delicious products.

What is marketing content?

For this project, we are prioritizing photography, videography (short videos), and written content (blog posts or travel writing).

What is the role of tourism in climate action?

We recognize that the tourism industry is contributing to and impacted by a changing climate. As one of the leading industries on the Oregon Coast supporting rural frontline communities and domestic and international visitors, we have a responsibility to lessen our industry's carbon footprint while adapting to our changing environmental conditions.

[Learn more about our work by reading our 10-year Mitigation, Adaptation and Resiliency Plan.](#)

2023-2024 TOURISM GRANT PROGRAM OVERVIEW

The City of Seaside Visitors Bureau invites funding requests from businesses and organizations that produce tourism projects, programs or events designed to increase overnight visits to the area, especially in the shoulder and winter months.

Up to \$25,000 is anticipated to be available for tourism development in Seaside through this program in fiscal year 2023-2024. Should they occur in 2023, an additional \$25,000 has been earmarked toward the annual 4th of July fireworks celebration, which is a signature event that city leaders have historically seen as a vital economic driver for Seaside.

All program funds are generated from transient room tax (TRT) collected from overnight lodging facilities in Seaside, and are administrated by the Director of Tourism Marketing, who is the fiscal administrator of these funds on behalf of the City with the assistance of the Tourism Advisory Committee. For this round, we are accepting applications for projects or events to be completed between July 1, 2023 and December 31, 2024. See below for details on timing and requirements.

WHO MAY APPLY

Non-profit organizations and businesses with a project or event that promotes local tourism attractions and has a strong potential to create overnight stays for commercial lodging properties in Seaside are eligible to apply.

GRANT PROGRAM GOALS & RESTRICTIONS

The goal of this program is to coordinate attraction and event development needed to ensure that Seaside can exceed visitor expectations as a destination and derive the greatest possible economic impact from visitor spending. Priority will be given to projects and events that occur during the shoulder seasons and winter months with a strong potential of generating local room nights. No more than \$3,000 (excluding the annual fireworks program, outline above) will be awarded to events or projects happening between May 27 and September 4.

In most cases, grant funds are intended to be “seed money” or start-up funds with an upper limit of \$5,000 awarded to each individual project and carrying a five-year limit on receiving funds. Based on the scope of the project and the scale of the non-profit, grant funds may be awarded beyond the five years to projects that generate



consistent overnight stays and remarkable experiences for visitors. All applicants must include a written financial plan that outlines income sources such as vendors, sponsors, admission, parking, etc.

Parties may apply for multiple grants in a given cycle. In such cases, however, applicants must identify their priority project or projects accounting for up to \$5,000 in requested funding. Competing projects will be considered before non-priority funding requests from parties making multiple applications.

These funds cannot be used as the match for any other City of Seaside funding program; however, it is strongly encouraged to use the funds as leverage with non-City of Seaside funds whenever possible.

The City of Seaside Visitors Bureau funds an extensive marketing program to promote the entire city. This overall destination-marketing plan is in addition to the projects funded under the grant program. Applications that duplicate parts of our destination-marketing program will not be funded.

PROGRAM OVERVIEW

The City of Seaside Visitors Bureau reserves a portion of the funds collected from the Transient Room Tax (TRT) to partner in the delivery of local visitor services and development of tourism attractions, activities and events through the implementation of this grant program. Successful applications will promote the local destination to potential visitors with an emphasis on creating (or the strong potential for creating in the future) overnight stays in commercial lodging facilities, especially in the shoulder and winter months. The level of funding from the grant program is intended to be start-up funds helping to implement projects and not as the sole source of funding received for projects. This grant program may not be used as a match for other City of Seaside Awards.

It is the Visitors Bureau's intention that this annual grant program remain in place with funding from room tax. However, we may evaluate and adjust as necessary.

GRANT APPLICATION PROCESS

In order to be considered for grant funds from the City of Seaside Visitors Bureau:

A complete application must be submitted by Friday, May 5, 2023 for events completed between July 1, 2023 and December 31, 2024. Application forms are available at SeasideOR.com/tourism-grant-program. If you have multiple projects or events, you will need to submit separate applications (unless one event has multiple dates over the course of the fiscal year). Supporting documents should be sent as an attachment to the Director of Tourism Marketing at jheineman@cityofseaside.us.

All applicants will be notified of their funding decisions no later than June 1, 2023.

Approved funding will be disbursed no later than July 31, 2023.

NOTE: Funded projects that will occur between July 1, 2024 and December 31, 2024, will receive 50% of grant funding by July 31, 2023 and the remaining 50% by May 31, 2024. A mid-term status report MUST be received by May 1, 2024 in order to receive the final 50% of funding. Failure to submit report by deadline will mean forfeiture of final funds and trigger a return of prior funds.

Reports (either mid-term or final) are to be submitted to the Director of Tourism Marketing on December 15 and May 1 in each year funding is received. Release of funding for future years is dependent on receiving these reports.

GRANT PROJECTS

Below is a sample list of grant projects. Actual projects are not limited to only what is listed below. All projects must generate overnight stays in Seaside or have the potential to generate overnight stays.

- Events, festivals or activities that accentuate and/or complement Seaside.
- Development assistance to non-profit or government-owned visitor attractions.
- Development projects by “for profit” businesses and organizations may be considered, but not for brick-and-mortar types of projects or any programs that duplicate City marketing efforts.

PROMOTIONAL MATERIALS

All funded projects involving promotional materials and websites must be reviewed by the Director of Tourism Marketing at the draft stage and will need to include the Visitors Bureau’s web address and a link to seasideOR.com, where possible.

All grant support should 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.

Note: Grant-support statements must mirror exactly the above in all instances. This review process and the statements and links are required.

ACTIVITIES NOT ELIGIBLE FOR FUNDING

The following is a partial list of activities that are not eligible for consideration.

- * Grant funds to cover general administrative costs.
- * Grant funds to cover operational expenses.
- * Commercial or for-profit orgs seeking funds for capital improvements or projects.
- * Projects promoting tourism outside the Seaside area.

- * Applicants who did not complete the required reports in previous year.
- * Award requests for more than \$5,000.00 (or \$3,000 in the high tourism season.).
- * Used as a match for other City of Seaside funding awards.

SELECTION PROCESS

Proposals received in approved form by May 5, 2023 will be reviewed by the Tourism Advisory Committee at its next regularly scheduled meeting.

Organizations will be notified of the status of their funding request no later than Thursday, June 1, 2023. The Tourism Advisory Committee reserves the right to not award promotion funds. In such instances, funds not awarded will be returned to the general advertising budget of the City of Seaside Visitors Bureau. The Committee also reserves the right to award grants to projects that have received funds for more than five years if monies are warranted and will result in overnight room stays in the city of Seaside.

REQUIRED REPORTING PROCESS

Applicants that are awarded grant funding must submit reports to the Director of Tourism Marketing detailing activity, spending and results on Dec. 15 and, if applicable, on May 1 in each year funding is received. If the awarded grant project has not yet occurred on either of those dates, a mid-term status report is due. If the grant project has occurred, a final report is due to close out the grant. Release of funding for future grant requests is dependent on receiving these reports on time.

