

2014-2015 COMMUNITY PARTNERSHIP PROGRAM



Application Packet

Information (Pages 1 - 7)

Please read before submitting an application

Application (Page 8)

OVERVIEW:

The Community Partnership Program (CPP) provides funding for tourism-related projects in local communities that have the ability to 1) increase overnight stays in lodging facilities within Clackamas County, 2) bring visitors into your community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer.

The statutory definition of tourism is “*economic activity resulting from tourists.*” A tourist is defined as “*a person who, for business or 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.*” It further stipulates that the travel be “*more than 50 miles from their community of residence or include an overnight stay.*”

Funding for this program comes from the County’s 6% transient room tax (TRT) as authorized by state law.

OBJECTIVE:

CPP grants provide funding for tourism related projects that have the potential to become significant and self-sustaining, that align with the goals and priorities outlined in Clackamas County Tourism and Cultural Affairs (CCTCA) Business and Master Plans, that align with the community’s updated Tourism Action Plan, and that have an ability to demonstrate a return on investment (overnight stays/visitors from 50 plus miles away/linger longer).

ELIGIBILITY:

Grant funds may be awarded to public, private, or non-profit organizations whose project demonstrates an ability to benefit the greater public interests of tourism product development, promotion, and/or marketing.

Projects will be evaluated on the following attributes and qualities:

- alignment with CCTCA and the community’s established tourism goals and plans;
- create overnight stays within Clackamas County;
- likelihood of attracting tourists/visitors from outside the community;
- inclusion of more than one community, lodging, or tourism partner;
- leverage of additional dollars and/or resources;
- are self-sustaining, have growth potential, or are capacity-building; and
- offer measurable or demonstrable ROI.

INELIGIBLE PROJECTS & EXPENSES:

- those providing profitability or benefits to a single lodging partner, business, or individual;
- capital improvement projects benefiting a private, for-profit enterprise or property owner;
- compensation to applicant for executing their own proposal;
- community beautification, streetscape, or banner projects or
- normal costs of doing business.

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Note: Please read the below **Approved Scope of Work, Project Ideas, Terms & Conditions, Dates & Timelines, and Review Materials** for more information about this program and project eligibility.

- Applicants whose projects are selected must sign agreement acknowledging terms and conditions.
- Applicants who receive funding are financially responsible for funds awarded and execution of project.
- Reports are required for all projects that receive funding; copies of invoices and receipts required.

Relevant Info. Please Read.

APPROVED SCOPE OF WORK:

The following summarizes the Areas of Focus from CCTCA's Business and Master Plans and defines approved categories for CPP support.

- Agritourism - provides an alternative to improve the incomes and potential economic viability of farms and rural communities. This includes the development, creation, and/or promotion of facilities/services/activities.
- Outdoor Recreation - includes the development and or promotion of facilities/services/events that enable visitors to participate in snow sports such as skiing, snowboarding, snowmobiling & inner tubing, as well as recreational endeavors such as hiking, biking, fishing, horseback riding, boating, etc. that are available in Clackamas County and showcase its outdoor assets.
- Heritage/Cultural/Arts - includes the development, creation, and/or promotion of facilities/services/activities that promote and advance the arts, culture and/or the rich heritage of Clackamas County.
- Multi-property lodging promotion or lodging facility development - (all categories including RV, B&Bs, cabins, and campsites) that seek to promote overnight stays in the county and that include a minimum of two or more attractions/activities/events that are in the county as well as a minimum of two lodging options also within the county. Unique lodging facility development or enhancement in rural areas is especially desired.
- Social Media & Internet – including efforts to create a strategic plan as well as specific projects that will increase a target visitor's awareness of an attraction, facility, event or hospitality-related organization.
- Market/Product Promotion or Development - the development or promotion of "niche vacation" packages – including Girlfriend Getaways, Man-cations, Geocaching, weddings, and reunions, etc. or regional or international travelers.

- Bicycle Tourism Promotion or Development – projects that create opportunities for bike-friendly tourism.

