

# 2023-2024 TLT TOURISM-RELATED FACILITIES COMMUNITY GRANT



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

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

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

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

**Questions? Need assistance?**  
**Contact TCVA Finance and Grant Manager,**  
**Marni Johnston**  
**[marni@tillamookcoast.com](mailto:marni@tillamookcoast.com)**  
**503-842-2672 ext. 3**

# OVERVIEW

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

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

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

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



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

## GRANT TIMELINE

Applications open & publication of notice

October 1, 2023

**Applications due, 11:59pm**

**December 15, 2023**

Grant completeness review by Tillamook Coast Visitors Assoc.

December 15, 2023

TAC Review & Recommendation to BOCC

by January 9, 2024

**Board of Commissioners award decision**

**by January 17, 2023**

Notifications to grantees; grant contracts sent to recipients

January 31, 2024

Project deadline - 36 months from BOCC decision

January 31, 2027

# ELIGIBILITY

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

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

## TOURISM-RELATED FACILITY DEFINITION

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

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

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

To view previous grant applications, go to:

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

Scroll to "Financial Reports" and click on

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

# KEY PRINCIPLES

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



## Focus on Building a Sustainable Tourism Industry

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

## Taking a Strong Regional Collaboration Approach

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

## Adapt a Destination Management Focus

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

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

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

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

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

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

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

# COUNTY TOURISM PRIORITIES



# SELECTION CRITERIA

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

## Sustainability Impact Score

(25 points)

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

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

## Destination Management Impact Score

(25 points)

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

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

## Collaboration and Inclusivity Impact Score

(25 points)

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

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

## Return on Investment (ROI) Score

(25 points)

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

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

## SCORING OVERVIEW

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

# APPLICATION PROCESS

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

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

- **Applications must be uploaded through the SUBMIT button on the grant website, [tillamookcoast.com/grants](https://tillamookcoast.com/grants) by Friday, December 15, 2023 at 11:59pm.**

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

If you do not receive a confirmation email, please contact **Marni Johnston** at [marni@tillamookcoast.com](mailto:marni@tillamookcoast.com)

## GRANT REVIEW PROCESS

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

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

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

## FUNDING PROCESS

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

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

**Projects must be completed by January 31, 2027.**



# ORGANIZATION INFORMATION



Admin Use Only

**Organization Name**

**Contact Name**

**Title**

**Phone Number**

**Email**

**Organization Type**

**Physical Address**

**Mailing Address**

**Property Tax Lot#**

Address

**Property Owners** *(if different from applicant)*

Name

Address

Phone

Email

Signature

Date

## PROJECT CHECKLIST

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

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

## PROJECT OVERVIEW

**Project Title**

**Grant Request**

*Numbers auto-fill from budget*

**Total Project Cost\***

*Numbers auto-fill from budget*

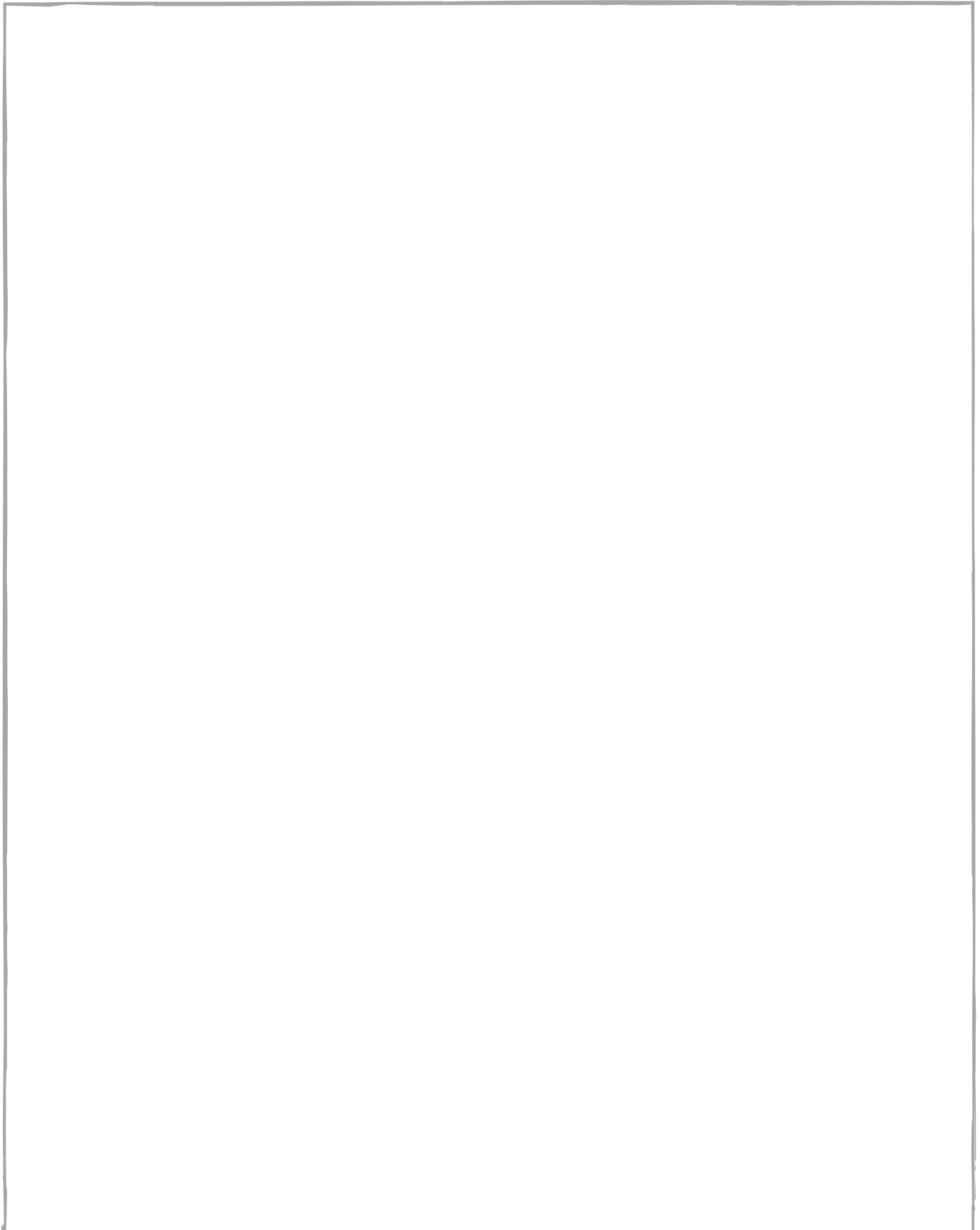
*\*This number is not required to be different than the grant request.  
\*Upon award, grant matches will be verified prior to funding.*

# 2

## PROJECT DESCRIPTION

*All answers must fit in the space with provided formatting.*

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





# 3 SUSTAINABILITY IMPACT

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

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

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

## 4 DESTINATION MANAGEMENT IMPACT

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

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

## 5 COLLABORATION & INCLUSION

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

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

## 6 RETURN ON INVESTMENT

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

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

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

***(Include additional details in the Work Plan.)***

# 7 PROJECT WORK PLAN

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

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

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

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

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

*Budget to Complete Goal Total*

*Budget Total*

**Goal #1:**

**Budget to Complete Goal:**

Key Action Steps	Timeline	Expected Outcome	Evaluation Method



**Goal #2:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

**Goal #3:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>



# PROJECT BUDGET

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

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



# AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

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

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

**Signature**

**Date**

**Printed Name**

**Title**