UNUSED FUNDS

On the occasion that an event or project occurred but awarded funds remain and were not completely used, it is at the discretion of the Director of Tourism Marketing and the Tourism Advisory Committee to request the funds be returned to the City of Seaside Visitors Bureau department or allocated to be used for the following year's project, if applicable.

RECORD KEEPING

It is requested that all grantees 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.

PERMITTING AND LICENSING

The award of grant money through this 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 all necessary permits and licenses is required before grant funds can be dispersed.

(GUIDELINES ADOPTED / FEB 2022)

City of Seaside Tourism Grant Program

The goal of Seaside's Tourism Grant Program is to coordinate attraction and event development needed to ensure that Seaside can exceed visitor expectations as a destination and derive the greatest possible economic impact from visitor spending. Priority is given to projects and events that occur during the shoulder seasons and winter months with a strong potential for creating local room nights. No more than \$3,000 will be granted to projects happening between May 27 and September 4 (excluding the annual fireworks program, as outlined in the guidelines).

In most cases, grant funds are intended to be "seed money" or start-up funds with an upper limit of \$5,000 for each individual project and carrying a five year limit on receiving funds. Based on the scope of the project and the scale of the non-profit, grant funds may be awarded beyond the five years to projects that generate consistent overnight stays and remarkable experiences for visitors.

Before beginning this form, please review the 2023-2024 Tourism Grant Guidelines posted at www.seasideor.com/tourism-grant-program. This is REQUIRED reading for all applicants, explaining much of the timeline and requirements of this grant process.

After submitting this form, you'll be required to email PDFs of the following supporting documents by the May 5, 2023 deadline:

- * PROJECTED BUDGET detailing income and expenses from all funding sources, including in-kind donations.
- * Board- or owner-approved FINANCIAL STATEMENT for most-recently completed fiscal year.
- * LETTER signed by officers of the board of directors or owners authorizing this application.
- * DOCUMENTATION of organizational existence.
- * LETTERS OF SUPPORT.

* Indicates required question

1. Email *

2. Main Contact for this Grant Submission *

3. Name of Organization Requesting Funds *

4. Employer Identification Number (EIN), if applicable

Non-profit applicants may ignore. For-profit entities that receive funding in excess of \$600 will receive a 1099 from the City of Seaside at the end of the funding year.

5. Mailing Address *

6. Best Phone Number *

7. Project Title *

8. Project Dates *

This grant cycle is for events or projects occurring July 2023 through December 2024. Approved grants for projects falling between July 2024 and December 2024 will be funded at 50% in 2023 with the remaining 50% funded in 2024, as outlined in the guidelines.

9. Total Funding Requested *

Please use whole numbers with no commas.

- - A Note on Unused Funds - -

Funds not spent on the approved project (and documented with receipts in the final report due 30 days after project completion) MUST be returned to the City of Seaside by check.

10. Has this Project Received Grant Funds in the Past? *

Mark only one oval.

☐ Yes

☐ No

11. If Yes, Please List Previous Awards

If you have not received previous awards from this grant, please skip this question.

12. Are You Submitting More Than One Grant Application This Cycle? *

Mark only one oval.

☐ Yes

☐ No

13. If Yes, Please Rank Submissions From Highest Priority to Lowest Priority

If you are not submitting multiple applications, please skip this question.

Project Narrative

While brevity is encouraged, your project narrative must be as detailed as required to fully explain the project for which you are submitting.

- - A Note on Promotional Materials - -

All funded projects involving promotional materials and websites MUST be reviewed by the Director of Tourism Marketing at the draft stage and must include the web address for SeasideOR.com (and a link, if online). 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."

14. Describe Your Project *

Communicate the reasons behind the project, detail your intended audience, and show how overnight tourism might be affected.

15. Explain Specifically How Any Grant Funds Would Be Used *

16. List All Organizations/Groups Involved in the Project *

17. Explain All Funding Sources for the Project *

Include how the project will become sustained and maintained over time.

18. Describe Management of this Project *

19. Explain How You Will Measure Success of this Project *

20. Provide a Timeline of Major Project Milestones *

Please be as specific as possible.

-- Submit Supporting Documents --

Please submit:

- 1) PROJECTED BUDGET detailing income and expenses from all funding sources, including in-kind donations.
- 2) Board- or owner-approved FINANCIAL STATEMENT for most-recently completed fiscal year.
- 3) AUTHORIZING LETTER signed by officers of the board of directors or owners authorizing this application.
- 4) DOCUMENTATION of organizational existence (i.e. a current and valid Oregon Secretary of State Corporation Division registry filing).
- 5) Any LETTERS OF SUPPORT you wish to provide.

Email all as PDFs to jheineman@cityofseaside.us by the May 5, 2023 deadline.

21. Please acknowledge *

Check all that apply.

☐ I agree to all terms described on this application and in the grant overview document and I verify that the information provided in this application is true and accurate.

This content is neither created nor endorsed by Google.

Google Forms

TOURISM GRANT PROGRAM 2023-2024 PROJECT DETAIL MID-TERM AND/OR FINAL REPORT

- Attach receipts/paid invoices for monies spent and a check to the City of Seaside for any unspent funds.

(Please see guidelines for more info.)

Project Title:

Name of Organization requesting funds:

Contact Name:

Phone:

Email:



1. Report of actual income and expenses as compared to budget submitted:
(please be detailed, attached receipts or supporting spreadsheet)

2. Do you have unused City grant funds remaining? If so how much?

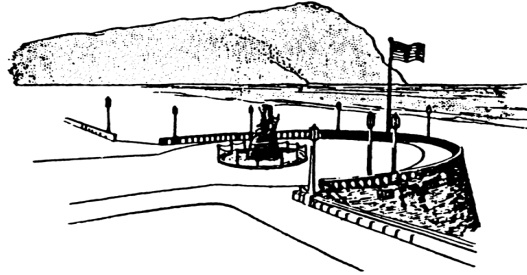
3. Date project was (or will be) completed:

4. Results. Did you reach your target audience or goal? How did you measure success?

5. Include data that supports how many room nights you believe this program helped generate.

CITY OF SEASIDE

OREGON'S
FAMOUS
ALL-YEAR
RESORT



989 BROADWAY
SEASIDE, OREGON 97138
(503) 738-5511

NEWS RELEASE

Seaside Announces Tourism Grant Award Winners

SEASIDE, Ore. – May 31, 2023 – The City of Seaside Visitors Bureau and Seaside Tourism Advisory Committee (TAC) awarded \$25,000 in funding to nine recipients through the 2023-2024 Tourism Grant Program. Funds will be dispersed in July.

An additional \$25,000 was earmarked for the Seaside Chamber of Commerce to support the 2023 Fourth of July Fireworks Celebration on the beach, which is a signature event that city leaders have historically seen as a vital economic driver and supported as a special case through this grant process each year.

The application window for this latest grant round opened Feb. 3 and completed applications were due May 5. On May 17, and during its regular monthly meeting at Seaside City Hall, the TAC reviewed 16 applications with \$85,000 total in requested grant funding.

