

2024-2025 TLT TOURISM-RELATED FACILITIES GRANT INFORMATION HANDOUT



2024-2025 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, 2024
Deadline to apply:
Friday, December 15, 2024 at 11:59pm

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

Be sure to read all information prior to applying

Questions? Need assistance?
Contact Nan Devlin, TCVA Executive Director,
nan@tillamookcoast.com
503-842-2672 ext. 1

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.

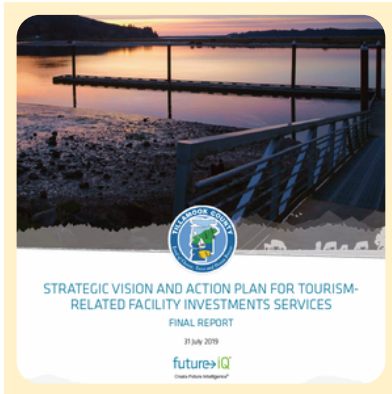


Each grant recipient will be required to execute a grant agreement with TCVA and provide all project management and oversight for all phases of the project. TCVA will disburse funds to grant recipients on a **reimbursement basis only** in accordance with terms of the grant agreement. Each grant recipient 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, 2024
Applications due, 11:59pm	December 15, 2024
Grant completeness review by Tillamook Coast Visitors Assoc.	December 18, 2024
TAC Review & Recommendation to BOCC	January, 2025
Board of Commissioners award decision	by January, 2025
Notifications to grantees; grant contracts sent to recipients	January 31, 2025
Project deadline - 36 months from BOCC decision	January 31, 2028

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



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.
- **Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.**

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 tourism facilities grant awards, go to:

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

Click on the "Financial Reports" tab

Click the file: [TLT Facilities Grants 2015-2024](#)

SELECTION CRITERIA

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

Sustainability Impact Score

(25 points)

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

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

Destination Management Impact Score

(25 points)

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

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

Collaboration and Inclusivity Impact Score

(25 points)

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

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

Return on Investment (ROI) Score

(25 points)

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

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

SCORING OVERVIEW

Baseline Scoring

Up to

Sustainability Impact Score

25 points

Destination Management Impact Score

25 points

Collaboration & Inclusivity Impact Score

25 points

Return on Investment (ROI) Score

25 points

APPLICATION PROCESS

- Go to tillamookcoast.com/grants
- Click on the “facilities” tab
- Click on the link to the online grant application program.
- Create a new account if new to the system, or...
- Access your account if you currently have an active grant
- Once in the system, click on the “**TCVA Facilities Grant FY24-25**” link and begin
- the application process
- **Deadline to apply is Dec. 15, 2024. 11:59pm.**

Be sure to read the application thoroughly to determine your eligibility.

Questions? Contact Nan Devlin at nan@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, 2024.

Each application received will first be reviewed by the TCVA Executive Director 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, 2025.

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 awarded this grant cycle (January 2025) must be completed by January 31, 2028.



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