

**TILLAMOOK COUNTY
TRANSIENT LODGING TAX (TLT) GRANT PROGRAM
FOR TOURISM RELATED FACILITIES**

PHASE 2: October 1, 2015

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 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. Both the EDC and TAC will be involved in screening, rating and ranking applications for tourism facility grant funds. The EDC will make a recommendation to the Tillamook County Board of Commissioners (BOC). Following a public hearing, and decision by the BOC, the EDC will make the grant awards. A contract will be developed by Tillamook County with the grant recipient(s) and funds will be disbursed by Tillamook County in accordance with that agreement.

DEFINITION OF ELIGIBLE PROJECTS

By state law and county ordinance #74 the definitions of a “tourism-related facility” and other terms relevant to this grant program are as follows:

1. “Conference center” means a facility that:
 - A. Is owned or partially owned by a unit of local government, a governmental agency or a nonprofit organization; and
 - B. Meets the current membership criteria of the International Association of Conference Centers.

2. “Convention center” means a new or improved facility that:
 - A. Is capable of attracting and accommodating conventions and trade shows from international, national and regional markets requiring exhibit space, ballroom space, meeting rooms and any other associated space, including without limitation banquet facilities, loading areas and lobby and registration areas;

- B. Has a total meeting room and ballroom space between one-third and one-half of the total size of the center’s exhibit space;
 - C. Generates a majority of its business income from tourists;
 - D. Has a room-block relationship with the local lodging industry; and
 - E. Is owned by a unit of local government, a government agency or a nonprofit organization.
3. “Tourism” means economic activity resulting from tourists.
4. “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.
5. “Tourism-related facility” means:
- A. A conference center, convention center or visitor information center; and
 - B. Other improved real property that has a useful life of ten or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.
6. A “tourism-related facility” may also include a master plan, engineering study or architectural work reasonably required to locate, design or construct a tourism-related facility or facilities.
7. “Visitor information center” means a building, or a portion of a building, the main purpose of which is to distribute or disseminate information to tourists.

Eligible 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 facility” will be rejected.

It was also determined by legal counsel (two opinions) in September 2015 that reimbursement requests, (i.e. a request for funds for a project already completed and paid for) are not eligible for this grant.

ELIGIBLE APPLICANTS

Any city, county or other local government, including a port, special district, or intergovernmental agency, or federal and state agencies that conduct tourism-related activities or services in Tillamook County, is eligible to apply. Each such eligible applicant may also submit an application on behalf of any nongovernmental agency (NGO). If a grant is awarded to a sponsoring agency on behalf of an NGO, the award is subject to the following conditions:

1. The sponsoring eligible applicant would be required to: enter into the grant contract with the EDC; follow public contracting law in bidding, awarding and administering the project; provide project management; and act as the fiscal agent for all funds required to construct the project.
2. The sponsoring public agency will be required to hold legal title to the completed project for at least ten years following project completion, or put in place some other arrangement, satisfactory to the EDC, which will protect the investment of public funds in this project for a ten-year period.

Prospective applicants who are considering sponsorship on behalf of an NGO should first meet with the EDC Tourism Director and the NGO to determine whether an arrangement for protecting the public investment can be reached that would be satisfactory to all parties.

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.

COMPLETENESS REVIEW

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

- Project eligibility
- Applicant signature
- Property owner signatures
- Contact information
- Budget
- Real estate details
- Complete answers to application questions
- Three letters of support (required to answer specific information)
- Detailed, 10-year operation and maintenance plan
- Completed, official land use information form

If time permits prior to the application deadline, EDC 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. Neither the EDC nor Tillamook County will 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 (20 points)
Project should display a positive economic impact for the county and local community. Positive economic impact includes, but is not limited to, increased and sustained jobs, increased non-peak destination spending by visitors, and increased community capacity for tourism. Positive economic impact should align with the stated VTC tourism priorities.
2. Degree of Visitor Experience Impact (20 points)
Project should improve visitor experience, attract new visitors, or encourage a longer stay. Visitor experience or decision to stay overnight may be improved through facilities that enhance current services or provide an identified need. Improved visitor experience should align with addressed VTC tourism priorities.
3. Operations & Maintenance Sustainability (10 points)
A detailed operation and maintenance plan should consist of who, what, when, and how the project will be sustained. Is a detailed operation and maintenance plan provided?
4. Extent of Collaboration and Community Support (10 points)
Does project have multi-agency support and/or match through dollars, labor, donations, or technical assistance from one or more sources?
(10 points)
5. Project Readiness (10 points)
Determine project's shovel readiness versus the existing need for further tasks to be completed prior to facility construction. Has applicant done due diligence regarding bids, zoning, permits, funding, designs, and plans?

SUBMITTAL REQUIREMENTS

Applicants must submit 10 copies of a completed application to the EDC prior to the application deadline. It is recommended that applicants strive to ensure delivery of the completed application at least 72 hours prior to the deadline. If the application is submitted 14 days in advance, every attempt will be made by the tourism staff to review for completeness, and give the applicant time to supply the missing information prior to the deadline. A completed application must include all required signatures, budget details, real estate information, land use compatibility form, complete answers to all questions and all required letters of support.

