TILLAMOOK COUNTY
TRANSIENT LODGING TAX (TLT) GRANT PROGRAM
FOR TOURISM RELATED MARKETING AND PROMOTIONS
NON-PROFIT and NOT-FOR-PROFIT ORGANIZATIONS

INSTRUCTIONS

BACKGROUND AND PROCESS

In November 2013 Tillamook County voters approved a county-wide transient lodging tax (TLT), which became effective January 1, 2014. Under Oregon state law, 70% of this tax must be devoted to tourism promotion and tourism-related facilities. Except for the cost of tax collection and administration, the 30% balance is dedicated to the maintenance of county roads.

The county has contracted with the Economic Development Council (EDC) to assist in administering the 70% dedicated to tourism. A Tourism Advisory Committee (TAC) has also been appointed to offer advice.

Visit Tillamook Coast (VTC), the official destination marketing organization for Tillamook County, has established an amount within the 70% tourism budget to assist non-profit organizations and for-profit businesses in tourism-related marketing and promotions. Funds will be given in the form of matching grants to be spent on marketing, advertising or other promotional activities in the visitor markets beneficial to Tillamook County, defined minimally as visitors who travel more than 50 miles to Tillamook County for activities, events and overnight stays.

Both the EDC and TAC will be involved in screening, rating and ranking applications for tourism marketing and promotion grant funds. The EDC, which entered into an intergovernmental agreement (IGA) with Tillamook County, will be granting the funds per the IGA and ordinances #74 and #75, with periodic oversight by the Tillamook County Board of Commissioners.

A contract will be developed by EDC with the grant recipient(s) and funds will be disbursed in accordance with that agreement.
DEFINITION OF ELIGIBLE PROJECTS

The purpose of this fund to provide marketing and promotions assistance for events, services, programs or activities that attract visitors to Tillamook County primarily in the shoulder and off seasons (i.e., non-peak tourism months), extend their stays, encourage repeat visits, and contribute to the development and improvement of the local economy by means of enhancement, expansion and promotion of the tourism industry.

Applicants will be required to provide information to the VTC to support accountability for use of the funds in compliance with the applicable requirements of ORS 320.300:


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. Requires 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 application) 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.

Eligible marketing and promotion projects must fit within these definitions. Prior to rating and ranking, all applications will be screened for eligibility by County legal counsel and proposed projects that are not deemed to be a “tourism-related” will be rejected.
GENERAL GUIDELINES

1. The types of projects that will be considered include but are not limited to: new or ongoing special events, signage, video production, promotional materials, advertising, website, maps, mobile apps, social media, tours, public relations, tradeshows, or other marketing and promotion activities geared to tourism and overnight stays in Tillamook County, and that address the priorities set by Visit Tillamook Coast.

2. Organizations must provide documentation of at least 25% match level in funds or in-kind support of the amount requested in the application. (As an example, an organization requesting $1,000 in grant funds would be required to provide documentation of funds or in-kind support of $250.) Examples of in-kind support include volunteers (at $21.35 per hour for each documented hour*), a donated venue, equipment or other support essential to the tourism marketing and promotion project.

3. If applying for marketing and promotions grants for events that support and attract tourists, priority will be given to activities occurring between October 1 and May 31 (shoulder- and off-season).

4. Grant funds cannot be applied to facility or operational costs, rent, utilities or salaries; however, the grant may be used for staff time that is dedicated to the marketing and promotion project.

5. Applicants may apply for grant funding up to $10,000; however, it is up to the discretion of the TAC and EDC to determine the amount of funding awarded.

GENERAL TIMELINES

Applications will be received two times per year, in spring and fall, with dates determined through county-wide public announcements. Every reasonable effort will be made to determine awards within 60 days of the announced submission deadline.

Funding is contingent upon available monies, and the process is competitive. There is no guarantee that funding, if granted, will be available for an event or activity in subsequent years.

