

CITY OF CANNON BEACH (CITY)
TOURISM AND ARTS COMMISSION (TAC)
GUIDELINES FOR ADMINISTRATION OF TOURISM AND ARTS FUND (TAF)

I. PURPOSE:

The purpose of the Tourism and Arts Commission is to see that expenditures from the TAF are used to attract tourists (per the definition of “tourist” in ORS 320.350) to the City through efforts directly related to marketing and enhancing the Arts in Cannon Beach. The TAF proceeds must be utilized in such a manner as to contribute to the development and improvement of the local economy through the enhancement, expansion, support and promotion of tourism and the arts.

II. GENERAL GUIDELINES:

- a) Priority will be given to grant applicants that demonstrate an effort to generate overnight tourists, tourists traveling more than 50 miles from their community of residence, and collaboration with various local businesses and/or non-profit organizations through strategic partnerships to leverage TAF resources being sought.
- b) Use of TAF resources may include but is not limited to: personnel, special events, signage, attractions, owner-occupied facility development, promotional materials and advertising which furthers tourism in the City, specifically overnight tourists and tourists traveling from more than 50 miles from their community of residence, directly benefiting the local economy, the arts and culture, and the image of the City.
- c) Funding for special events is limited to personnel, activities, events, program development or marketing strategies for ongoing events that can be directly related to generating overnight tourists or tourists traveling from more than 50 miles to Cannon Beach, or an annual event with introduction of new or expanded attractions or to sustain an already existing event that meets the above mentioned mission.

III. TIMELINES:

- a) Applications and grant guidelines will be available at City Hall by the first Wednesday in March of each year. The application closing date is the first Wednesday of May and completed applications must be postmarked or hand delivered to City Hall by that date. The review of applications by the TAC will begin after the closing date and awards will be made within 75 days of the closing date.
- b) At the discretion of the TAC, the annual process may include a second application cycle for new projects and programs if funding is available in an amount not to exceed 10% of the budgeted estimate.

IV. DETERMINATION PROCEDURE AND APPLICATION

- a) The TAC will determine the amounts distributed to each organization based on the application. A recipient organization must be a 501(c)3, 501(c)6 or other non profit entity. Proposed uses of TAF grant funds must comply with all current City ordinances and ORS 320.350.
- b) Each application must provide an analysis of the scope, duration, sustainability (if applicable to the project) and potential economic impact on the City. Annual events should demonstrate an effort to achieve future financial stability and sustainability.

- c) Each application must include a description of the project, the target market, the advertising and promotion plan and the evaluation process including how use of the funds is tied to generating tourists and promoting the Arts.
- d) Consideration will be given to projects and programs that are unique, collaborative in nature and consistent with the qualities of Cannon Beach.
- e) Applications will also be judged very carefully on how well the applicant can quantify the number of hotel rooms booked and how many tourists traveled more than 50 miles from their residence as a direct result of the event, in order to comply with the statute.
- f) Annual applications should also include the following: letter from the IRS granting tax-exempt status; board of directors list; detailed project budget depicting both revenues and expenses for each applicable year (if ensuing years contain different budget than the first year); organization's budget for current year; financial statement for most recently completed fiscal year; and a completed and signed application form.
- g) An organization may be denied a TAF award if previously awarded TAF projects have not complied with TAF procedures and guidelines including lack of filing a financial report and/or program evaluation.

V. DISTRIBUTION SCHEDULE AND PROJECT EVALUATIONS

- a) Mid-term and final project evaluations will be required including financial and program information and results. The mid-term evaluation is due March 15 of the fiscal year in which the distributions are made. The final project evaluation is due within 30 days of either the completion of the event or end of the City's fiscal year, whichever occurs first.
- b) The TAF awards will be distributed on a quarterly basis with the first distribution made by November 15th of each City fiscal year and every 3 months thereafter.
- c) While it is the general goal of the TAC to make the annual awards equal to the total amount estimated to be deposited in the TAF, the TAC reserves the right to withhold excess funds. Monies collected in excess of the amount budgeted for grants will be held in reserve and may be used to 1) provide a fund surplus at the end of the fiscal year, 2) cover any future shortfall of the Transient Lodging Tax or 3) support such additional activities and programs recommended by the TAC.

VI. PROJECT REQUIREMENTS

- a) Applicants must be a qualified tax exempt organization.
- b) Priority will be given for events within Cannon Beach during the shoulder and winter tourist season defined as September through June. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350) included as part of the TAF funding request shall be for facilities, events, and projects located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
- c) All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and Tourism and Arts Fund (TAF).

d) The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF funds and misrepresented their application or has not utilized the funds in a manner consistent with their application.

VII. EVALUATION CRITERIA

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

- a) Does the project comply with ORS 320.350 and local ordinances?
- b) What is the economic impact on the City? Will it attract overnight tourists or tourists traveling more than 50 miles from their community of residence?
- c) Does the project enhance the arts or tourism in Cannon Beach?
- d) Is the project feasible?
- e) What resources are available to the applicant and what is the total budget for the project?

All questions should be directed to: City Manager, P.O. Box 368, Cannon Beach, Oregon 97110.

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2020-2121**

Dear Applicant,

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

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

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

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

Now you are ready to fill out the actual application:

7. TAF Application for Funding

Completed applications should be sent to:

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

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

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



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

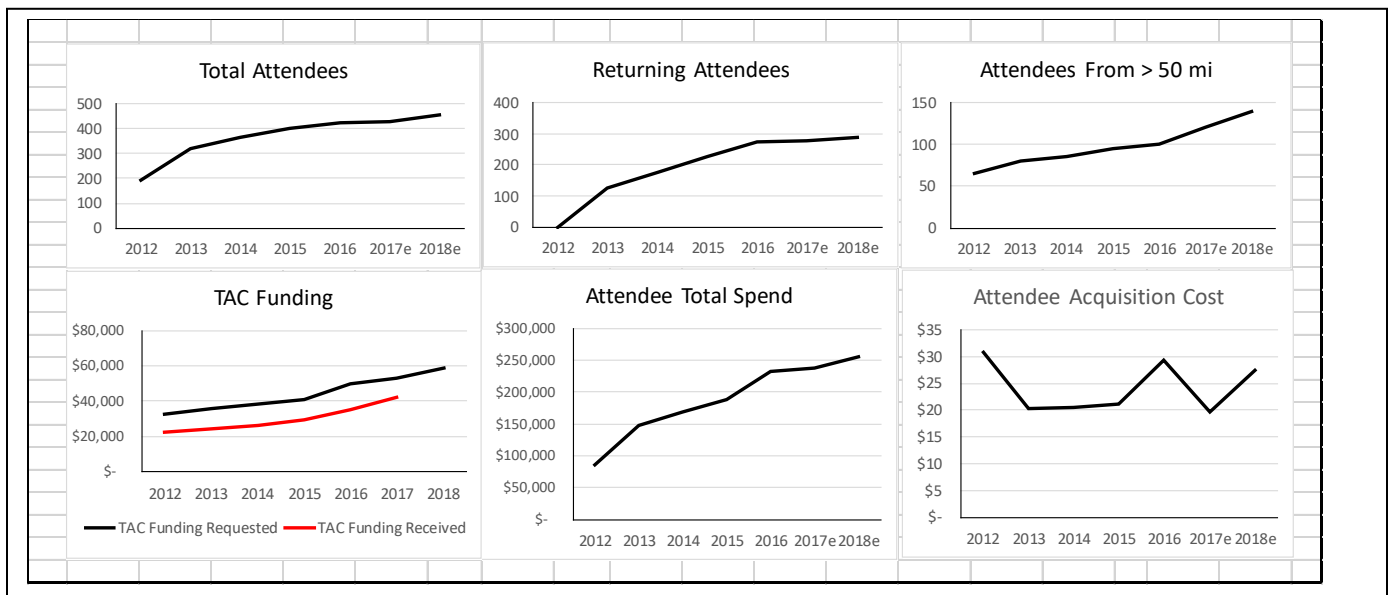
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2021. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City’s fiscal year (June 30, 2021). Future ineligibility will result if evaluation forms are not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

Please note the following

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

Example follows:

Event Metrics Scorecard – ‘event name’



Application for TAC Funding

Contact Information

Organization Name _____

Nonprofit Tax ID #: _____

Address _____

Telephone _____ Website (if applicable) _____

Contact Name _____ Email _____

Name of Event _____

Date of Event _____ Duration of Event _____

Amount of funding you are requesting \$ _____

Amount of funding from TAC you were given last year \$ _____

- 1) What is the nature and purpose of your event? (Please limit to 1 page or less)
- 2) Is this a new event or has it happened before? With or Without TAC funds?
- 3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?
- 4) If this is a repeat event how many room nights did the event generate the previous year?
- 5) Do you have a collaboration plan with the Chamber of Commerce or another non-profit or your own volunteers to do an accurate and credible survey of hospitality venues when your event is over, in order to determine how many overnight stays from people living more than 50 miles away your event generated?
- 6) What is the total budget for your event? Please attach a detailed budget to this application.
- 7) What is the percentage of your budget you are asking for from TAC?

- 8) If the funding requested is not for an event, how will it be used?
- 9) Are you seeking other sources of funding?
- 10) What is your marketing plan?
- 11) What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words, do you have a well thought out plan of action to accomplish your event?
- 12) Please describe how this event will enhance the arts and attract tourists to Cannon Beach.
- 13) Do you plan to do this event every year and if so, when do you feel it would no longer need TAC Funding and be self-sufficient if ever?

**** Make sure your event is in compliance with the requirements of ORS 320.350**

Acknowledgment

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

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

Signature

Date

Print Name and Title

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

Application Criteria

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

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

Evaluation Criteria

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

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

Application Checklist and Receipt for TAF Funding Request

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

_____	Receipt of Ordinance 10-06
_____	Receipt of Ordinance 15-01
_____	Receipt of ORS 320.350
_____	Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines
_____	Receipt of Tourism and Arts Funding (TAF) Award Agreement
_____	Receipt of City Permitted Event Application
_____	Receipt of W-9 form

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

- _____ Completed application form, signed by an authorized representative of the organization
- _____ Copy of Board of Directors list
- _____ A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed
- _____ A line-item budget for proposed program/project
- _____ A copy of line-item organizational budget for the current fiscal year
- _____ A financial statement for the most recent fiscal year
- _____ Evaluation for last TAF award received, if applicable
- _____ W-9 for City of Cannon Beach Finance Department (if applying for the first time)
- _____ A copy of the City Permitted Event Application (if city property (streets, parks etc. will be used)
- _____ Metrics Addendum
- _____ Initialed copy of this Application Checklist and Receipt
- _____ **All information is on white 8 ½” x 11” sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.