Seaside SandFest received \$3,000 to hold a *Masters Sand Sculpture Exhibition* just off the Prom north of the Turnaround Sept. 7-10, 2023. This multi-day exhibition will feature eight master-level sculptors from the Pacific Northwest.

Doxies of PNW Club received \$2,000 for *DachSand*, a dachshund dog meetup, in Seaside from Sept. 8-10, 2023.



Seaside SandFest sculpture from the 2022 event.

The **Seaside Historical Society Museum** received \$3,000 for its annual *Lewis & Clark Salt Makers* re-enactment Sept. 9-10, 2023 on the beach at Avenue U.

Pride in Seaside received \$3,000 for the second annual *Pride in Seaside* event happening downtown Sept. 9-10, 2023.

Kerri Boutin and the **Seaside School District** received \$1,000 to support the *Three Course Challenge*, a large cross country race featuring visiting students from more than 60 schools around the region on Sept. 23, 2023.

The **Seaside Library Foundation** received \$3,000 for *Caper on the Coast*, an interactive in-person mystery akin to a life-size game of Clue to be held on Oct. 21, 2023.

Seaside Downtown Development Association received \$3,000 for *Halloween Happenin's*, a popular collection of family-friendly events downtown Oct. 28-29, 2023.

Seaside Jazz & Blues received \$5,000 for the inaugural *Seaside Jazz & Blues* from March 15-17, 2024. This three-day event will feature diverse forms of jazz from 16 bands at the Seaside Convention Center. Proceeds will benefit the Kyle Rieger Memorial Scholarship Fund, helping Seaside School District students pay for band camps, instrument rentals/purchases, and scholarships for seniors pursuing music.



Mountain Biking at Klookchy Creek.

Oregon Rides & Events received \$2,000 for the second annual *Ride the Dirt Wave* mountain biking event June 8-9, 2024 at Klookchy Creek. This event series was created to showcase mountain bike trail systems on the Oregon Coast with active bike clubs and trail builders. In addition to nearby Klookchy Creek, events are being held at Whiskey Run and Newport each year.

More information about the City of Seaside's annual tourism grant program can be found at www.SeasideOR.com/Tourism-Grant-Program.

The Visitors Bureau is a department of the City of Seaside and the official destination marketing/management organization for Seaside tourism. The Seaside Welcome Center, located at the intersection of Highway 101 and Broadway, also serves as an official State Welcome Center in collaboration with Travel Oregon.

****end of release****

TILLAMOOK COAST TOURISM SIGNAGE GRANT



TABLE OF CONTENTS

Overview, Applicant Eligibility.....	2
Project Eligibility, Review & Funding Process.....	3
Preferred Vendors & Design Examples.....	4
Application.....	5-6

Business Information

1

Grant Summary

2

Grant Checklist

3

Authorization & Certifications

4

Applications Accepted on an Ongoing Basis

Email Completed Application to: nan@tillamookcoast.com

**Contact Executive Director, Nan Devlin for Questions
nan@tillamookcoast.com or 503-842-2672**

OVERVIEW

2

Tillamook Coast Visitors Association is allocating \$170,000 toward the Tillamook Coast Signage Grant program as a pilot project until funds are exhausted. TCVA recognizes the economic importance of adequate business signage. A study by the University of Cincinnati has shown that roughly 60% of businesses reported that enhanced signage led to an average increase of 10% in sales, number of transactions, and profits. The goal of the program is to assist tourism business owners with the costs of upgraded signage which will also improve the visitor experience.

Tourism businesses in Tillamook County are encouraged to apply for a grant to install new and well-designed business signage and lighting. **The signage projects are eligible for a 50% reimbursement up to \$10,000. This program is intend to fund capital improvement signage projects. The minimum request per sign is request per sign is \$5,000.** Minimum grant reimbursement amount is \$2,500 per sign up to \$10,000. This means the total project can include up to \$20,000 in signage as long as each sign costs at least \$5,000.

APPLICANT ELIGIBILITY

Tourism-related businesses and nonprofits within Tillamook County are eligible to apply.

- **Must be business or not-for-profit who provides goods and/or services to tourists including:**
 - **Accommodations:** Accommodation is a group of rooms and/or a dedicated outdoor facility which the customer pays to stay overnight. Eligible businesses include hotels, motels, resorts, inns, bed and breakfast establishments and campgrounds.
 - **Recreation & Entertainment:** Recreation and entertainment businesses are those that provide a tourism experience and/or attraction for a fee. Eligible businesses include museums, theaters, outdoor recreation outfitters, sightseeing, transportation and tour operators.
 - **Food & Beverage:** Food and beverage services include the process of preparing, presenting and serving of food and beverages to the customers. Eligible businesses include restaurants, bars, breweries, catering, cafés, food trucks, and grocery stores.
 - **Tourism Related Retail Storefronts:** Sells goods to a customer and majority of the overall business sales are generated through the sale of products such as apparel & accessories, home furnishings, or general merchandise. Must be able to prove that a significant amount of sales are derived through tourists.
 - **Visitor Information Center:** Organizations that operate as a visitor information center are eligible to apply.
- **Business or not-for-profit must have a registered business number;**
- **Business or not-for-profit must be located in Tillamook County;**
- **Business must be in operation for at least three years (Exceptions offered on an individual basis for the purchase of an established business or expansion of an established business to a new location.)**

INELIGIBLE

- Additional *ineligible* include, but are not limited to, personal services, professional services, hardware stores, car dealerships.
- Grants are limited to one per business owner or entity every five years.

PROJECT ELIGIBILITY

3

The Tillamook Coast Visitor Association board and/or staff has sole discretion to determine which projects are approved. TCVA will not consider remodeling costs or expenses not associated with signage projects. TCVA will not consider applications for funding for projects which were complete prior to submitting an application.

All grant-funded signage must be permanent and fixed in type and/or nature. Improvements must meet all code requirements for the local jurisdiction including signage ordinances, zoning, and building and safety codes.

ELIGIBLE EXPENSES

- Site plan, sign, or building permit fees
- Signage
- Lighting fixtures
- Electrical
- Hardware
- Installation
- Costs associated with removing current sign
- Modification of current sign if appropriate

INELIGIBLE EXPENSES

- Structural Improvements
- Window signs
- Temporary signs
- Awnings & canopies
- Funds cannot be used to correct outstanding code violations, for property damaged by collision, acts of nature or occurrences covered by insurance
- In-kind contributions will not be considered when calculating the total signage cost. Only cash expenditures made by the applicant will be considered when determining the reimbursement amount
- Expenses not included in the grant application

REVIEW & FUNDING PROCESS

Applications will be reviewed on an ongoing basis. Applications are submitted through a two-part process. Applicants submit the first application to be considered for an award. Based on the preliminary application, the project will receive a contingent award or denial within 30 days of submission.

Once a contingent award is received, applicants will have 90 days to obtain the signage permit in order to be considered for final approval and execution of a grant contract.

The TCVA Board or designated staff retains the discretion to request additional documentation and determine final funding award.

Funding will be issued on a reimbursement basis after proof of compliance and paid invoices are provided.