* Volunteer rate is a standard set by the Corporation for National and Community Service under the Bureau of Labor Statistics, and from Volunteering in America state listings.
TOURISM PRIORITIES

As part of the application, eligible applicants will be asked to describe how the proposed project complements or contributes holistically to the following tourism priorities of Tillamook County and the county's destination marketing organization, Visit Tillamook Coast (VTC).

Priority #1: Develop the tourism industry in ways that are socially, culturally and ecologically responsible, particularly in support of nature-based activities and complementary interests, which differentiate our region for visitors.

Priority #2: Prioritize growth in tourism that improves economic conditions in the shoulder and off-seasons (i.e. non-peak tourist months), and supports the economic stability of the workforce.

Priority #3: Improve communities’ abilities to better accommodate tourists and the visitor experience with new, enhanced or better utilization of tourism-related facilities for increased year-round use.

Priority #4: Inspire growth in new and traditional industries to support the long-term priorities of VTC.

ELIGIBLE APPLICANTS

Applicants must be either 1) qualified tax-exempt organizations, such as government or private non-profits recognized officially by the state or federal government as a 501(c)(3) that serve tourists; or 2) not-for-profit organizations, such as chambers of commerce, recognized as a 501(c)(6) that serve tourists; and 3) operate in Tillamook County or that serve tourists in Tillamook County.
APPLICANT REQUIREMENTS

The following are non-negotiable requirements:

1. The eligible applicant is required to enter into the grant contract with the EDC.

2. If funds are granted, 50% of the funds awarded will be paid in advance. End project reports are required within 60 days of completion of the project for applicants to receive the remaining 50% of the funds.

3. Proposed projects must comply with the requirements of ORS 320.300 (see Definition of Eligible Projects).

4. If a special event requires a permit and Certificate of Insurance, the organizer of the event will provide proof of insurance coverage.

5. Applications to the EDC for funds may be submitted two times per year, in spring and fall, with specifics dates publicly announced. Applications for events must be submitted at least 90 days prior to the event to allow time for processing and for meaningful marketing. Applications submitted after an event/activity occurs will be rejected. Incomplete applications will be returned to applicant for correction and may not be considered if the delay creates a late application.

6. Applications will first be reviewed for completeness by the staff of Visit Tillamook Coast. The Tourism Advisory Committee will then review the applications, and make recommendations to the EDC for funding. Tillamook County reserves the right to approve all, or a portion of, the request, or deny a request altogether, regardless of availability of funds. Upon a decision, the applicant will be notified by the office of Visit Tillamook Coast.

7. Acknowledgement must be given to Visit Tillamook Coast in all promotional materials and programs associated with the grant activity, printed or digital. At a minimum, if there is an event website available, there must be a link to www.tillamookcoast.com and the Visit Tillamook Coast logo and tagline featured.
COMPLETENESS REVIEW

The application is the primary source of applicant-supplied information regarding the proposed project. Upon receipt of an application, Visit Tillamook Coast staff will screen the application to ensure that each application is complete, including:

- Name of project
- Name of non-profit organization or not-for-profit business
- Applicant signature
- Contact information
- Description of project or event
- Project budget
- Documentation of at least 25% match, in funds or in-kind support
- Statement of how funds will be spent
- Description of marketing plans and messaging for reaching tourists
- Statement of how project meets Visit Tillamook Coast tourism priorities
- Statement of ability to track results
- One year of official financial reporting or annual report, or federal financial reporting, such as an IRS annual return
- Copy or statement of Certificate of Insurance or event permit, if applicable
- Three (3) letters of support

If time permits prior to the application deadline, the Visit Tillamook Coast staff will contact the applicant to supply incomplete information or missing items that then must be supplied by the applicant prior to the application deadline. Incomplete applications will not be forwarded for rating and ranking and will not be considered for project award. Visit Tillamook Coast, EDC and Tillamook County will not be responsible for responding to incomplete applications.
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.

1. **Degree of Positive Economic Impact** (10 points)
   Project should display a positive economic impact for the county and local community. Positive economic impact includes, but is not limited to, increased non-peak destination spending by visitors, and increased community capacity for tourism. Positive economic impact should align with the stated Visit Tillamook Coast tourism priorities.