City of Cannon Beach

Tourism and Arts Funding (TAF) Award Agreement

I. TAF Project Title:

TAF Recipient:

Execution of this document by authorized city officials constitutes a legal agreement between the City of Cannon Beach (City) and _____(TAF Recipient or Recipient).

The TAF Award project is

The TAF Award description is

This Agreement incorporates by reference the TAF Recipient's application for a Tourism and Art Funding submitted to the City of Cannon Beach, through the Tourism and Arts Commission, dated , and attached hereto as Exhibit A.

The Cannon Beach City Council approved an award of \$ _____(TAF Funds) of the \$ requested.

The TAF Recipient's assurances are part of the consideration for all financial assistance given by the City. The City shall have the right to seek judicial enforcement of these assurances, which are binding on the Recipient, its successors, transferees, and assignees.

II. TAF Recipient Responsibilities. The Recipient warrants and assures as follows:

1. That it is a recognized nonprofit tax exempt organization under IRS 501(c)3 or 501(c)6 with authority in its bylaws to undertake activities including the TAF project.
2. That it possesses legal authority to accept the financial award. A resolution, motion or similar action has been duly adopted by the recipient's governing body, authorizing the application and identifying an official (nonprofit chairperson) authorized to act in connection with the application.
3. That funds paid by the City shall be expended only for the TAF project set out above. The Recipient shall comply with the audit and reporting requirements established by the City's Tourism and Arts Commission.
4. That all records required by audit guidelines shall be kept for seven (7) years and be available to the City, the Secretary of State of the State of Oregon and their authorized agents or auditors upon request.
5. That Recipient shall comply with all applicable laws and regulations associated with the spending of such Tourism and Arts (TAF) Funds, including but not limited to ORS 320.300

to ORS 320.350, City of Cannon Beach City Council approved TAF Guidelines, and City of Cannon Beach Ordinance 10-06.

6. That all funds must be spent and the project finished by the date specified in the TAF Application. Any changes to the project completion dates, or extensions, must be submitted to the Tourism and Arts Commission through a formal, written request by the TAF Applicant to the Tourism and Arts Commission for authorization.
7. That Mid-Term Evaluations must be received by City no later than March 15th.
8. That Final Evaluations must be received by City within thirty (30) days after the project completion or thirty (30) days after the city fiscal year, whichever comes first, in order for the application to remain in compliance.
9. That Recipient shall submit progress reports and/or other documentation associated with the TAF award to the Tourism and Arts Commission as requested.
10. That any TAF Award funds not used on the project be immediately returned to the City upon project completion.
11. That if at any time after City remits funds under Section III, Recipient determines it is not able or willing to pursue or complete the TAF award project, without any notice required of City, Recipient shall immediately return to City all TAF Funds not yet expended along with an accounting of all expended and unexpended TAF Funds.
12. That all information submitted to City, including but not limited to Recipient's TAF application and evaluations, is public record and subject to disclosure as allowed by law under ORS Chapter 192.

III. City Responsibilities. The City warrants as follows:

1. After execution of this Agreement, the City will release to the Recipient on a quarterly basis the authorized percentage of the TAF Funds approved in the award.
2. The quarterly distributions will be made in the following months: November, February, May, and August.
3. The amount of Tourism and Arts funds to be used to pay said award is entirely dependent upon the amount of lodging tax the City collects each quarter. Thereby, if there is a significant decrease in lodging tax collected, the Recipient's TAF award will be decreased as a result.

IV. General Provisions

1. This Agreement may be terminated at any time by mutual consent of both parties.
2. The City may terminate this Agreement effective upon delivery of written notice to the Recipient if there is a change in federal, state or local laws, rules, regulations or guidelines rendering the TAF project ineligible for funding.
3. The City, by written notice to Recipient, may terminate the whole or any part of this Agreement if any of the following occurs:
 - a. Recipient defaults in the performance of any of its warranties or agreements contained herein or in the application; or
 - b. Any representation made by the Recipient in the application, budget, or any other documents or reports relied upon by the City in awarding the TAF award or as used to measure progress on the project and by the Recipient, are untrue in any material respect.
4. If this Agreement is terminated for any reason, Recipient shall immediately return to City all TAF Funds not yet expended along with an accounting of all expended and unexpended TAF Funds.
5. No failure on the part of the City to exercise any right, power, or privilege under this Agreement shall constitute a waiver, nor shall any single or partial exercise preclude any other or further exercise of any such right, power, or privilege under this Agreement.
6. All notices, requests, demands, and other communication to or upon the parties shall be in writing and shall be deemed to have been duly given or made when deposited in the US mail, addressed to the parties at the addresses below or such other address of which a party shall have notified in writing the other party.

If to the City:

City Manager
City of Cannon Beach
P.O. Box 368
163 E. Gower
Cannon Beach, OR 97110
Phone (503) 436-8050
Fax (503) 436-8041
TTY (503) 436-8097

If to the Recipient:

Name:
Address:
PO Box

Cannon Beach, OR 97110
Phone (____) ____-_____

7. This Agreement may not be waived or altered without written consent of both parties.
8. The prevailing party in any dispute arising from the agreement shall be entitled to recover from the other reasonable attorney's fees and costs.

9. TAF Award recipient shall, to the extent permitted by the Oregon Constitution, and applicable statutes, save and hold harmless the City and its officers, employees and agents from all claims, suits, or actions of whatsoever nature resulting from or arising out to the activities of the Recipient or its subcontractors, agents, volunteers or employees in connection with this Agreement. This includes any claims pursuant to ORS 320.300 to ORS 320.350.
10. This Agreement constitutes the entire agreement between the parties. There are no understandings, agreements or representations, oral or written, not specified herein regarding this agreement. Any waiver or consent, if made, shall be effective only in the specific instance and for the specific purpose given.
11. Recipient shall comply with all applicable federal, state and local laws, rules and regulations, including, but not limited to, the requirements concerning working hours, overtime, medical care, workers' compensation insurance, health care payments, payments to employees and subcontractors, income tax withholding contained in ORS Chapters 279A and 279B, the provisions of which are hereby made a part of this Agreement.

Recipient, by execution of this Agreement, hereby acknowledges that the Recipient has read this agreement, understands it, and agrees to be bound by its terms and conditions.

City of Cannon Beach:

By: _____
City Manager
City of Cannon Beach, Oregon

Date: _____

TAF Award Recipient:

Signature: _____

Print Name: _____

Organization: _____

Phone Number: _____

Title: _____

Date: _____

Email: _____

BEFORE THE COMMON COUNCIL OF THE CITY OF CANNON BEACH

FOR THE PURPOSE OF AMENDING THE)	ORDINANCE NO. 10-06
MUNICIPAL CODE, CHAPTER 3, TO)	
INCREASE THE AMOUNT OF THE)	
TRANSIENT LODGING TAX FROM SIX)	
PERCENT (6%) TO SEVEN PERCENT (7%);)	
THE LOCAL TRANSIENT ROOM (LODGING))	
TAX IN ACCORDANCE WITH OREGON)	
REVISED STATUTES 320.300 TO 320.350)	

WHEREAS the Cannon Beach Municipal Code Chapter 3.12 creates and implements a local transient room (lodging) tax in accordance with Oregon Revised Statutes 320.300 to 320.350;

WHEREAS the Cannon Beach City Council desires to increase the amount of the transient lodging tax from six percent (6%) to seven percent (7%);

WHEREAS the Oregon Revised Statutes Chapter 320 specifies that no less than 70% of the 1% increase must be dedicated to tourism and tourism related facilities and that no more than 30% of the increase may be dedicated to fund City services;

WHEREAS the City Council desires that the intended purpose of 70% of the 1% increase is to develop and support events and attractions that enhance tourism, in accordance with ORS 320.300 and 320.350, specifically tourists staying overnight in or traveling distances greater than 50 miles to Cannon Beach, and with additional emphasis given to tourism tied to the arts community of Cannon Beach;

WHEREAS 70% of the 1% increase would be collected and maintained in a fund entitled the "Tourism and Arts Fund";

WHEREAS a City Committee, the "Cannon Beach Tourism and Arts Commission", is created to develop grant guidelines and procedures to distribute and account for the monies in the "Tourism and Arts Fund" and that these procedures and any subsequent changes to the procedures be presented for approval to the City Council before implementation of such procedures;

WHEREAS the intent is to distribute monies in the Tourism and Arts Fund on a quarterly basis with the first distribution to be made to the recipients during November of each year with ensuing distributions during February, May and August;

WHEREAS the recipients of the Tourism and Arts Fund understand that the level of funding may fluctuate on a quarterly basis due to the fact that the amount of money in the Fund is entirely dependent upon the amount of tax revenue collected on a quarterly basis from the Lodging Tax;

WHEREAS it is the expectation of the Council that all recipients of the monies from the Tourism and Arts Fund exemplify accountability and transparency in all matters related to the application of these funds, further it is imperative that the recipients demonstrate to the Tourism and Arts Commission that they are in compliance with the State statute (ORS Chapter 320), City Ordinance and local rules related to the use of these funds;

WHEREAS the Tourism and Arts Commission shall present for approval to the City Council their recommendations as to grant recipients and amounts of such grants from the Tourism and Art Fund before final awards and distributions are made;

WHEREAS the Council recognizes the need for the recipients of these funds to rely upon funding from year to year; therefore, applicants may apply for multi-year grants contingent upon the Tourism and Arts Commission's annual review of the recipient's application and use of the funding to ensure compliance with the State statute (ORS Chapter 320), City Ordinance and local rules related to the use of the funds; and

WHEREAS the Cannon Beach Tourism and Arts Commission shall be comprised of a total of five (5) voting members. Each member shall have experience in one or more of the following areas: public relations, marketing, advertising, tourism, lodging, promotions, events promotion and/or publicity.