Projects must be complete within six months of final award notification or applicant shall be deemed to have waived any right to reimbursement. Extensions may be granted for inclement weather or the ordering of special building materials, provided the grant recipient requests an extension in writing prior to expiration of the completion period. TCVA will notify the grant recipient in writing of its approval or denial of the extension.

PREFERRED VENDORS

4

RAMSAY SIGNS

9160 SE 74th Avenue
Portland, OR 97206
503-777-4555
www.ramsaysigns.com

ABOUT US

Committed to customer satisfaction first and foremost, Ramsay Signs devotes the same quality and service to any job we produce whether it's for the small business owner or the national chain with locations across the U.S. Our goal is to assist our clients in achieving an effective sign program, where design, engineering, and craftsmanship combine to form a specialized structure, that meets their specific needs. Through dedication and a teamwork approach our company has achieved success.

SALEM SIGN CO, INC

1825 Front Street NE
Salem, Oregon 97301
503-371-6362
www.salemsign.com

ABOUT US

Family owned and operated since 1978, Salem Sign Company has been designing and fabricating electric signage in the Willamette Valley and surrounding areas in Oregon. Salem Sign Company is a full service electric sign company specializing in manufacturing and installation of signs incorporating LED's, neon, channel letters, monument and freestanding displays. We can deliver any job on time with exceptional quality and customer service!

PSI

6500 Williams Ave
Bay City, OR 97107
503-842-5378
www.psiregion.com

NOTE

Dillion offers screen printing, embroidery services, signs and vinyl graphics. For this program, signage must be permanent and application must include design drawings. Note requirements in grant checklist.

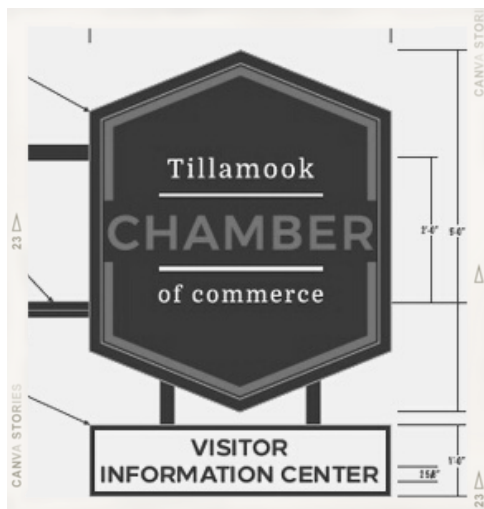
SECURITY SIGNS

2424 SE Holgate Blvd.
Portland, OR 97202
503-232-4172
www.securitysigns.com

ABOUT US

Since 1925, our clients have trusted Security Signs to deliver quality signage to build on and support their visions. From initial consultation to installation, we've got you covered every step of the way.

SIGNAGE DESIGN EXAMPLES



SECURITY SIGNS



SALEM SIGNS



RAMSAY SIGNS

1 BUSINESS INFORMATION



Business Name

Contact Name

Title

Phone Number

Email

Business Type

Check One

Physical Address

Building Owner

Assessor Tax Lot Number

Building Tenant

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Building Owner Information (if different)

Owner Name

Lease Term

Owner Mailing Address

Lease Expiration

Owner Phone

Owner Email

2 GRANT SUMMARY

Grant Request

Total Project Cost

Project Start Date

Expected Completion Date

Written Summary of Proposed Work






Attach additional information if necessary.

Be specific. Purpose of project, explanation of materials, design, and placement of signage.

3 GRANT CHECKLIST

Include the following items with the completed application. Documents may be uploaded in a combined document or individual files. Please name the documents with your Business Name, Page 1 of X. The completed application and attached documents should be uploaded to:

www.tillamookcoast.com/grants - Click on Signage Grant and Upload Here

-  Completed and Signed Application, Including sign off from the building owner (if applicable)
-  Proof of business registry showing at least three years in existence, or explanation of purchase or expansion of an established business
-  An estimate from a professional sign contractor with separate costs for signs, support structures, lighting fixtures, electrical, hardware installation, etc.
-  Professional design drawings or color photo simulations with details of the proposed signs, support structures, lighting, etc.
-  Current color photos of the building or property with existing signs, support, structures, lighting, etc.

SUGGESTED PROJECT SEQUENCE

1. Review application in detail for applicant and project eligibility.
2. Contact a sign company that specialized in permanent-fixed signage and work with them to get an estimate and design drawings.
3. Gather remaining documents required for application.
4. Submit application.

Once conditionally approved, obtain and submit a sign permit from local jurisdiction - city or county depending on business location.

Start project once contract is signed!



AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

- _____ **I am an eligible applicant.** Applicants must located in Tillamook County and be in a tourism business as outlined in the application.
- _____ **I agree to enter into a contract with TCVA upon grant approval.** TCVA reserves the right to include such additional special conditions or requirements in each contract, as it might deem necessary or desirable to protect the public investment of tax dollars in the project.
- _____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'
- _____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to ensure Grantee's compliance with the grant contract and process reimbursement requests.
- _____ **I agree to acknowledge support of funding either through press releases and/or a thank you letter to elected officials .** Guidelines and suggestions will be included with the grant contract.
- _____ **I understand that I am responsible for researching and obtaining a signage permit within my jurisdiction and am responsible for showing proof of compliance.** Projects that cannot prove compliance will not be eligible for reimbursement.
- _____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.

AUTHORIZATION. I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title

PROPERTY OWNER CERTIFICATION

I/we certify that Tenant is operating under a valid lease at the address listed above and that Tenant may complete the projected as presented.

Signature

Date

Printed Name

Title

2023-2024 TLT TOURISM-RELATED FACILITIES COMMUNITY GRANT



2023-2024 Grant Funds Available: \$400,000
Maximum Grant Request: \$75,000

**GRANT MADE POSSIBLE BY TRANSIENT LODGING TAX
COLLECTED BY TILLAMOOK COUNTY**

Application opens October 1, 2023
Deadline to apply:
Friday, December 15, 2023 at 11:59pm

Download application at:
<https://tillamookcoast.com/grants>
Click on the "facilities" tab

Questions? Need assistance?
Contact TCVA Finance and Grant Manager,
Marni Johnston
marni@tillamookcoast.com
503-842-2672 ext. 3

OVERVIEW

The Tillamook Board of County Commissioners (BOCC) is responsible for the distribution of the County's transient lodging tax (TLT) funds for tourism-related destination management and facilities. In 2015, the County created a grant program to fund county and non-county entities on tourism-related projects. Since then, the county has awarded more than \$10 million in grants and investments to nonprofits and agencies.

In **2019**, the guidelines for this program were revised following an extensive stakeholder and community review and engagement process. This process identified high level sustainable tourism principles, defined key priority areas for investment, and helped create the project scoring matrix.

The BOCC established a nine-member committee known as the Tillamook County Tourism Advisory Committee (TAC). It is comprised of community members who serve on a volunteer basis to inform and advise the BOCC in accordance with Ordinance #75 and the grant policy. The TAC is tasked with reviewing, scoring, and ranking tourism-related facility grant applications.