2. **Degree of Visitor Experience Impact** (10 points)
   Does project improve visitor experience, attract new visitors, or encourage a longer stay? Improved visitor experience should align with addressed Visit Tillamook Coast tourism priorities.

3. **Budget and Extent of Match - Funding or In-kind Support** (10 points)
   Does project have at least 25% match through dollars, labor, donations, or technical assistance from one or more sources? Is the budget realistic to achieve desired results?

4. **Ability to provide reporting on project results** (10 points)
   Does organization have the ability to provide post-project reporting, such as attendance, website traffic, open or click-through rates, earned media, hotel room nights, etc.?

5. **Degree of sponsorship or support in community** (5 points)
   Are local businesses, chambers, cities, or associations and organizations represented in the marketing and promotion activity?

6. **Project Readiness** (5 points)
   Has a marketing and promotions plan pertaining to the application project been created and submitted for review? Has applicant applied for and/or received necessary license and/or insurance and plans to support the marketing and promotion project?
SUBMITTAL REQUIREMENTS

Applicants must submit 10 copies of a completed application to the EDC prior to the application deadlines. Mark the envelope "TLT Marketing and Promotions Grant Application," and mail or bring application packet to the Visit Tillamook Coast offices at:

Visit Tillamook Coast
Tillamook Bay Community College
4301 Third Street, Tillamook OR 97141

RATING, RANKING AND AWARD PROCESS

Once all applications have been screened for completeness, the Tourism Director will forward all completed applications for eligible projects to Tourism Advisory Committee members, who will independently review and score each application. Once the scoring is completed, the Tourism Director will convene the TAC to review and discuss the scoring, rank the projects and formulate its advice to the EDC.

Following receipt of the TAC advice on the applications, the EDC will consider the TAC advice and formulate its recommendation. In so doing, the EDC may at its sole discretion, conduct its own rating and ranking, conduct interviews with some or all of the applicants or solicit additional information from any or all applicants.
GRANTEE REQUIREMENTS

Each successful applicant to whom a grant is awarded (Grantee) will be required to comply with the following:

1. Execute a grant agreement with EDC. The EDC 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.

2. Comply with any insurance coverage or event permit required pursuant to the marketing and promotions project.

3. Provide project management and oversight for the marketing and promotions project. EDC’s sole responsibility will be to process draw down requests and ensure Grantee’s compliance with the grant contract.

4. Provide a project completion report to Visit Tillamook Coast and the EDC.

5. Provide a tracking report of such as attendance, website traffic, open or click-through rates, earned media, hotel room nights, or measurement applicable to the marketing and promotions project.

6. Meet with Tourism Director on applying Visit Tillamook coast logo, tagline and URL to print and digital marketing materials.
VISIT TILLAMOOK COAST
TLT MARKETING AND PROMOTIONS GRANT FUND REQUEST
FUNDING APPLICATION FORM: NON-PROFIT AND NOT-FOR-PROFIT

Date submitted: ____________________________________________

Organization or business name: ______________________________________________________________

☐ Non-profit ☐ Not-for-profit

Tax #ID Number: ________________________________________________________________

Contact person: ________________________________________________________________

Address: ________________________________________________________________

Email: _________________________    Phone: ___________________________

Website: _______________________    Facebook page: ______________________

1. Marketing and Promotions project: ________________________________________________

2. If event, name and date of event: ________________________________________________

3. Grant amount requested: ______________________

4. Amount or description of 25% match (funds or in-kind, attach page describing in-kind support): ______________________

5. Description of project or event (attach page)

6. Description of how funds will be spent (attach page)

7. Description of marketing plans and messaging for reaching tourists (attach page)

8. Statement of how project meets each of the Visit Tillamook Coast tourism priorities (attach page)
9. Description of how results of project will be tracked in order to provide reporting for release of final 50% of funds, such as number in attendance, ticket sales to attendees from more than 50 miles of event, website traffic, open or click-through rates, advertising reach, public relations coverage, expected hotel room nights, etc. (attach page)