NOW, THEREFORE, the City of Cannon Beach does ordain as follows:

Section 1. Amend the Municipal Code, 3.12.020 Tax imposed, to read as follows:

A. As of July 1, 2010 a transient shall pay a tax in the amount of seven percent for the privilege of occupancy in a hotel in the city. The tax constitutes a debt owed by the transient to the city and the debt is extinguished only when the tax is remitted by the operator to the city. The transient shall pay the tax to the operator at the time rent is paid. The operator shall enter the tax into the record when rent is collected if the operator keeps records on the accrual accounting basis. If the rent is paid in installments, a proportionate share of the tax shall be paid by the transient to the operator with each installment. In all cases, rent is paid or charged for occupancy shall exclude the sale of goods, services or commodities. (Ord. 91-8 § 1: Ord. 86-5 § 1: Ord. 83-21 §2)

B. Such tax increase shall not apply to reservations for lodging in the City of Cannon Beach made prior to the passage of this Ordinance. Reservations made prior to the passage of the Ordinance by the City Council are exempt from the 1% lodging tax increase; however, such tax increase shall apply to all reservations made after the date of passage of the Ordinance.

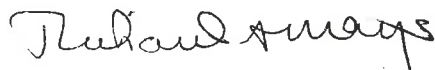
C. Pursuant to ORS 320.350, 70% of the net proceeds from the additional 1% of the transient lodging tax shall be used for the purposes described in ORS 320.350 (5)(a) or (c) which states that such funds shall be used for tourism promotion or tourism related facilities. Pursuant to ORS 320.350 (5)(A)(6), 30% of the net proceeds from the increased lodging tax may be used by the City for funding City services.

ADOPTED by the Common Council of the City of Cannon Beach this 4th day of May, 2010, by the following roll call vote:

YEAS:	Councilors Steidel, Giasson, Cadwallader and Mayor Morgan
NAYS:	None
EXCUSED:	None


Mike Morgan, Mayor

Attest:


Richard A. Mays, City Manager

Approved as to Form:


Tamara Herdener, City Attorney

**Tourism and Arts Fund Recipient Evaluation
FY 2020-2021**

☐ **Mid Term**

☐ **Final**

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City **within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first.** For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 ½" x 11" sheets as necessary.

Program/Project Title

Evaluator Name/Position _____ **Date** _____

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of “heads in beds” or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- b. Describe what could be done differently in the future to improve the program/event/project.

3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.



BEFORE THE COMMON COUNCIL OF THE CITY OF CANNON BEACH

FOR THE PURPOSE OF AMENDING MUNICIPAL) ORDINANCE NO. 10-07
CODE, CHAPTER 2, TO ESTABLISH A CITY)
TOURISM AND ARTS COMMISSION,)
ESTABLISHING RULES AND REGULATIONS)
FOR ITS GOVERNANCE AND PRESCRIBING)
THE POWERS AND DUTIES OF SAID TOURISM)
AND ARTS COMMISSION)

The City of Cannon Beach does ordain as follows:

Chapter 2.32 Tourism and Arts Commission

Section 1. 2.32.010 Created.

Chapter 2.32 hereby creates a Tourism and Arts Commission herein after referred to as "Commission".

Section 2. 2.32.020 Powers and duties.

The powers and duties of the Commission shall include the following:

A. Develop rules and procedures regulating the distribution of the Tourism and Arts Fund which is comprised of 70% of the 1% lodging tax increase effective July 1, 2010 so that the distribution and application of this Fund are in accordance with Oregon Revised Statute 320 such that the funds must be dedicated to tourism and tourism related facilities. Such rules and procedures must be approved by the City Council and any future changes to such rules shall also receive City Council approval. The Commission shall ensure the proper implementation of such Statute and the directives of the Ordinance passed by the City Council when adopting the 1% lodging tax increase;

B. Monitor the distribution of the Tourism and Arts Fund (TAF) such that the proper amounts are distributed to the recipients on a quarterly basis;

C. Monitor and examine with the intent to verify the organization's use of the grant funds in conformance with stated requirements on an annual basis or more frequently as the Commission deems appropriate.

D. Once the TAC has made the final decisions as to how the TAF will be allocated, this information shall be presented to the City Council for review and approval.

E. The decisions of the TAC are appealable to the City Council.

F. Perform other functions as directed by the Council.

Section 3. 2.32.030 Membership.

The Commission shall consist of five (5) voting members.

Section 4. 2.32.040 Appointment—Term.

A. Members of the Commission shall be appointed by the council.

B. Initially, two of the positions shall have a three-year term, two of the positions shall have

a two-year term, and one of the positions shall have a one-year term. Thereafter, all terms shall be for three years. All vacancies occurring on the Commission shall be filled by the council for the unexpired term of the predecessor in office.

C. No Commission member shall serve more than six consecutive years, but any person may be reappointed to the Commission after an interval of one year.

D. Each member shall have experience in one or more of the following areas: public relations, marketing, advertising, tourism, lodging, promotions, events promotion and/or publicity.

E. Each member of the Commission shall conform to the requirements of the Municipal Code, Section 2.04.010, Requirements for Appointment, or, in the alternative, the member shall work, at least part-time, within the City of Cannon Beach.

Section 5. 2.32.050 Rules and regulations—Meetings.

A. A majority of the members of the Commission constitute a quorum. The Commission may make and alter rules and regulations for its governance consistent with the laws of the State of Oregon, the city charter and any applicable ordinances and with the approval of the City Council.

B. The Commission shall meet at such times and places as may be fixed by the Commission and provisions shall be made for recording the proceedings of the Commission.

Section 6. 2.32.060 Officer Election.

At its first meeting each calendar year, the Commission shall elect a chair and a vice-chair.

Section 7. 2.32.070 Removal from office.


A member of the Commission may be removed by the city council, after a hearing, for misconduct or the nonperformance of duty. A member who is absent for three meetings in a calendar year, without an approved excuse, is presumed to be in nonperformance of duty and the council shall declare the position vacant unless it finds otherwise following a hearing.

Section 8. 2.32.080 Compensation.

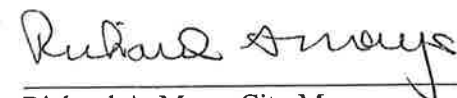
Commission members shall receive no compensation but shall be reimbursed for authorized expenses.

ADOPTED by the Common Council of the City of Cannon Beach this 4th day of May, 2010, by the following roll call vote:

YEAS:	Councilors Steidel, Giasson, Cadwallader and Mayor Morgan
NAYS:	None
EXCUSED:	None


Mike Morgan, Mayor

Attest:


Richard A. Mays, City Manager

Approved as to Form:


Tamara Herdener, City Attorney

BEFORE THE COMMON COUNCIL OF THE CITY OF CANNON BEACH

FOR THE PURPOSE OF AMENDING) ORDINANCE NO. 15-01
MUNICIPAL CODE, CHAPTER 2, TO AMEND)
ORDINANCE 10-07: ESTABLISH A CITY)
TOURISM AND ARTS COMMISSION,)
ESTABLISHING RULES AND REGULATIONS)
FOR ITS GOVERNANCE AND PRESCRIBING)
THE POWERS AND DUTIES OF SAID TOURISM)
AND ARTS COMMISSION)

The City of Cannon Beach does ordain as follows:

Chapter 2.32 Tourism and Arts Commission

Section 1. 2.32.010 Created.

Chapter 2.32 hereby creates a Tourism and Arts Commission herein after referred to as "Commission".

Section 2. 2.32.020 Powers and duties.

The powers and duties of the Commission shall include the following:

A. Develop rules and procedures regulating the distribution of the Tourism and Arts Fund which is comprised of 70% of the 1% lodging tax increase effective July 1, 2010, so that the distribution and application of this Fund are in accordance with Oregon Revised Statute 320 such that the funds must be dedicated to tourism and tourism related facilities. Such rules and procedures must be approved by the City Council and any future changes to such rules shall also receive City Council approval. The Commission shall ensure the proper implementation of such Statute and the directives of the Ordinance passed by the City Council when adopting the 1% lodging tax increase;

B. Monitor the distribution of the Tourism and Arts Fund (TAF) such that the proper amounts are distributed to the recipients on a quarterly basis;

C. Monitor and examine with the intent to verify the organization's use of the grant funds in conformance with stated requirements on an annual basis or more frequently as the Commission deems appropriate.

D. Once the Commission has made the final decisions as to how the TAF will be allocated, this information shall be presented to the City Council for review and approval.

E. The decisions of the Commission are appealable to the City Council.

F. Perform other functions as directed by the Council.

Section 3. 2.32.030 Membership.

The Commission shall consist of seven (7) voting members.

Section 4. 2.32.040 Appointment—Term.

A. Members of the Commission shall be appointed by the City Council to serve four (4) year terms.

B. All vacancies occurring on the Commission shall be filled by approval of the Council for the unexpired term of the predecessor in office.

C. No Commission member shall serve more than eight consecutive years, but any person may be reappointed to the Commission after an interval of one year.

D. Each member shall have experience in one or more of the following areas: public relations, marketing, advertising, tourism, lodging, promotions, events promotion, art, and/or publicity.

E. Each member of the Commission shall conform to the requirements of the Municipal Code, Section 2.04.010, Requirements for Appointment, or, in the alternative, the member shall work, at least part-time, within the City of Cannon Beach.

Section 5. 2.32.050 Rules and regulations—Meetings.

A. A majority of the members of the Commission constitute a quorum. The Commission may make and alter rules and regulations for its governance consistent with the laws of the State of Oregon, the city charter and any applicable ordinances and with the approval of the City Council.

B. The Commission shall meet at such times and places as may be fixed by the Commission and provisions shall be made for recording the proceedings of the Commission.

Section 6. 2.32.060 Officer Election.
At its first meeting each calendar year, the Commission shall elect a chair and a vice-chair.

Section 7. 2.32.070 Removal from office.

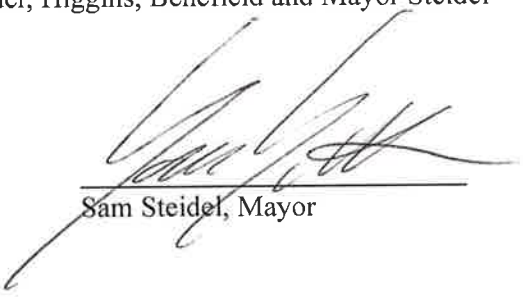
A member of the Commission may be removed by the city council, after a hearing, for misconduct or the nonperformance of duty. A member who is absent for three meetings in a calendar year, without an approved excuse, is presumed to be in nonperformance of duty and the council shall declare the position vacant unless it finds otherwise following a hearing.