In partnership with the County, Tillamook Coast Visitors Association (TCVA) manages the grant application process and contract management for the program. TCVA serves as the main point of contact for applicants and grant recipients. TCVA will facilitate the TAC meeting, present TAC's recommendation to the BOCC, execute and manage contracts with awardees, and issue grant reimbursements.



Each grant recipient will be required to execute a grant agreement with TCVA and provide all project management and oversight for all phases of the project. TCVA will disburse funds to grant recipients on a **reimbursement basis only** in accordance with terms of the grant agreement. Each grant recipient must also comply with federal, state, and local public contracting rules and regulations, provide quarterly progress reports to TCVA, and submit a project completion report. Successful applicants will be required to utilize an online grant portal for contract signatures, project reporting, and reimbursement requests.

GRANT TIMELINE

Applications open & publication of notice

October 1, 2023

Applications due, 11:59pm

December 15, 2023

Grant completeness review by Tillamook Coast Visitors Assoc.

December 15, 2023

TAC Review & Recommendation to BOCC

by January 9, 2024

Board of Commissioners award decision

by January 17, 2023

Notifications to grantees; grant contracts sent to recipients

January 31, 2024

Project deadline - 36 months from BOCC decision

January 31, 2027

ELIGIBILITY

Eligible Applicants: Any city, county, or other local government, including a port, special district, or intergovernmental agency, federal & state agencies, and **nonprofit and not-for-profit organizations** are eligible to apply **that conduct tourism-related activities or services in Tillamook County, *excluding*** projects in which the County is a lead, sponsor, or key participant.

Eligible Projects: Prior to rating and ranking by the TAC, all applications will be screened for eligibility by the TCVA executive director and grant manager. Proposed projects that are not deemed to be a 'tourism-related facility' will be rejected.

TOURISM-RELATED FACILITY DEFINITION

- A conference center, convention center or visitor information center
- Other improved 'real property' that has a useful life of ten (10) or more years and has a **substantial purpose of supporting tourism or accommodating tourist activities**
- A "tourism related facility" may also include a master plan, engineering study or architectural work reasonably required to locate, design, or construct a related facility or facilities.
- "Visitor information center" means a building, or a portion of a building, the main purpose of which is to distribute or disseminate information to tourists.

Definition of 'real property' according to Treasury Regulations 1.856-10

- **Improvements to land** - inherently permanent structures and their structural components
- **Inherently permanent structure** - permanently affixed building or other permanently affixed structure. Affixation may be to land or to another inherently permanent structure and may be by weight alone. If the affixation is reasonably expected to last indefinitely based on all facts and circumstances, the affixation is considered permanent. ***A distinct asset that serves an active function, such as an item of machinery or equipment, is not a building or other inherently permanent structure.***
 - **Buildings:** In general, a building encloses a space within its walls and is covered by a roof.
 - **Other inherently permanent structures:** In general, other inherently permanent structures serve a passive function, such as to contain, support, shelter, cover, protect, or provide a conduit or a route, and do not serve an active function, such as to manufacture, create, produce, convert, or transport. Other inherently permanent structures include the following distinct assets if permanently affixed: telephone poles, parking facilities, fences, storage structures, stationary wharves and docks.

To view previous grant applications, go to:

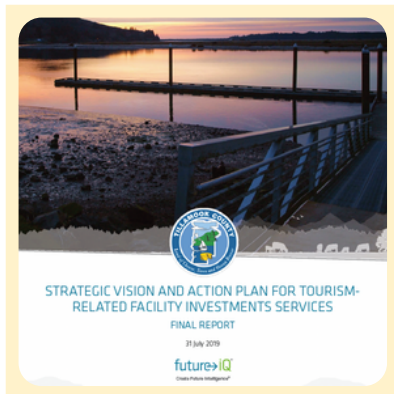
<https://tillamookcoast.com/industry/>

Scroll to "Financial Reports" and click on

- [TLT Facilities Grants 2015-2023](#)

KEY PRINCIPLES

In the application, eligible applicants are asked to describe how the proposed project compliments or contributes to the following sustainable tourism principles. These principles were established in 2019 during extensive community planning meetings as part of the Strategic Vision and Action Plan for Tourism-Related Facility Investments Services report.



Focus on Building a Sustainable Tourism Industry

- Is **integrated with our local communities** in a way that is respectful and functional;
- Provides visitors with **authentic, place-based educational experiences** that leave them feeling enriched and inspired;
- Creates **lasting year-round financial and social benefits** for local residents, businesses, and communities across our County;
- Is supported by public policies with **organizational support and funding**; and,
- Maintains, or contributes to the **health and vibrancy of our natural environment**.

Taking a Strong Regional Collaboration Approach

- Strong focus on building regional collaboration and connectivity across the county. The emphasis is on building interconnected regional scale product and visitor experience, which spans across the various amenities and regional destination locations.

Adapt a Destination Management Focus

- Focus is primarily on destination management, ensuring tourism is meeting broader sustainability metrics and outcomes. The environmental and societal impacts are carefully considered, and investment is made to carefully moderate potential negative visitor impact and enhance positive impact.

1 Invest in infrastructure that helps the community support the tourism sector.

2 Protect highly sensitive ecological areas from the impacts of tourism across Tillamook County.

3 Invest in infrastructure and the tools to manage the impact of tourism to avoid congestion and overuse of areas.

4 Improving the tourism products and associated infrastructure (eg: trails, parking, signage).

5 Educate visitors to be respectful and good stewards of the natural and recreation resources.

6 Building collaboration within and outside the County to support coordination, solutions, and management of the tourism industry.

COUNTY TOURISM PRIORITIES



SELECTION CRITERIA

Selection Criteria: All applications for eligible projects will be rated and ranked based on the following criteria. While the following criteria has been deemed most important, additional relevant factors beyond the score may be worthy of consideration.

Sustainability Impact Score

(25 points)

This score measures how well the project contributes to the five dimensions of sustainable tourism, as defined for Tillamook County. This includes items like tourism integrating with local communities, creating lasting year-round value, and contributing to the health of the natural environment. Specific attention will be paid to how well the project contributes to the following:

- Integrates tourism with our communities in a way that is respectful and functional
- Helps provide visitors authentic, place-based, educational experiences
- Creates lasting financial and social benefits for locals
- Enhances public policies with organizational support and funding
- Contributes to the health and vibrancy of our natural environment

Destination Management Impact Score

(25 points)

This score measures how well the project will help achieve the critical pivot to destination management, with particular emphasis on protecting sensitive areas, managing congestion, alleviating the negative impacts of tourism, and dispersing visitation. In particular, the project will be assessed against these questions:

- Does it help disperse tourism visitation impact across time and geography?
- Does it protect sensitive areas?
- Does it work to avoid congestion and over-use?
- Has it taken into account moderating unintended consequences?
- Does it help the community deal with the impacts of tourism and support its overall management?

Collaboration and Inclusivity Impact Score

(25 points)

This score assesses the degree the project connects and leverages resources across the county, creates shared value, and builds new collaborative and inclusive solutions. In particular, the following questions will be of interest:

- Does it connect and leverage other partners and resources on a significant scale?
- Does it build collaborative and inclusive solutions so benefits can be multiplied?
- Does it connect resources or projects across the County and broader region?
- Does it create shared value in the County?
- Does it bring the community together in a new way?