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PROJECT EXAMPLES:

- Geocaching Challenges
- Maps, Brochures, and Flyers
- Responsive Websites
- On-line Marketing
- Co-op Advertising Buys
- Interpretive Panels & Signage
- Driving or Walking Tours
- Agritourism or Heritage Loops
- Festivals and Events
- Organized Rides/Runs

Note:

Festivals, events or activities supported with CPP funds need to be **a)** open to the public; **b)** have an ability to attract visitors from outside the community, and **c)** have the ability to become significant and self-sustaining. Creation of or improvements to facilities must primarily be designed to attract tourists/visitors or increase tourism activity. As an example; improvements to a local park in and of itself would not be a legitimate tourism project. However, improving amenities at a park to make a state-designated bikeway or water trail more accommodating and attractive for through travelers would be. No capital projects shall provide financial benefit or become the property of a for-profit entity or private property owner.

Relevant Info. Please Read.

TERMS & CONDITIONS:

- 1) Implementation of the **local CPP process will respect the dates and timeframes outlined in the PROGRAM GUIDELINES, and DATES & TIMELINES.** The reason for these dates and timeframes is to help ensure timely execution of the program, to provide for real and meaningful inclusion/notice, and to allow enough time for projects to be completed within the program year.
- 2) **Administrators agree to use the forms and templates provided by CCTCA.** (See Application and Review Packets). The reason for these forms and templates are to impart standardization and provide clarity regarding the program's guidelines and objectives.
- 3) **Projects selected for funding will be tourism-related as defined in the OVERVIEW and fit within these TERMS & CONDITIONS.**
- 4) **Projects selected for funding will offer measurable or demonstrable returns on investment (ROI).** Measurement of ROI may include creation of overnight stays; numbers of attendees/participants from outside the area; increased capacity or sustainability of existing events/activities, or a demonstrable ability to get visitors to shop, dine, visit local heritage or cultural attractions, participate in recreational opportunities, or otherwise entice them to 'linger longer'.
- 5) **Applicants whose projects have been selected for funding need to sign a Funds Use Agreement** and submit it to the Local CPP Administrator before funds will be released. A copy is to be provided to CCTCA by the Administrator.
- 6) **Review and select of project proposals shall be done by vetting in a transparent, public process** utilizing standardized review materials and criteria. The review committee should

include local tourism and heritage partners, and/or those with an interest in tourism, business, and economic development of the area. At a minimum, this committee must include a representative from local government, a chamber/or business association, an owner/manager of tourism related business/lodging facility or designee. (One each).

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TERMS & CONDITIONS (CONT'D):

- 7) **The current Oregon's Mt. Hood Territory logo and/or URL shall be incorporated** into any and all marketing or promotional materials, maps, brochures, websites, etc. created with CPP funds. If CPP funds are used to create lasting tourism assets such as signs, kiosks, interpretive panels, or bike racks, CCTCA shall be accordingly recognized. Similarly, if funds are used for an event or activity, CCTCA shall be listed as a sponsor. All usage of the Mt. Hood Territory logo and/or URL will need to be reviewed and approved by CCTCA's Marketing Manager. Electronic copies of logo art work are available on CCTCA's website under the Partners Section.
- 8) **Applicants who receive funds are required to provide a Year-End Report** on their project which will include an accounting of how the funds were used and project performance measurements. Templates will be provided.
- 9) **Administrators are responsible for gathering reports from recipients (Applicants) and compiling them into an Administrators Report** which is to be submitted to CCTCA. Report templates will be provided by CCTCA. Copies of receipts, invoices and signed Agreements to be included.
- 10) CCTCA may request the **return of funds if awarded to projects not eligible under this program** or request changes to a project to bring it into compliance. As an alternative, CCTCA/TDC may elect to reduce the annual disbursement to the community by an appropriate amount next program year. (Note – It is strongly encouraged that you contact CCTCA's CPP Coordinator if you have questions about a project's eligibility before approving funding.)
- 11) All CPP funds received by Administrators for the 2014-2015 program year are to be **disbursed to qualified projects and expended by the end of the fiscal year; June 30, 2015.** Any undisbursed funds are to be returned to CCTCA.
- 12) All projects receiving funding in 2014-2015 shall be completed by the end of the fiscal year; **June 30, 2015.** Applicants shall return any unexpended funds.
- 13) **Extensions are possible, but they are only granted for projects that experience unforeseen or unexpected delays, or for extenuating circumstances beyond the control of the Applicant.** Extensions are generally for no more than 90 days. Extensions are not available as "carry-overs" for funds remaining undisbursed at the end of the fiscal year. In cases where an extension is warranted, a written request may be submitted to the Local Administrator with a copy being sent to CCTCA's CPP Coordinator. Request should be submitted no later than June 1, 2015.
- 14) All 2014-2015 CPP funds not disbursed and expended by June 30, 2015 shall be returned to CCTCA. **Funds for projects not completed by June 30, 2015, and that have not been approved for an extension, are subject to return.**
- 15) **Administrators and Applicants will provide the scope of work described in their agreement and/or execute the projects supported by the CPP as independent contractors.** Nothing herein shall be interpreted as establishing the relationship of employer/employee, principal/agent, legal partnership, joint venture, association, or any other type of legal or business relationship between the CCTCA or Clackamas County. Each party shall be solely responsible for paying: its own taxes (federal, state and local or any type or amount); consideration owed to its own contractors or agents; operational expenses; wages, salaries, benefits, withholdings, and assessments for employees; and damages or settlements for claims arising from the negligent,