Section 8. 2.32.080 Compensation.

Commission members shall receive no compensation but shall be reimbursed for authorized expenses.


ADOPTED by the Common Council of the City of Cannon Beach this 6th day of January, 2015,
by the following roll call vote:

YEAS:	Councilors Cadwallader, Higgins, Benefield and Mayor Steidel
NAYS:	None
EXCUSED:	Councilor Vetter



Sam Steidel, Mayor

Attest:



Brant Kucera, City Manager

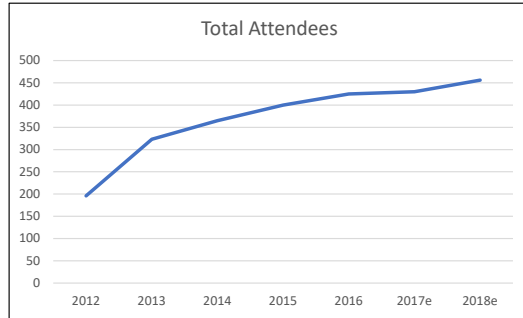
Approved as to Form:



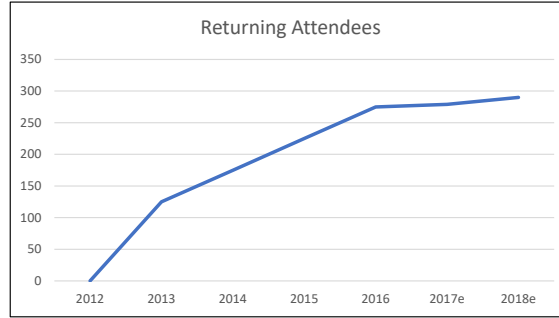
Tamara Herdener, City Attorney

NOTE-Please input event data in the yellow cells

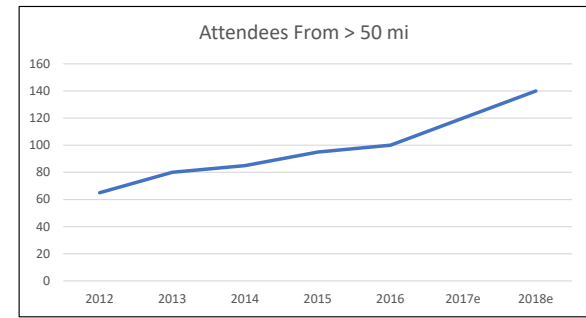
	2012	2013	2014	2015	2016	2017e	2018e
Total Attendees	196	323	365	400	425	430	456



	2012	2013	2014	2015	2016	2017e	2018e
Returning Attendees	0	125	175	225	275	279	290

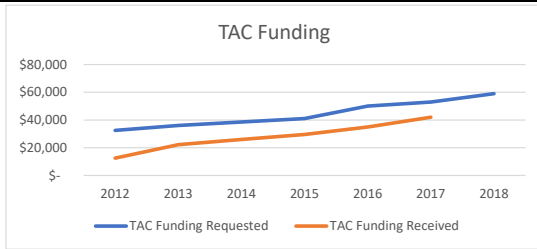


	2012	2013	2014	2015	2016	2017e	2018e
Attendees From > 50 mi	65	80	85	95	100	120	140

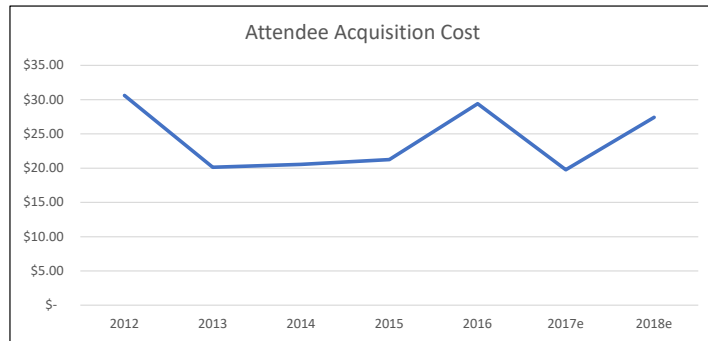


NOTE-Please input event data in the yellow cells

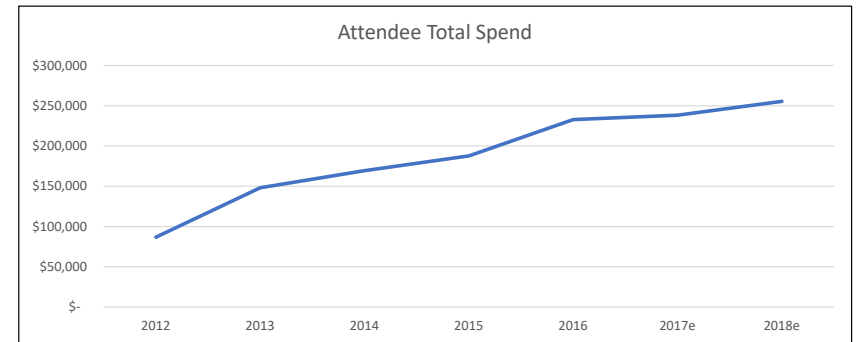
	2012	2013	2014	2015	2016	2017	2018
TAC Funding Requested	\$ 32,500	\$ 36,000	\$ 38,500	\$ 41,000	\$ 50,000	\$ 53,000	\$ 59,000
TAC Funding Received	\$ 12,500	\$ 22,250	\$ 26,000	\$ 29,520	\$ 35,000	\$ 42,000	



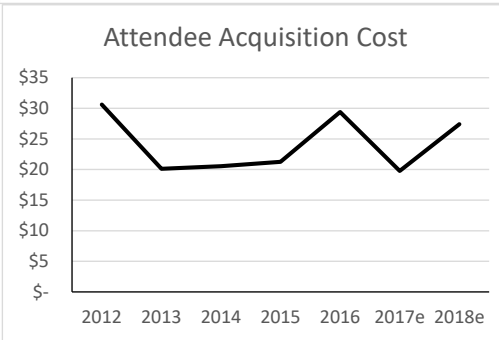
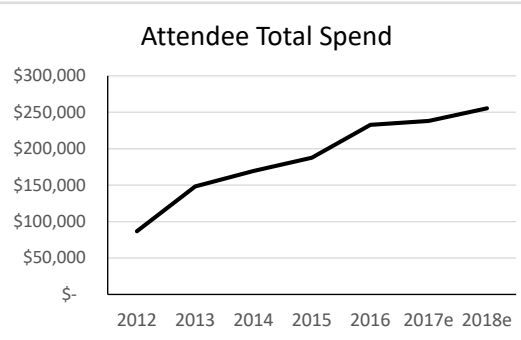
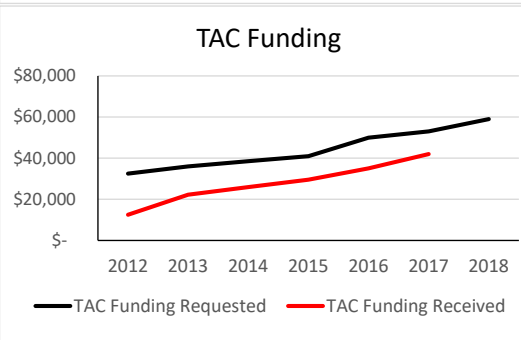
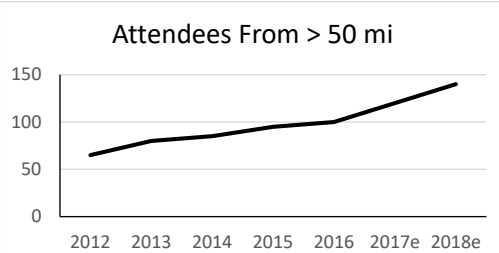
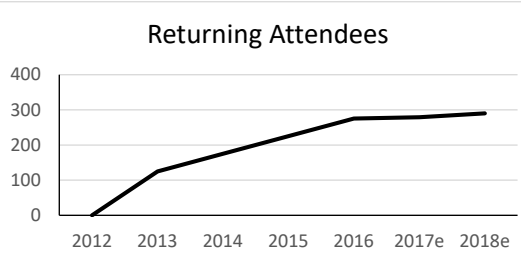
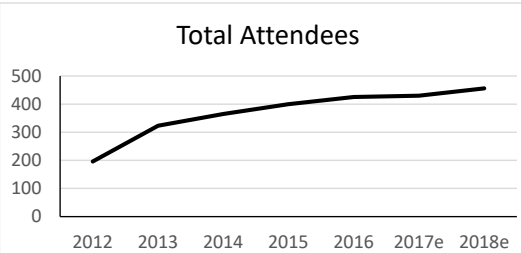
	2012	2013	2014	2015	2016	2017e	2018e
Marketing Expense	\$ 6,000	\$ 6,500	\$ 7,500	\$ 8,500	\$ 12,500	\$ 8,500	\$ 12,500
Total Attendees	196	323	365	400	425	430	456
Attendee Acquisition Cost	\$ 30.61	\$ 20.12	\$ 20.55	\$ 21.25	\$ 29.41	\$ 19.77	\$ 27.41



Average Attendee Spend	2012	2013	2014	2015	2016	2017e	2018e
Room Rental (Clatsop)	\$ 82	\$ 84	\$ 86	\$ 87	\$ 88	\$ 89	\$ 90
Other Spending-est.	\$ 258	\$ 269	\$ 271	\$ 274	\$ 277	\$ 280	\$ 283
Total	\$ 340	\$ 353	\$ 357	\$ 361	\$ 365	\$ 369	\$ 373
Avg Attendee Day Stays	1.30	1.30	1.30	1.30	1.50	1.50	1.50
Total Attendees	196	323	365	400	425	430	456
Total Day Stays	254.8	419.9	474.5	520.0	637.5	645.0	684.0
	2012	2013	2014	2015	2016	2017e	2018e
Attendee Total Spend	\$ 86,695	\$ 148,200	\$ 169,324	\$ 187,718	\$ 232,780	\$ 238,195	\$ 255,436



Events Metrics Scorecard- EVENT NAME



320.350 Tax moratorium; exceptions; uses of revenues. (1) A unit of local government that did not impose a local transient lodging tax on July 1, 2003, may not impose a local transient lodging tax on or after July 2, 2003, unless the imposition of the local transient lodging tax was approved on or before July 1, 2003.