Return on Investment (ROI) Score

(25 points)

This score seeks to understand if the project offers a good return on investment of the TLT and public funds. This includes an assessment of the ability to leverage other resources, size of impact for the community, urgency of solution, and financial sustainability plan. In particular, the following questions will be of interest:

- Does the project produce a reasonable community return on investment?
- Does it leverage other funding in a multiplier manner?
- Is the project implementation timeframe reflective of the urgency for action?
- Does it have a sustainability plan for future funding and investment?
- Is the applicant organization’s governance solid?

SCORING OVERVIEW	
Baseline Scoring	Up to
Sustainability Impact Score	25 points
Destination Management Impact Score	25 points
Collaboration & Inclusivity Impact Score	25 points
Return on Investment (ROI) Score	25 points

APPLICATION PROCESS

- Go to tillamookcoast.com/grants
- Click on the “facilities” tab
- Download the application to your hard drive: it must be saved under a new name
- The application is a fillable PDF
- Submit as a single document if possible.

All applications must be complete to be considered for scoring. “Complete” means all information filled in.

- **Applications must be uploaded through the SUBMIT button on the grant website,**

tillamookcoast.com/grants by Friday, December 15, 2023 at 11:59pm.

You will receive a confirmation of receipt within 24 hours of upload to the email listed on the application.

If you do not receive a confirmation email, please contact **Marni Johnston** at marni@tillamookcoast.com

GRANT REVIEW PROCESS

TCVA will provide guidance on applications if presented a minimum of 14 days prior to the grant application deadline of December 15, 2023.

Each application received will first be reviewed by the TCVA Executive Director and Grant Manager for eligibility and completeness. If the application is incomplete or not received by the deadline, it will not be submitted to the TAC for consideration.

TAC will review, score, rank, and make recommendations for funding. TCVA will present the recommendations to the BOCC at a weekly meeting in January, 2024.

FUNDING PROCESS

Once the grant is awarded and contract is signed, grantees can start on projects.

Grant funds will be disbursed on a reimbursement basis once invoices are submitted, toward a draw-down on the grant award amount. Reimbursements will be issued within two weeks of receipt via check.

Projects must be completed by January 31, 2027.



ORGANIZATION INFORMATION



Admin Use Only

Organization Name

Contact Name

Title

Phone Number

Email

Organization Type

Physical Address

Mailing Address

Property Tax Lot#

Address

Property Owners *(if different from applicant)*

Name

Address

Phone

Email

Signature

Date

PROJECT CHECKLIST

- ✓ Complete Application #1-9
- ✓ Attach designs, drawings, access points, plans, signage, quotes, estimates as needed
- ✓ **Attach 3 letters of support**
- ✓ **Upload to facilities grant website by 11:59pm-Friday, December 15, 2023**

Preferred delivery format is one combined PDF with all documents in order listed above. Will accept multiple document uploads if titled with in the following format: [Organization Name, Page 1 of X] You will receive an email confirmation of receipt within 48 hours of upload. It is the applicant responsibility to verify successful receipt of the application. If confirmation is not received in the allotted time frame, contact Amy via email.

PROJECT OVERVIEW

Project Title

Grant Request

Numbers auto-fill from budget

Total Project Cost*

Numbers auto-fill from budget

**This number is not required to be different than the grant request.*

****Upon award, grant matches will be verified prior to funding.***



PROJECT DESCRIPTION

All answers must fit in the space with provided formatting.

Provide a complete description of the project's intended function, design, and structural components. *If relevant, attach a plan view drawing of the facility showing its position on the property with all related parking, driveways, and accessory structures. Also attach any available design drawings, plans, signage, and specifications.*

3 SUSTAINABILITY IMPACT

Answers must fit in the space with provided formatting.

Explain how the project contributes to the five dimensions of sustainable tourism, as defined for Tillamook County as follows:

1. Integrates tourism with our communities in a way that is respectful and functional;
2. Helps provide visitors authentic, place-based, educational experiences;
3. Creates lasting financial and social benefits for locals;
4. Enhances public policies with organizational support and funding; and
5. Contributes to the health and vibrancy of our natural environment.



DESTINATION MANAGEMENT IMPACT

Explain how the project helps achieve the critical pivot to destination management, as defined for Tillamook County as follows:

- Does it help disperse tourism visitation impact across time and geography?
- Does it protect sensitive ecological areas?
- Does it work to avoid congestion and over-use?
- Has it taken into account moderating unintended consequences?
- Does it help the community deal with the impacts of tourism and support its overall management?

5

COLLABORATION & INCLUSION

Answers must fit in the space with provided formatting.

Explain how the project will connect and leverage resources across the County, creating shared value and building new collaborative and inclusive solutions.

6

RETURN ON INVESTMENT

Answers must fit in the space with provided formatting.

Explain how the project leverages other resources, including any match or contributions through dollars, labor, donations, or technical assistance.

Explain how this project will provide an economic benefit (e.g. increase jobs, revenues, and/or services) to the applicant and other County businesses or entities. Who will manage the project and what is their project management experience? Who will operate, maintain, and fund the completed project?

(Include additional details in the Work Plan.)



PROJECT WORK PLAN

The project work plan highlights key objectives of your application, how you plan to achieve them, and how you intend to measure the impacts.

The work plan describes project goals. Each goal further defines the following:

- Budget amount per goal
- Key action steps
- Timeline to complete each step
- Expected outcome for each step
- Evaluation method for each step

Complete the template below. Limited to three goals in the formatting provided. However, not required to use all space provided.

***Verify that 'Budget to Complete Goals' total matches 'Budget Totals'**

Budget to Complete Goal Total

Budget Total



Goal #1:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #2:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #3:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

PROJECT BUDGET

INCOME	
	BUDGET
Tillamook County TLT-Facilities Grant Request	
OTHER INCOME	
(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.) <i>All matching funds will be verified prior to funding.</i>	
TOTAL INCOME	

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
*Total Income should equal Total Expenses					TOTAL EXPENSES



AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

- _____ **I am an eligible applicant and submitted an eligible project.** Refer to above grant information for details.
- _____ **Land Use Affirmation:** I have consulted with the local land use jurisdiction to confirm the project is consistent with applicable land use regulations. If a grant is awarded, I understand that I will acquire a completed Land Use Compatibility Form from the local land use jurisdiction prior to and as a condition of the execution of a grant agreement.
- _____ **Legal Title Affirmation:** I understand that legal title to the completed project must be held for at least 10 years following project completion or that some other arrangement, satisfactory to the County, will be put in place to protect the investment of public funds in this project for a 10-year period.
- _____ **My project fits within eligible use of tourism funds.** Applicants will be required to provide information to TCVA to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300.
- _____ **I agree to enter into a contract with TCVA upon grant approval.** TCVA reserves the right to include such additional special conditions or requirements in each contract, as it might deem necessary or desirable to protect the public investment of tax dollars in the project. **Furthermore, I agree to provide progress and completion reports as outlined in the grant award letter and grant contract.** Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.
- _____ **I agree to include the Tillamook Coast and Tillamook County logo on all print and digital media and/or mention funding support in press releases, radio outlets, etc in relation to funded project.** Logo and branding guidelines will be included with grant contract.
- _____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding.
- _____ **I agree to provide project management and oversight for all phases and ensure operation and maintenance of the project.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract.
- _____ **I agree to comply with federal, state, and local public contracting rules and regulations, where applicable.**
- _____ **I give permission to TCVA and Tillamook County to use my project for public information, promotional, and educational purposes.** Applicants understand that the information supplied throughout the course of the project will be used by TCVA to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.
- _____ **My company has an anti-discrimination policy.** The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.
- _____ **I agree to provide necessary insurance coverage.** Applicants are required to provide insurance coverage in an amount determined by the County to be sufficient.
- _____ I agree to hold the County/TCVA harmless for any liens, claims, damages or other liabilities related to the project, and to indemnify and defend the County from any claims, costs, damages or expenses of any kind, including attorney's fees and other costs and expenses of litigation, arising out of the project.