Mail or bring application packet to the EDC/visit Tillamook Coast offices at:
Tillamook Bay Community College
4301 Third Street, Tillamook OR 97141

RATING, RANKING AND AWARD PROCESS

Once all applications have been screened by county legal counsel for eligibility and completeness, EDC staff will forward all completed applications for eligible projects to the Tourism Director and TAC members. Each TAC member will then independently review and score each application. Please note that applicants may be asked to present their projects in person to the TAC.

Once each TAC member has completed the scoring the TAC co-chairs 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 to the BOC. 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.

Following receipt of the EDC recommendations, the BOC will schedule and conduct a public hearing on the applications where applicants will be asked to provide a short presentation and answer questions on their projects. Thereafter the BOC will render its decision on the awards.

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 that is substantially in the same form as the attached Exhibit A. 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 Federal, State and local public contracting rules and regulations, where applicable.
3. Provide all project management and oversight for all phases of the project. EDC's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract.
4. Provide quarterly progress reports and a project completion report to the EDC.

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TLT GRANT APPLICATION

Project Name: _____ **Amount Requested:** _____

Name of Applicant

Address
Phone Number
Email Address

**Name of Property Owner(s)
(if different from applicant)**

Address
Phone Number
Email Address

**Name of Project Contact
(if different from applicant)**

Address
Phone Number
Email Address

Property Information

Tax Lot Number
Size
Zoning
Address

If applicant is the intended long term holder of the property interest, check this box. Otherwise provide additional information here.

Attach fully executed Land Use Compatibility Statement

1. Project Description

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

2. Describe how this project will have a positive economic impact on the county and local community; how will it lead to increased and sustained jobs; how it will enhance current services or provide an identified need; and how it will increase community capacity for tourism.

3. Describe how this project would improve the visitor experience, attract new visitors or encourage a longer stay and return visits; how it will increase non-peak destination spending by visitors; and how it aligns with Visit Tillamook Coast tourism priorities.
4. Who will operate and maintain (O&M) the completed project and how will O&M be funded over the life of the project? Submit a written O&M plan signed by the party who will be performing the O&M.
5. Describe the extent of community support for this project. Does the project have multi-agency support and/or match through dollars, labor, donations, or technical assistance from one or more sources.
6. Is the project ready to be constructed? Has due diligence been done regarding bids, zoning, permits, funding designs, and plans? What more needs to be done before the project can begin?
7. Who will manage the project? What is their experience with project management? What will be the roles and responsibility for each of the project partners?
8. By what date will this project be completed? Attach a detailed schedule showing the dates that each project component (e.g. design, site prep, permitting, start of construction, final completion and occupancy) will be accomplished in order to achieve completion.

BUDGET

Provide a complete facility project budget.

AUTHORIZATION FORM

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 eligible applicant or sponsor organization:

Signature of Project Director Date

Print Name of Project Director Date

Signature of Property owner (if different than applicant) Date

Print name of Property owner Date

Signature of Eligible Applicant Chair (if applicable) Date

Print Name of Eligible Applicant Chair Date

Signature of Sponsor (Responsible Party) Date

Print Name of Sponsor (Responsible Party) Date

LAND USE INFORMATION FORM

This information is needed to determine if the proposed project complies with statewide planning goals and is compatible with local comprehensive plans (ORS197.180). The completed and signed form must be submitted before EDC releases grant funds. EDC will release grant funds only if the project is neither regulated by, nor is incompatible with the local comprehensive plan and zoning ordinance. If a project is regulated by the local comprehensive plan and zoning ordinance, EDC will void Grant Contracts for projects the county or city determines to be incompatible with the local comprehensive plan and zoning ordinance. If the county or city requires additional local approvals for a project regulated by the local comprehensive plan and zoning ordinance, EDC will not release grant funds until these conditions are satisfied.

1. TO BE COMPLETED BY THE APPLICANT

Applicant Name: _____

Project Name: _____

2. TO BE COMPLETED BY CITY/COUNTY PLANNING OFFICIAL

Complete this section only after section 1, above, has been completed. Check the box below that applies:

- This project is not regulated by the local comprehensive plan and zoning ordinance.
- This project has been reviewed and is compatible with the local comprehensive plan and zoning ordinance.
- This project has been reviewed and is not compatible with the local comprehensive plan and zoning ordinance.
- Compatibility of this project with the local planning ordinance cannot be determined until the following local approvals are obtained:

_____ Conditional Use Permit
_____ Plan Amendment
_____ Other

_____ Development Permit
_____ Zone Change

An application has _____ has not _____ been made for the local approvals checked above.

*Signature of Local Official

Date

Print Name: _____

Phone: _____

Title: _____

Email: _____

***Must be an authorized signature from your local City/County Planning Department, regardless of which box is checked above.**

Approximate Timeline for Phase Two, Tourism facilities grants

Proposed Tourism Facilities Grant Schedule. Phase 2, October 1, 2015	
Publication of notice	October 1, 2015
Distribution of application and information	October 1, 2015
Receipt of applications deadline	January 15, 2016
Initial completeness review tourism staff	January 20, 2016
Evaluation by county legal team	January 28, 2016
Applicants present to TAC; TAC scores and ranks; recommends to EDC	February 9, 2016
EDC analysis and recommendation to Board of Commissioners	February 16, 2016
Board of Commissioners meeting on grant recommendations	February 24, 2016
County notification to accepted grantees	March 1, 2016
County contracts signed	March 15, 2016
Funding schedule	March 15, 2016