(2) A unit of local government that imposed a local transient lodging tax on July 1, 2003, may not increase the rate of the local transient lodging tax on or after July 2, 2003, to a rate that is greater than the rate in effect on July 1, 2003, unless the increase was approved on or before July 1, 2003.

(3) A unit of local government that imposed a local transient lodging tax on July 1, 2003, may not decrease the percentage of total local transient lodging tax revenues that are actually expended to fund tourism promotion or tourism-related facilities on or after July 2, 2003. A unit of local government that agreed, on or before July 1, 2003, to increase the percentage of total local transient lodging tax revenues that are to be expended to fund tourism promotion or tourism-related facilities, must increase the percentage as agreed.

(4) Notwithstanding subsections (1) and (2) of this section, a unit of local government that is financing debt with local transient lodging tax revenues on November 26, 2003, must continue to finance the debt until the retirement of the debt, including any refinancing of that debt. If the tax is not otherwise permitted under subsection (1) or (2) of this section, at the time of the debt retirement:

(a) The local transient lodging tax revenue that financed the debt shall be used as provided in subsection (5) of this section; or

(b) The unit of local government shall thereafter eliminate the new tax or increase in tax otherwise described in subsection (1) or (2) of this section.

(5) Subsections (1) and (2) of this section do not apply to a new or increased local transient lodging tax if all of the net revenue from the new or increased tax, following reductions attributed to collection reimbursement charges, is used consistently with subsection (6) of this section to:

(a) Fund tourism promotion or tourism-related facilities;

(b) Fund city or county services; or

(c) Finance or refinance the debt of tourism-related facilities and pay reasonable administrative costs incurred in financing or refinancing that debt, provided that:

(A) The net revenue may be used for administrative costs only if the unit of local government provides a collection reimbursement charge; and

(B) Upon retirement of the debt, the unit of local government reduces the tax by the amount by which the tax was increased to finance or refinance the debt.

(6) At least 70 percent of net revenue from a new or increased local transient lodging tax shall be used for the purposes described in subsection (5)(a) or (c) of this section. No more than 30 percent of net revenue from a new or increased local transient lodging tax may be used for the purpose described in subsection (5)(b) of this section.

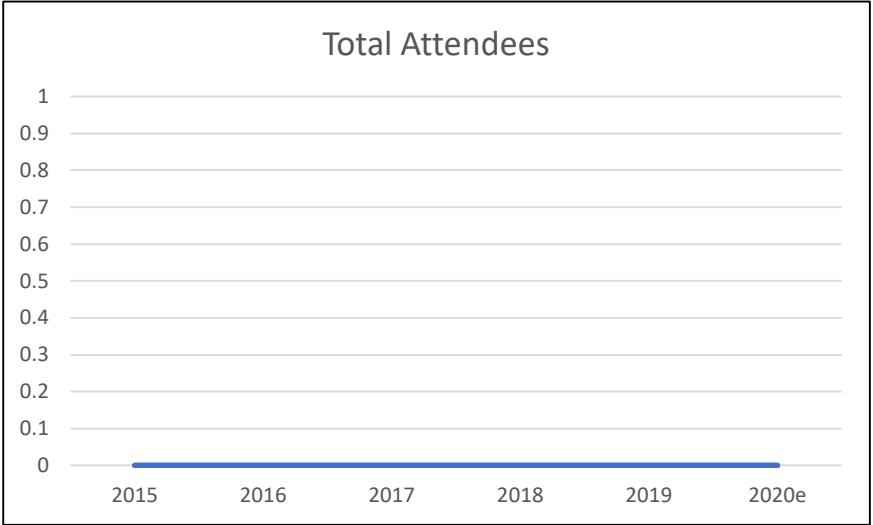
(7)(a)(A) A local transient lodging tax must be computed on the total retail price, including all charges other than taxes, paid by a person for occupancy of the transient lodging.

(B) The total retail price paid by a person for occupancy of transient lodging that is part of a travel package may be determined by reasonable and verifiable standards from books and records kept in the ordinary course of the transient lodging tax collector's business.

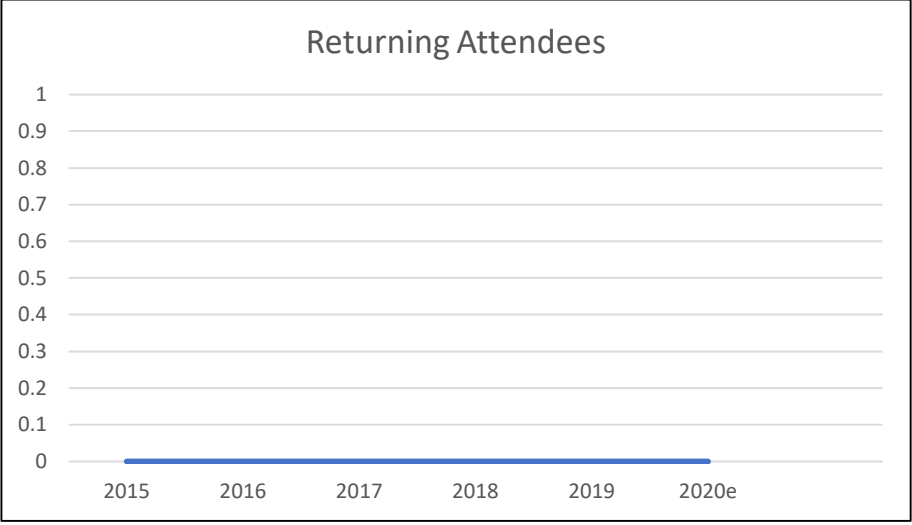
(b) The tax shall be collected by the transient lodging tax collector that receives the consideration rendered for occupancy of the transient lodging. [2003 c.818 §11; 2013 c.610 §10]

NOTE-Please input event data in the yellow cells

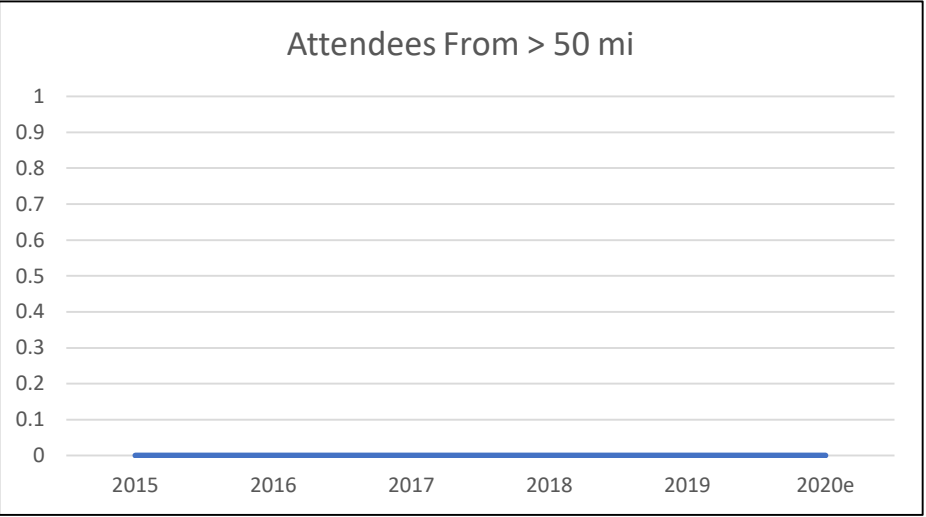
	2015	2016	2017	2018	2019	2020e
Total Attendees	0	0	0	0	0	0