AUTHORIZATION. I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title

2023-2024
TOURISM MARKETING
GRANT APPLICATION



MARKETING GRANT FUNDS AVAILABLE: \$50,000
MAXIMUM REQUEST: \$5,000

**Grant is made possible by Tillamook Coast Visitors
Association and transient lodging tax funds
collected by Tillamook County**

Application Opens: October 1, 2023
Deadline to Apply: November 15, 2023 at 11:59pm

**Contact Marni Johnston for
marni@tillamookcoast.com or 503-842-2672 ext. 3**

**Download the grant application at:
<https://tillamookcoast.com/grants>**

Click on the "marketing" tab

OVERVIEW

Tillamook Coast Visitors Association has awarded more than \$950,000 in grant funding since 2015 to tourism-related organizations. TCVA is allocating **\$50,000 for the 2023-2024 fiscal year** toward the sustainable tourism marketing grant program. **Applications may request up to \$5,000** for marketing projects. This grant does not require matching funds.

The purpose of this grant is to assist tourism-related business with marketing and promotions campaigns. Marketing is a key component to business planning and resiliency. If much of the business depends on visitor spending, it's important to consider how to reach them, discover what they want to know, and how to help them find you to become frequent customers.

Projects that align with TCVA's Sustainable Tourism Brand Promise and Strategic Plan initiatives will also be considered for funding. This includes projects that increase accessibility to outdoor recreation, environmental stewardship, preserving cultural heritage, and culinary/agritourism, **Review the plan at:** <https://tillamookcoast.com/wp-content/uploads/2023/08/UPDATED-TCVA-Strategic-Plan-August-2023.pdf>

ELIGIBILITY

Tourism-related businesses and nonprofits within Tillamook County are urged to apply. This includes retail stores, restaurants, lodging, outdoor recreation, food producers (such as farmers or fishers), and nonprofits that conduct tourism-related programs.

By state law, the lodging tax we receive from Tillamook County can only be used for tourism-related businesses and organizations, and proposed projects must be focused on reaching visitors, defined by state law as those traveling 50 miles or more for leisure or business. As an example, a paid advertisement placed in a local newspaper is not eligible for lodging tax grant funds.

Grantees will agree to include the Tillamook Coast logo and acknowledge project funding from TCVA. Grantees will agree to publicity and case studies developed by Tillamook Coast Visitors Association.

All projects must be completed by January 15, 2025; a mid-year/6-month report of progress is required. Funds will be dispersed on a reimbursement basis.

GRANT TIMELINE	
Applications open	October 1, 2023
Applications due, 11:59pm	November 10, 2023
TCVA Board Review & Award Decisions	November 15, 2023
Award funding announced no later than	November 22, 2023
Grant contract sent to recipients no later than	December 10, 2023

APPLICATION PROCESS

- Go to tillamookcoast.com/grants.
- Click on the “marketing” tab
- Download the application to your hard drive: it must be saved under a new name.
- The application is a fillable PDF. All applications must be complete to be considered for scoring. “Complete” is defined by all information filled in on the application.

Applications must be uploaded on the grant website, tillamookcoast.com/grants using the **SUBMIT button** by November 10, 2023 at 11:59pm. You will receive a confirmation email within 48 hours.

If you do not receive a confirmation email, please contact Marni Johnston at marni@tillamookcoast.com

GRANT REVIEW PROCESS

Each application received will first be reviewed by the TCVA executive director and Grant Manager for eligibility and completeness. If the application is incomplete or not received, it will not be submitted to the TCVA tourism board of directors for consideration.

TCVA will provide guidance on applications if presented a minimum of 14 days prior to the grant application deadline of November 10, 2023.

TCVA board of directors will review, score, rank, and award funding at the November 16th board meeting. Grantees will be notified via email by the TCVA Grant Manager by November 22, 2023.

Questions?

Contact Marni Johnston
marni@tillamookcoast.com
503-842-2672 Ext. 3

SCORING CRITERIA

Baseline Scoring	Up to
Project supports sustainable tourism	10 points
Goals are realistic and objectives are well considered	10 points
Budget is well documented and realistic	10 points
Project or event is new and shows ability to sustain in subsequent years	10 points
Project focuses on off-season programming between October-May	10 points

FUNDING PROCESS

Once grant is awarded and contract is signed, grantees can start marketing projects. **Grant funds will be disbursed on a reimbursement basis once invoices are submitted**, toward a draw-down on the grant award amount. Reimbursements will be issued within two weeks of receipt via check.

Projects must be completed by January, 15 2025.



1 BUSINESS INFORMATION



Business Name

Contact Name

Title

Phone Number

Email

Business Type

Business Industry

Physical Address

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Company Principals

Name	Title	% Ownership
Name	Title	% Ownership
Name	Title	% Ownership

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Non-Profits List Board Officers and 0% Ownership.

2 GRANT SUMMARY

Grant Request

Total Project Cost

**This number is not required to be different than the grant request.*

Project Title

Project Overview *Answers must fit in the space with provided formatting.*

Who is the identified target audience for this project? Explain why.



GRANT QUESTIONS

Answers must fit in the space with provided formatting.

How does this project support sustainable tourism?

Consider the "Triple Bottom Line" - People, Place, Profit

What are the anticipated challenges in completing this project or holding this event?

If the project or event is successful, how do you envision supporting it in the future?

Do you have an outstanding grant with TCVA?

Yes

No

If yes, amount of funds remaining to be spent:

4

PROJECT WORK PLAN

The project work plan highlights key objectives of your application, how you plan to achieve them, and how you intend to measure the impacts.

The work plan describes project goals. Each goal further defines the following:

- Budget amount per goal
- Key action steps
- Timeline to complete each step
- Expected outcome for each step
- Evaluation method for each step

Complete the template below. Limited to three goals in the formatting provided. However, not required to use all space provided.



****Total of 'Budget to Complete Goal' entries should equal total on budget!***

Goal #1:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #2:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #3:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

5

PROJECT BUDGET

The project budget ties to the work plan and further describes the costs involved to complete each goal. It is important that the total budget amount align with the project goals. A realistic budget is one of the five areas in which the application is scored. Although not required, seeking quotes to accompany the budget and work plan adds to the reliability of the budget request.