10. Budget for project (attach page)

11. Copy of insurance or event permit, if applicable (attach page)

12. Copy of one year of financial reporting records (attach page)

13. Three signed letters of support for project (attach pages)
AUTHORIZATION:
We hereby certify that the facts, figures and representations made in this application, including all attachments, are true and correct to the best of our knowledge, and this application is made with the approval of the non-profits organization’s board of directors or owners/managers of the for-profit:

____________________________________________________________________
Signature of Project Director       Date

____________________________________________________________________
Print Name of Project Director      Date

____________________________________________________________________
Signature of Non-Profit or Not-for-Profit Board Chair   Date

____________________________________________________________________
Print Name of Non-Profit or Not-for-Profit Board Chair   Date

All questions about this application form should be directed to the Tourism Director, Visit Tillamook Coast at nan@tillamookcoast.com, 503 842-2672. All correspondence, including applications, should be mailed or delivered to Visit Tillamook Coast, c/o Tillamook Bay Community College, 4301 Third Street, Tillamook, Oregon 97141
NOTICE: SAMPLE CONTRACT ONLY

The attached grant contract is an example only. The actual contract will be provided by the Tillamook County Economic Development Council prior to grant awards.
TILLAMOOK COUNTY  
ECONOMIC DEVELOPMENT COUNCIL  

GRANT CONTRACT  
TOURISM MARKETING AND PROMOTIONS  

This Grant Contract is made and entered into by and between the Tillamook County Economic Development Council (“EDC”), an ORS Chapter 190 Intergovernmental Agency, and _______________________________ (“Recipient”).

RECITALS

 Whereas, in November 2013 Tillamook County voters approved a county-wide transient lodging tax (TLT) which requires that 70% of this tax be used for tourism marketing and promotion, and tourism-related facilities;

 Whereas, the funds provided under this Grant Contract were derived from TLT funds and designated for use on tourism marketing and promotion;

 Whereas, EDC has reviewed Recipient’s application, submitted on __________ (the “Application”) and determined the Project, as hereafter defined, is feasible and merits funding.

NOW THEREFORE, the parties agree as follows:

1. Contract. This Grant Contract shall include the following, which in the event of any inconsistency are to be interpreted in the following order of precedence:
   A. This Grant Contract without any Exhibits.
   B. Special Conditions of Award, attached as Exhibit A.
   C. A description of the Project approved by EDC (the “Project”), attached as Exhibit B.
   D. Approved Project budget showing a breakdown of sources of funds, attached as Exhibit C. This Exhibit supersedes the Project budget submitted in Recipient’s Application; and
   E. Recipient’s application, which by this reference is incorporated herein.

2. Grant. In reliance upon Recipient’s Application and covenant to comply with all local, state and federal laws, rules and regulations as set forth herein, EDC agrees to provide the Recipient funds in the amount of $__________, the use of which shall be expressly limited to the Project and the activities described in Exhibit B. The use of these funds shall also be subject to the approved Project budget in Exhibit A, if any.
Subject to the terms and conditions of this Grant Contract, EDC shall disburse the grant funds to Recipient on an expense reimbursement basis after EDC’s receipt and approval of cash request forms from Recipient.

3. **Project Completion Date.** The approved grant activities must be completed within 6 months from the date of this Grant Contract (“Project Completion Date”). By the Project Completion Date, all Project activities must be completed, including submission of the Project Completion Report and all cash requests.

4. **Recipient’s Covenants – Compliance with Laws.**
   A. The Recipient agrees to comply, and cause its agents, contractors and subgrantees to comply, with all applicable local, state and federal laws, regulations, policies, guidelines and requirements with respect to the use of and the administration, distribution and expenditure of the funds provided under this Grant Contract.