	2015	2016	2017	2018	2019	2020e
Returning Attendees	0	0	0	0	0	0

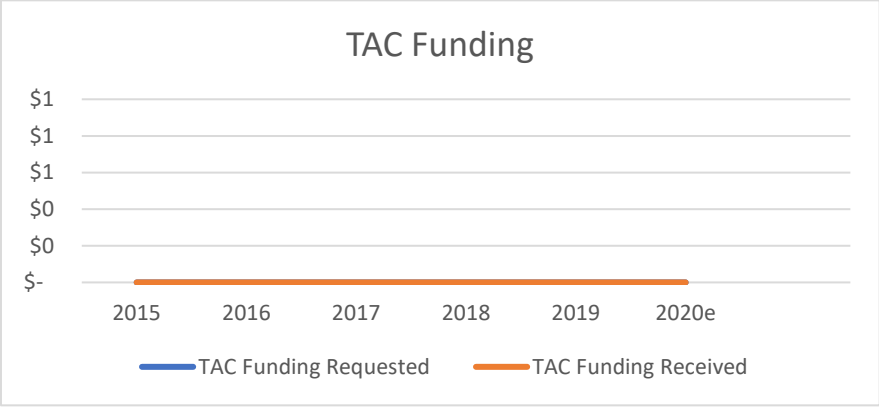


	2015	2016	2017	2018	2019	2020e
Attendees From > 50 mi	0	0	0	0	0	0

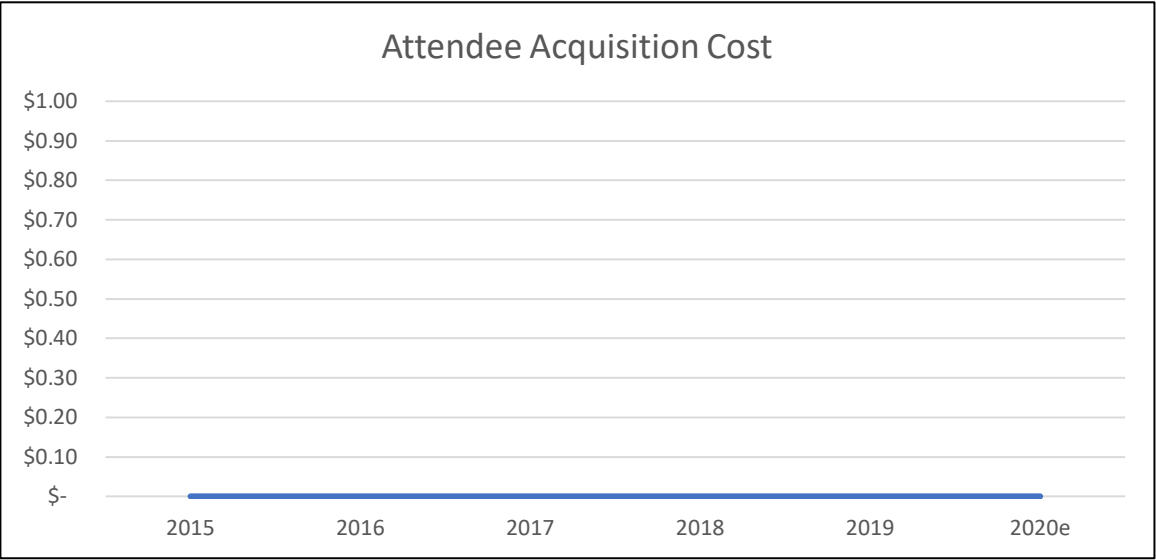


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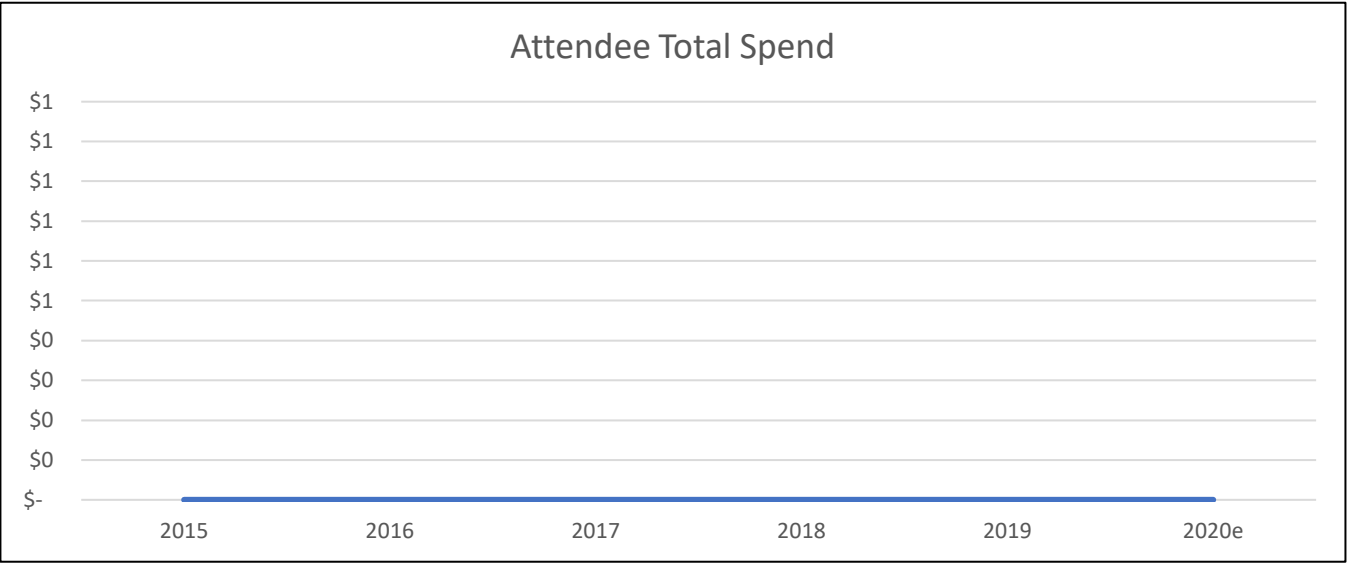
	2015	2016	2017	2018	2019	2020e
TAC Funding Requested	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
TAC Funding Received	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



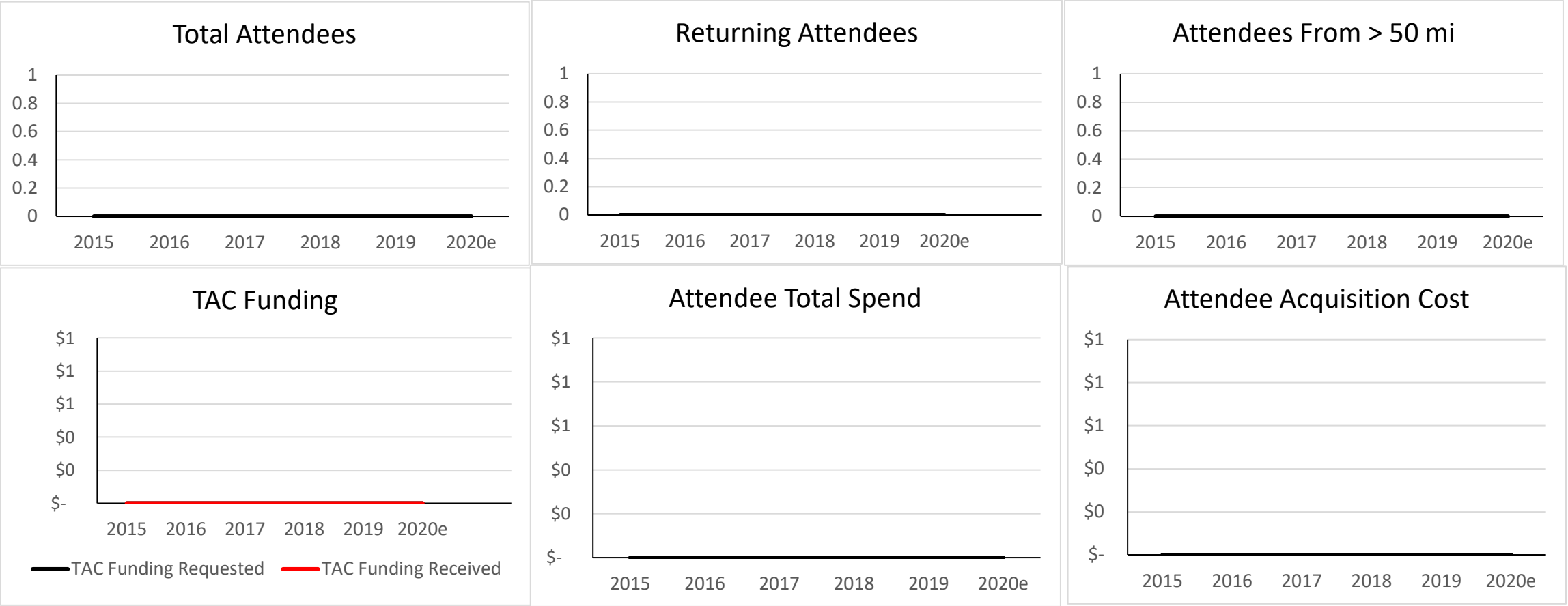
	2015	2016	2017	2018	2019	2020e
Marketing Expense	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Total Attendees	0	0	0	0	0	0
Attendee Acquisition Cost	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



Average Attendee Spend	2015	2016	2017	2018	2019	2020e
Room Rental (Clatsop)	\$ 191	\$ 202	\$ 209	\$ 215	\$ 220	\$ 227
Other Spending-est.	\$ 277	\$ 280	\$ 285	\$ 288	\$ 289	\$ 291
Total	\$ 468	\$ 482	\$ 494	\$ 503	\$ 509	\$ 518
Avg Attendee Day Stays	-	-	-	-	-	-
Total Attendees	0	0	0	0	0	0
Total Day Stays	-	-	-	-	-	-
Attendee Total Spend	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -



Events Metrics Scorecard- EVENT NAME



EVALUATION CRITERIA ADDENDUM

Please provide the following data in simple line chart format for the past five years, if possible and provide estimated data for the upcoming year/event.

When you open the “TAC Event Metrics excel spreadsheet, you will find 3 tabs:

- Input-Attendee Data
- Input-Financial Data
- Results Scorecard

You are only asked to insert your event’s information into the yellow cells of the two “input pages”. All other cells are locked and will not accept data. When you put your event’s data into the spreadsheet(s), the charts will automatically adjust to reflect your information.

On the “Results Scorecard” page, please change the “Event Name” heading to reflect your information. You do not input any data on the Results Scorecard page, as the charts on this page will also automatically adjust to display the data you added on the “Input” pages.

Please print the “Results Scorecard” page and include this page as part of your submission packet.

Request for Taxpayer Identification Number and Certification

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

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input type="checkbox"/> Other (see instructions) ▶ _____	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small>
	5 Address (number, street, and apt. or suite no.)	Requester's name and address (optional) CITY OF CANNON BEACH PO BOX 368 CANNON BEACH, OR 97110
	6 City, state, and ZIP code	
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN) Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see <i>How to get a TIN</i> on page 3. Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.	Social security number [][][] - [][] - [][][][][] or Employer identification number [][] - [][][][][][][]
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Part II Certification Under penalties of perjury, I certify that: 1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and 2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and 3. I am a U.S. citizen or other U.S. person (defined below); and 4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct. Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.	Signature of U.S. person ▶ _____ Date ▶ _____
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General Instructions

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

Future developments. Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at www.irs.gov/fw9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

- Form 1099-C (canceled debt)

- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding? on page 2.

By signing the filled-out form, you:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
2. Certify that you are not subject to backup withholding, or
3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
4. Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.

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

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

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

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

In the cases below, the following person must give Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States:

- In the case of a disregarded entity with a U.S. owner, the U.S. owner of the disregarded entity and not the entity;
- In the case of a grantor trust with a U.S. grantor or other U.S. owner, generally, the U.S. grantor or other U.S. owner of the grantor trust and not the trust; and
- In the case of a U.S. trust (other than a grantor trust), the U.S. trust (other than a grantor trust) and not the beneficiaries of the trust.

Foreign person. If you are a foreign person or the U.S. branch of a foreign bank that has elected to be treated as a U.S. person, do not use Form W-9. Instead, use the appropriate Form W-8 or Form 8233 (see Publication 515, Withholding of Tax on Nonresident Aliens and Foreign Entities).

Nonresident alien who becomes a resident alien. Generally, only a nonresident alien individual may use the terms of a tax treaty to reduce or eliminate U.S. tax on certain types of income. However, most tax treaties contain a provision known as a "saving clause." Exceptions specified in the saving clause may permit an exemption from tax to continue for certain types of income even after the payee has otherwise become a U.S. resident alien for tax purposes.

If you are a U.S. resident alien who is relying on an exception contained in the saving clause of a tax treaty to claim an exemption from U.S. tax on certain types of income, you must attach a statement to Form W-9 that specifies the following five items:

1. The treaty country. Generally, this must be the same treaty under which you claimed exemption from tax as a nonresident alien.
2. The treaty article addressing the income.
3. The article number (or location) in the tax treaty that contains the saving clause and its exceptions.
4. The type and amount of income that qualifies for the exemption from tax.
5. Sufficient facts to justify the exemption from tax under the terms of the treaty article.