INCOME	
	BUDGET
<i>Tillamook Coast Visitors Association Grant</i>	
OTHER INCOME	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
*Total Income should equal Total Expenses					TOTAL EXPENSES

6

AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

I am an eligible applicant. Applicants must operate in Tillamook County or must serve tourists in Tillamook County and be a business or non-profit engaged in tourism activities.

My project fits within eligible use of tourism funds. Applicants will be required to provide information to TCVA to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300:

1. "Tourism" means economic activity resulting from tourists.
2. "Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:
 - a. Required the person to travel more than 50 miles from the community of residence; or
 - b. Includes an overnight stay.
3. "Tourism promotion" (as it relates to this grant) means any of the following activities:
 - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. Marketing special events and festivals designed to attract tourists.

I agree to enter into a contract with TCVA upon grant approval. TCVA reserves the right to include such additional special conditions or requirements in each contract, as it might deem necessary or desirable to protect the public investment of tax dollars in the project. Furthermore, I agree to provide progress and completion reports as outlined in the grant award letter and grant contract. Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.

I agree to include the Tillamook Coast logo on all print and digital media and/or mention funding support in press releases, radio outlets, etc in relation to funded project. Logo and branding guidelines will be included with grant contract.

I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed. I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'

I agree to provide project management and oversight. Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.

I give permission to TCVA to use my project for public information, promotional, and educational purposes. Applicants understand that the information supplied throughout the course of the project will be used by TCVA to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.

My company has an anti-discrimination policy. The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.

I agree to provide necessary insurance coverage. Applicants are required to provide insurance coverage or event permits required pursuant to the marketing and promotions project.

AUTHORIZATION. I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title



Grant Questions Overview

This document provides you with the questions asked in the Willamette Valley Visitors Association (WVVA) Grant Program application. **Do not use this document as your application.** Applications must be completed online through the WVVA grant management platform.

Applications will open October 21, 2019 and close December 5, 2019 at 5pm.

Overview

- I have read the final grant guidelines
- I plan to apply for two projects
Yes or No
If Yes, please rank this project for level of priority
- I have talked to my local DMO as defined by the grant guidelines about my project.
Yes or No
I spoke with _____.
- Project Title:
- Grant Amount Requested:
- Total Project Costs:
- Entity Name:
- Entity Mailing Address:
- Entity Phone Number:
- Grant Application Contact Name:
- Grant Application Email Address:
- Grant Application Phone Number:
- Grant Project Contact Name:
- Grant Project Email Address:
- Grant Project Phone Number:
- Select which of WVVA's Key Initiatives your project aligns with:
 1. Maximize the economic return on public and private investments in Willamette Valley
 2. Drive off/shoulder season-oriented travel from the Willamette Valley's key domestic and international markets by aligning and optimizing local opportunities (Shoulder/Off season is defined as October-April)
 3. Develop destination-based products that are in concert with the Willamette Valley's natural environment, support the stewardship of the state's resources and its rich history
 4. Tie into one of WVVA's marketing family of brands: Wine, Culture, Food, Family, Outdoors & Farm
 5. Provide strategic industry professional development and training opportunities
- Select tourism region(s) your grant project impacts (select all that apply):



Grant Questions Overview

Clackamas County
Yamhill County
Marion County
Polk County
Linn County
Lane County
Benton County

Narrative Questions- Overview

250 word limit for each response

APPLICATION QUESTIONS

1. Briefly describe your organization.
2. Describe the project and scope of work of which funding is requested. Details should include the primary goals and objectives of the project.
3. Describe the need for your project. (How is this a need of overnight and day visitors to your area?)
4. What is the long-term plan for your project? (speak to the sustainability of the project)
5. How will you measure the success of your project in the short term? Be as specific as possible.
6. How will you measure the success of your project in the long term? Be as specific as possible.
7. Please explain your budget. Is your cash match secured? Clarify line items the grant funds would be spent on.

REQUIRED SUPPORTING DOCUMENTS

- **Grant Budget:** Must use [provided template](#)
- **Grant Timeline:** Project timeline, including benchmark dates outlined in the Grants Guidelines and approximate grant project planning meeting dates, project benchmarks, etc.
- **3 letters of support** (3 Letters is a minimum requirement. DMOs will not provide letters of support as you are required to meet with your DMO before applying)
- **Signage Grants:** you are required to gather and submit letters from all required local, regional or state sign authorities involved demonstrating approval to place signage on their land/property during the timeframe of the grant
- **Marketing projects:** If producing collateral, you must describe your distribution plan, including budgeted costs

[ORGANIZATION]					
[PROJECT TITLE]					
INCOME					
		BUDGET		Actual	
		Cash	In-Kind	Cash	In-Kind
Willamette Valley Visitor Association Matching Grant					
OTHER INCOME					
SUB TOTAL INCOME		\$0.00	\$0.00	\$0.00	\$0.00
TOTAL INCOME		\$0.00		\$0.00	
EXPENSES					
LINE		BUDGET		Actual	
ITEM		Cash	In-Kind	Cash	In-Kind
1					
2					
3					
4					
SUB TOTAL EXPENSES		\$0.00	\$0.00	\$0.00	\$0.00
TOTAL EXPENSES		\$0.00		\$0.00	

COMPLETE "BUDGET" COLUMNS (C & D) ONLY FOR APPLICATION. LEAVE "ACTUAL" COLUMNS (F & G) BLANK FOR GRANT APPLICATION (ONLY USE ONCE AWARD IS MADE TO TRACK ACTUAL INCOME/EXPENSES)

Willamette Heritage Center Bilingual Interpretive Signage					
INCOME					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
Willamette Heritage Center	\$ 4,400.00			\$ 4,400.00	
Willamette Heritage Center Staff time for illustrations & content development (\$24/hr @ 250 hours)		\$ 6,000.00			\$ 6,000.00
Member Donations	\$ 1,000.00			\$ 2,000.00	
Hampton Inn & Suites	\$ 1,000.00				
Travel Oregon Matching Grant	\$ 12,000.00			\$ 12,000.00	
SUB TOTAL INCOME	\$ 18,400.00	\$ 6,000.00		\$ 18,400.00	\$ 6,000.00
TOTAL INCOME	\$ 24,400.00			\$ 24,400.00	
EXPENSES					
	BUDGET			Actual	
	Cash	In-Kind		Cash	In-Kind
Staff time Design of 50 park signs (\$24/hr @ 250 hours)		\$ 6,000.00			\$ 6,000.00
Enter vendor name enter scope of work	\$ 1,600.00			\$ 1,600.00	
Example- Fairfield Sign Company Printed & assembled 50 signs and sign stands	\$ 11,800.00			\$ 11,800.00	
Fairfield Sign Company Installed 50 signs	\$ 5,000.00			\$ 5,000.00	
SUB TOTAL EXPENSES	\$18,400.00	\$6,000.00		\$ 18,400.00	\$ 6,000.00
TOTAL EXPENSES	\$24,400.00			\$24,400.00	