5. **Default and Remedies.**
   A. **Default.** Recipient shall be in default under this Grant Contract upon occurrence of any of the following events:
      
      (1) Key Recipient actions are not completed in accordance with the Project Schedule or EDC’s approval of a Progress Report provided for in this Grant Contract.
      (2) Any representation, warranty or statement made by Recipient herein or in any documents or reports relied upon by EDC is untrue in any material respect when made.
      (3) Any other significant breach of the terms and conditions of this Grant Contract.
   B. **Remedies upon Default.** If Recipient’s default is not cured within a reasonable term, as defined by EDC, or such longer period as EDC may authorize at its sole discretion, EDC may pursue any remedies available under this Grant Contract either at law or in equity. Such remedies include, but are not limited to, termination of this Grant Contract.

6. **Termination.**
   A. EDC reserves the right to terminate this Grant Contract immediately upon notice to the Recipient:
      
      (1) if Recipient fails to perform or breaches any of the terms of this Grant Contract; or
      (2) if the Recipient is unable to commence the Project within ___________ ( ) months from the date of this Grant Contract; or
      (3) if federal or state laws, regulations or guidelines are modified or
interpreted in such a way that either the grant made pursuant to the terms of this Grant Contract or payments to be made hereunder are prohibited.

B. EDC and Recipient may mutually agree in writing to terminate this Grant Contract.

C. In the event of termination prior to Project completion, EDC will have no further obligations or liabilities under this Grant Contract, including that it will not reimburse any Project costs incurred by Recipient.

7. **Indemnification.** To the extent permitted by the Oregon Constitution and the Oregon Tort Claims Act, Recipient shall indemnify, defend, and hold harmless Tillamook County, the EDC and their officers, employees, and agents from all claims, suits, actions, losses, damages, liabilities, costs and expenses of any nature resulting from, arising out of or relating to the activities of the Recipient or Recipient’s officers, employees, sub-contractors, or agents under this Grant Contract.

8. **Miscellaneous.**

A. This Grant Contract shall be null and void if this Grant Contract is not executed and returned to EDC by the Recipient by _____________(Date).

B. EDC and the Recipient are the only parties to this Grant Contract and are the only parties entitled to enforce its terms. Nothing in this Grant Contract gives, is intended to give, or shall be construed to give or provide any benefit or right, whether directly, indirectly or otherwise, to third persons unless such third persons are individuals identified by name herein and expressly described as intended beneficiaries of the terms of this Grant Contract.

C. Except as otherwise expressly provided in this Grant Contract, any communications between the parties hereto or notices to be given hereunder shall be given in writing by personal delivery, facsimile, or mailing the same, postage prepaid, to EDC or the Recipient at the address or number set forth on the signature page of this Grant Contract, or to such other addresses or numbers as either party may hereafter indicate. Any communication or notice so addressed and mailed shall be deemed to be given five (5) days after mailing. Any communication or notice delivered by facsimile shall be deemed to be given when receipt of the transmission is generated by the transmitting machine.

D. This Grant Contract shall be governed by and construed in accordance with the laws of the State of Oregon without regard to principles of conflicts of law. Any claim, action, suit or proceeding (collectively, “Claim”) between EDC and Recipient that arises from or relates to this Grant Contract shall be brought and conducted solely and exclusively within the Circuit Court of Tillamook County for the State of Oregon; provided
however, if a Claim must be brought in a federal forum, then it shall be brought and conducted solely and exclusively within the United States District Court for the District of Oregon.

E. This Grant Contract and attached exhibits constitute the entire agreement between the parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Grant Contract. No waiver, consent, modification or change of terms of this Grant Contract shall bind either party unless in writing and signed by both parties and all necessary EDC approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of EDC to enforce any provision of this Grant Contract shall not constitute a waiver by EDC of that provision or any other provision.

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This Grant Contract is hereby executed by the Parties on the dates set forth below.

ECONOMIC DEVELOPMENT COUNCIL

By: _____________________________

Date: ___________________________

Address: 4301 Third Street
Tillamook OR 97141

RECIPIENT

By: _____________________________

Date: ___________________________

Address: ________________________

________________________________
Tillamook County TLT Marketing & Promotions Grant
Grant Timeline Phase 1 - FY 14-15 / FY 15-16
Visit Tillamook Coast/Economic Development Council

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<td>Distribution of application and information</td>
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