Example. Article 20 of the U.S.-China income tax treaty allows an exemption from tax for scholarship income received by a Chinese student temporarily present in the United States. Under U.S. law, this student will become a resident alien for tax purposes if his or her stay in the United States exceeds 5 calendar years. However, paragraph 2 of the first Protocol to the U.S.-China treaty (dated April 30, 1984) allows the provisions of Article 20 to continue to apply even after the Chinese student becomes a resident alien of the United States. A Chinese student who qualifies for this exception (under paragraph 2 of the first protocol) and is relying on this exception to claim an exemption from tax on his or her scholarship or fellowship income would attach to Form W-9 a statement that includes the information described above to support that exemption.

If you are a nonresident alien or a foreign entity, give the requester the appropriate completed Form W-8 or Form 8233.

Backup Withholding

What is backup withholding? Persons making certain payments to you must under certain conditions withhold and pay to the IRS 28% of such payments. This is called "backup withholding." Payments that may be subject to backup withholding include interest, tax-exempt interest, dividends, broker and barter exchange transactions, rents, royalties, nonemployee pay, payments made in settlement of payment card and third party network transactions, and certain payments from fishing boat operators. Real estate transactions are not subject to backup withholding.

You will not be subject to backup withholding on payments you receive if you give the requester your correct TIN, make the proper certifications, and report all your taxable interest and dividends on your tax return.

Payments you receive will be subject to backup withholding if:

1. You do not furnish your TIN to the requester,
2. You do not certify your TIN when required (see the Part II instructions on page 3 for details),

3. The IRS tells the requester that you furnished an incorrect TIN,

4. The IRS tells you that you are subject to backup withholding because you did not report all your interest and dividends on your tax return (for reportable interest and dividends only), or

5. You do not certify to the requester that you are not subject to backup withholding under 4 above (for reportable interest and dividend accounts opened after 1983 only).

Certain payees and payments are exempt from backup withholding. See *Exempt payee code* on page 3 and the separate Instructions for the Requester of Form W-9 for more information.

Also see *Special rules for partnerships* above.

What is FATCA reporting?

The Foreign Account Tax Compliance Act (FATCA) requires a participating foreign financial institution to report all United States account holders that are specified United States persons. Certain payees are exempt from FATCA reporting. See *Exemption from FATCA reporting code* on page 3 and the Instructions for the Requester of Form W-9 for more information.

Updating Your Information

You must provide updated information to any person to whom you claimed to be an exempt payee if you are no longer an exempt payee and anticipate receiving reportable payments in the future from this person. For example, you may need to provide updated information if you are a C corporation that elects to be an S corporation, or if you no longer are tax exempt. In addition, you must furnish a new Form W-9 if the name or TIN changes for the account; for example, if the grantor of a grantor trust dies.

Penalties

Failure to furnish TIN. If you fail to furnish your correct TIN to a requester, you are subject to a penalty of \$50 for each such failure unless your failure is due to reasonable cause and not to willful neglect.

Civil penalty for false information with respect to withholding. If you make a false statement with no reasonable basis that results in no backup withholding, you are subject to a \$500 penalty.

Criminal penalty for falsifying information. Willfully falsifying certifications or affirmations may subject you to criminal penalties including fines and/or imprisonment.

Misuse of TINs. If the requester discloses or uses TINs in violation of federal law, the requester may be subject to civil and criminal penalties.

Specific Instructions

Line 1

You must enter one of the following on this line; **do not** leave this line blank. The name should match the name on your tax return.

If this Form W-9 is for a joint account, list first, and then circle, the name of the person or entity whose number you entered in Part I of Form W-9.

a. Individual. Generally, enter the name shown on your tax return. If you have changed your last name without informing the Social Security Administration (SSA) of the name change, enter your first name, the last name as shown on your social security card, and your new last name.

Note. ITIN applicant: Enter your individual name as it was entered on your Form W-7 application, line 1a. This should also be the same as the name you entered on the Form 1040/1040A/1040EZ you filed with your application.

b. Sole proprietor or single-member LLC. Enter your individual name as shown on your 1040/1040A/1040EZ on line 1. You may enter your business, trade, or "doing business as" (DBA) name on line 2.

c. Partnership, LLC that is not a single-member LLC, C Corporation, or S Corporation. Enter the entity's name as shown on the entity's tax return on line 1 and any business, trade, or DBA name on line 2.

d. Other entities. Enter your name as shown on required U.S. federal tax documents on line 1. This name should match the name shown on the charter or other legal document creating the entity. You may enter any business, trade, or DBA name on line 2.

e. Disregarded entity. For U.S. federal tax purposes, an entity that is disregarded as an entity separate from its owner is treated as a "disregarded entity." See Regulations section 301.7701-2(c)(2)(iii). Enter the owner's name on line 1. The name of the entity entered on line 1 should never be a disregarded entity. The name on line 1 should be the name shown on the income tax return on which the income should be reported. For example, if a foreign LLC that is treated as a disregarded entity for U.S. federal tax purposes has a single owner that is a U.S. person, the U.S. owner's name is required to be provided on line 1. If the direct owner of the entity is also a disregarded entity, enter the first owner that is not disregarded for federal tax purposes. Enter the disregarded entity's name on line 2, "Business name/disregarded entity name." If the owner of the disregarded entity is a foreign person, the owner must complete an appropriate Form W-8 instead of a Form W-9. This is the case even if the foreign person has a U.S. TIN.

Line 2

If you have a business name, trade name, DBA name, or disregarded entity name, you may enter it on line 2.

Line 3

Check the appropriate box in line 3 for the U.S. federal tax classification of the person whose name is entered on line 1. Check only one box in line 3.

Limited Liability Company (LLC). If the name on line 1 is an LLC treated as a partnership for U.S. federal tax purposes, check the "Limited Liability Company" box and enter "P" in the space provided. If the LLC has filed Form 8832 or 2553 to be taxed as a corporation, check the "Limited Liability Company" box and in the space provided enter "C" for C corporation or "S" for S corporation. If it is a single-member LLC that is a disregarded entity, do not check the "Limited Liability Company" box; instead check the first box in line 3 "Individual/sole proprietor or single-member LLC."

Line 4, Exemptions

If you are exempt from backup withholding and/or FATCA reporting, enter in the appropriate space in line 4 any code(s) that may apply to you.

Exempt payee code.

- Generally, individuals (including sole proprietors) are not exempt from backup withholding.
- Except as provided below, corporations are exempt from backup withholding for certain payments, including interest and dividends.
- Corporations are not exempt from backup withholding for payments made in settlement of payment card or third party network transactions.
- Corporations are not exempt from backup withholding with respect to attorneys' fees or gross proceeds paid to attorneys, and corporations that provide medical or health care services are not exempt with respect to payments reportable on Form 1099-MISC.

The following codes identify payees that are exempt from backup withholding. Enter the appropriate code in the space in line 4.

- 1—An organization exempt from tax under section 501(a), any IRA, or a custodial account under section 403(b)(7) if the account satisfies the requirements of section 401(f)(2)
- 2—The United States or any of its agencies or instrumentalities
- 3—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities
- 4—A foreign government or any of its political subdivisions, agencies, or instrumentalities
- 5—A corporation
- 6—A dealer in securities or commodities required to register in the United States, the District of Columbia, or a U.S. commonwealth or possession
- 7—A futures commission merchant registered with the Commodity Futures Trading Commission
- 8—A real estate investment trust
- 9—An entity registered at all times during the tax year under the Investment Company Act of 1940
- 10—A common trust fund operated by a bank under section 584(a)
- 11—A financial institution
- 12—A middleman known in the investment community as a nominee or custodian
- 13—A trust exempt from tax under section 664 or described in section 4947

The following chart shows types of payments that may be exempt from backup withholding. The chart applies to the exempt payees listed above, 1 through 13.

IF the payment is for . . .	THEN the payment is exempt for . . .
Interest and dividend payments	All exempt payees except for 7
Broker transactions	Exempt payees 1 through 4 and 6 through 11 and all C corporations. S corporations must not enter an exempt payee code because they are exempt only for sales of noncovered securities acquired prior to 2012.
Barter exchange transactions and patronage dividends	Exempt payees 1 through 4
Payments over \$600 required to be reported and direct sales over \$5,000 ¹	Generally, exempt payees 1 through 5 ²
Payments made in settlement of payment card or third party network transactions	Exempt payees 1 through 4

¹ See Form 1099-MISC, Miscellaneous Income, and its instructions.

² However, the following payments made to a corporation and reportable on Form 1099-MISC are not exempt from backup withholding: medical and health care payments, attorneys' fees, gross proceeds paid to an attorney reportable under section 6045(f), and payments for services paid by a federal executive agency.

Exemption from FATCA reporting code. The following codes identify payees that are exempt from reporting under FATCA. These codes apply to persons submitting this form for accounts maintained outside of the United States by certain foreign financial institutions. Therefore, if you are only submitting this form for an account you hold in the United States, you may leave this field blank. Consult with the person requesting this form if you are uncertain if the financial institution is subject to these requirements. A requester may indicate that a code is not required by providing you with a Form W-9 with "Not Applicable" (or any similar indication) written or printed on the line for a FATCA exemption code.

A—An organization exempt from tax under section 501(a) or any individual retirement plan as defined in section 7701(a)(37)

B—The United States or any of its agencies or instrumentalities

C—A state, the District of Columbia, a U.S. commonwealth or possession, or any of their political subdivisions or instrumentalities

D—A corporation the stock of which is regularly traded on one or more established securities markets, as described in Regulations section 1.1472-1(c)(1)(i)

E—A corporation that is a member of the same expanded affiliated group as a corporation described in Regulations section 1.1472-1(c)(1)(i)

F—A dealer in securities, commodities, or derivative financial instruments (including notional principal contracts, futures, forwards, and options) that is registered as such under the laws of the United States or any state

G—A real estate investment trust

H—A regulated investment company as defined in section 851 or an entity registered at all times during the tax year under the Investment Company Act of 1940

I—A common trust fund as defined in section 584(a)

J—A bank as defined in section 581

K—A broker

L—A trust exempt from tax under section 664 or described in section 4947(a)(1)

M—A tax exempt trust under a section 403(b) plan or section 457(g) plan

Note. You may wish to consult with the financial institution requesting this form to determine whether the FATCA code and/or exempt payee code should be completed.

Line 5

Enter your address (number, street, and apartment or suite number). This is where the requester of this Form W-9 will mail your information returns.

Line 6

Enter your city, state, and ZIP code.

Part I. Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. If you are a resident alien and you do not have and are not eligible to get an SSN, your TIN is your IRS individual taxpayer identification number (ITIN). Enter it in the social security number box. If you do not have an ITIN, see *How to get a TIN* below.

If you are a sole proprietor and you have an EIN, you may enter either your SSN or EIN. However, the IRS prefers that you use your SSN.

If you are a single-member LLC that is disregarded as an entity separate from its owner (see *Limited Liability Company (LLC)* on this page), enter the owner's SSN (or EIN, if the owner has one). Do not enter the disregarded entity's EIN. If the LLC is classified as a corporation or partnership, enter the entity's EIN.

Note. See the chart on page 4 for further clarification of name and TIN combinations.

How to get a TIN. If you do not have a TIN, apply for one immediately. To apply for an SSN, get Form SS-5, Application for a Social Security Card, from your local SSA office or get this form online at www.ssa.gov. You may also get this form by calling 1-800-772-1213. Use Form W-7, Application for IRS Individual Taxpayer Identification Number, to apply for an ITIN, or Form SS-4, Application for Employer Identification Number, to apply for an EIN. You can apply for an EIN online by accessing the IRS website at www.irs.gov/businesses and clicking on Employer Identification Number (EIN) under Starting a Business. You can get Forms W-7 and SS-4 from the IRS by visiting IRS.gov or by calling 1-800-TAX-FORM (1-800-829-3676).

If you are asked to complete Form W-9 but do not have a TIN, apply for a TIN and write "Applied For" in the space for the TIN, sign and date the form, and give it to the requester. For interest and dividend payments, and certain payments made with respect to readily tradable instruments, generally you will have 60 days to get a TIN and give it to the requester before you are subject to backup withholding on payments. The 60-day rule does not apply to other types of payments. You will be subject to backup withholding on all such payments until you provide your TIN to the requester.

Note. Entering "Applied For" means that you have already applied for a TIN or that you intend to apply for one soon.

Caution: A disregarded U.S. entity that has a foreign owner must use the appropriate Form W-8.

Part II. Certification

To establish to the withholding agent that you are a U.S. person, or resident alien, sign Form W-9. You may be requested to sign by the withholding agent even if items 1, 4, or 5 below indicate otherwise.

For a joint account, only the person whose TIN is shown in Part I should sign (when required). In the case of a disregarded entity, the person identified on line 1 must sign. Exempt payees, see *Exempt payee code* earlier.

Signature requirements. Complete the certification as indicated in items 1 through 5 below.

1. Interest, dividend, and barter exchange accounts opened before 1984 and broker accounts considered active during 1983. You must give your correct TIN, but you do not have to sign the certification.

2. Interest, dividend, broker, and barter exchange accounts opened after 1983 and broker accounts considered inactive during 1983. You must sign the certification or backup withholding will apply. If you are subject to backup withholding and you are merely providing your correct TIN to the requester, you must cross out item 2 in the certification before signing the form.

3. Real estate transactions. You must sign the certification. You may cross out item 2 of the certification.

4. Other payments. You must give your correct TIN, but you do not have to sign the certification unless you have been notified that you have previously given an incorrect TIN. "Other payments" include payments made in the course of the requester's trade or business for rents, royalties, goods (other than bills for merchandise), medical and health care services (including payments to corporations), payments to a nonemployee for services, payments made in settlement of payment card and third party network transactions, payments to certain fishing boat crew members and fishermen, and gross proceeds paid to attorneys (including payments to corporations).

5. Mortgage interest paid by you, acquisition or abandonment of secured property, cancellation of debt, qualified tuition program payments (under section 529), IRA, Coverdell ESA, Archer MSA or HSA contributions or distributions, and pension distributions. You must give your correct TIN, but you do not have to sign the certification.

What Name and Number To Give the Requester

For this type of account:	Give name and SSN of:
1. Individual	The individual
2. Two or more individuals (joint account)	The actual owner of the account or, if combined funds, the first individual on the account ¹
3. Custodian account of a minor (Uniform Gift to Minors Act)	The minor ²
4. a. The usual revocable savings trust (grantor is also trustee) b. So-called trust account that is not a legal or valid trust under state law	The grantor-trustee ³ The actual owner ¹
5. Sole proprietorship or disregarded entity owned by an individual	The owner ³
6. Grantor trust filing under Optional Form 1099 Filing Method 1 (see Regulations section 1.671-4(b)(2)(i)(A))	The grantor ⁴

For this type of account:	Give name and EIN of:
7. Disregarded entity not owned by an individual	The owner
8. A valid trust, estate, or pension trust	Legal entity ⁴
9. Corporation or LLC electing corporate status on Form 8832 or Form 2553	The corporation
10. Association, club, religious, charitable, educational, or other tax-exempt organization	The organization
11. Partnership or multi-member LLC	The partnership
12. A broker or registered nominee	The broker or nominee
13. Account with the Department of Agriculture in the name of a public entity (such as a state or local government, school district, or prison) that receives agricultural program payments	The public entity
14. Grantor trust filing under the Form 1041 Filing Method or the Optional Form 1099 Filing Method 2 (see Regulations section 1.671-4(b)(2)(i)(B))	The trust

¹ List first and circle the name of the person whose number you furnish. If only one person on a joint account has an SSN, that person's number must be furnished.

² Circle the minor's name and furnish the minor's SSN.

³ You must show your individual name and you may also enter your business or DBA name on the "Business name/disregarded entity" name line. You may use either your SSN or EIN (if you have one), but the IRS encourages you to use your SSN.

⁴ List first and circle the name of the trust, estate, or pension trust. (Do not furnish the TIN of the personal representative or trustee unless the legal entity itself is not designated in the account title.) Also see *Special rules for partnerships* on page 2.

***Note.** Grantor also must provide a Form W-9 to trustee of trust.

Note. If no name is circled when more than one name is listed, the number will be considered to be that of the first name listed.

Secure Your Tax Records from Identity Theft

Identity theft occurs when someone uses your personal information such as your name, SSN, or other identifying information, without your permission, to commit fraud or other crimes. An identity thief may use your SSN to get a job or may file a tax return using your SSN to receive a refund.

To reduce your risk:

- Protect your SSN,
- Ensure your employer is protecting your SSN, and
- Be careful when choosing a tax preparer.

If your tax records are affected by identity theft and you receive a notice from the IRS, respond right away to the name and phone number printed on the IRS notice or letter.

If your tax records are not currently affected by identity theft but you think you are at risk due to a lost or stolen purse or wallet, questionable credit card activity or credit report, contact the IRS Identity Theft Hotline at 1-800-908-4490 or submit Form 14039.

For more information, see Publication 4535, Identity Theft Prevention and Victim Assistance.

Victims of identity theft who are experiencing economic harm or a system problem, or are seeking help in resolving tax problems that have not been resolved through normal channels, may be eligible for Taxpayer Advocate Service (TAS) assistance. You can reach TAS by calling the TAS toll-free case intake line at 1-877-777-4778 or TTY/TDD 1-800-829-4059.

Protect yourself from suspicious emails or phishing schemes. Phishing is the creation and use of email and websites designed to mimic legitimate business emails and websites. The most common act is sending an email to a user falsely claiming to be an established legitimate enterprise in an attempt to scam the user into surrendering private information that will be used for identity theft.

The IRS does not initiate contacts with taxpayers via emails. Also, the IRS does not request personal detailed information through email or ask taxpayers for the PIN numbers, passwords, or similar secret access information for their credit card, bank, or other financial accounts.

If you receive an unsolicited email claiming to be from the IRS, forward this message to phishing@irs.gov. You may also report misuse of the IRS name, logo, or other IRS property to the Treasury Inspector General for Tax Administration (TIGTA) at 1-800-366-4484. You can forward suspicious emails to the Federal Trade Commission at: spam@uce.gov or contact them at www.ftc.gov/idtheft or 1-877-IDTHEFT (1-877-438-4338).

Visit IRS.gov to learn more about identity theft and how to reduce your risk.

Privacy Act Notice

Section 6109 of the Internal Revenue Code requires you to provide your correct TIN to persons (including federal agencies) who are required to file information returns with the IRS to report interest, dividends, or certain other income paid to you; mortgage interest you paid; the acquisition or abandonment of secured property; the cancellation of debt; or contributions you made to an IRA, Archer MSA, or HSA. The person collecting this form uses the information on the form to file information returns with the IRS, reporting the above information. Routine uses of this information include giving it to the Department of Justice for civil and criminal litigation and to cities, states, the District of Columbia, and U.S. commonwealths and possessions for use in administering their laws. The information also may be disclosed to other countries under a treaty, to federal and state agencies to enforce civil and criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism. You must provide your TIN whether or not you are required to file a tax return. Under section 3406, payers must generally withhold a percentage of taxable interest, dividend, and certain other payments to a payee who does not give a TIN to the payer. Certain penalties may also apply for providing false or fraudulent information.

EVALUATION CRITERIA ADDENDUM

Please provide the following data in simple line chart format for the past five years, if possible. An example is provided below which illustrates the expected chart format.

Please provide estimated data for the upcoming year/event. If you had established goals for these metrics, please include that on the chart as well. Please put all charts on a single page to create an Events Scoreboard.

a-Total Attendees

b-Number of Returning Attendees

c-Attendees from Greater Than 50 Miles

d-TAC Funding (See Illustration Below)

e-Attendee Acquisition Cost (Attendee Acquisition Cost = Total Marketing Spend/Total Attendees)

f-Attendee Total Spend (Attendee Total Spend = Total Attendees X Avg. Days Stayed X Daily Spend)

a-Please use the following amounts for Daily Spend (amounts per Travel Oregon/Dean Runyan)

a-2017, \$203 (estimated)

b-2016, \$201 (estimated)

c-2015, \$199

d-2014, \$196

e-2013, \$194

f-2012, \$194

NOTE-If you believe an additional metric illustrates an important measurable outcome, please feel free to provide that as well.

Example - TAC Funding, Requested vs Actual