reckless, or intentional acts of its principals, employees or agents, all without contribution from CCTCA or Clackamas County.

- 16) **Failure to comply with the Terms & Conditions** of this agreement, and documents referenced herein, may result in a) an inability to receive CPP Grant funds in the future, b) being required to return funds, or c) having future allocations reduced by an appropriate amount.

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Relevant Info. Please Read.

DATES & TIMELINES:

November 15, 2014 – December 19, 2014

Notice and solicitation process is to be completed by this date.

NOTE: Notice and solicitation window shall be for no less than 4 (four) weeks.

December 23, 2014 –

Review and selection process to be completed. Notices sent to successful applicants along with a copy of agreement for their signature. Notices sent to applicants whose projects were not selected.

December 30, 2014 –

All funds to be dispensed to applicants whose projects were selected.

June 1, 2015 –

Extension Requests due to CCTCA (to be sent through your local Administrator)

NOTE: Extensions are only for extenuating circumstances. See Terms & Conditions for more details.

June 30, 2015 –

End of the Fiscal Year. All 2014-2015 CPP funds allocated to communities must be dispensed to qualifying projects before the end of FY. All projects that received CPP funds in 2014-2015 need to be completed, with all funds being expended, by the end of FY.

NOTE: Any remaining CPP funds not dispensed by the Administrator are to be returned to CCTCA. Any unexpended funds remaining with applicants for projects are to be returned to CCTCA unless an extension has been granted.

July 20, 2015 –

Year-End Reports for all projects that received 2014-2015 CPP funds due to CCTCA (Individual Project Year-End Reports are sent to local Administrators. The Administrator compiles them into an Administrator's Year-End Report, which is sent to CCTCA).

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REVIEW AND SELECTION:

Your application/project will be reviewed, evaluated and weighed by a local Review Committee against other proposals utilizing the below Review Sheet below and specified criteria. The Committee will also consider proposals within the context of the program’s Overview, Objectives, and Eligibility requirements. All projects selected for funding must comply with the program’s Terms & Conditions, Guidelines, and Dates & Timelines.

Community: _____
SAMPLE COPY - contact local Administrator for program dates and materials

Reviewer: _____

Reviewer Instructions:

Please evaluate each application using the outlined criteria and point distribution. Also, please consider them within the context of the program's Overview, Objectives, and Eligibility standards as provided. All projects selected for funding must comply with the Terms & Conditions, Guidelines, and Dates & Timelines of this program.

Applicant: _____

Project: _____

(circle one)

Can project be completed within the program year? Will it be done by June 30, 2015? (* No, but) **Y / N**

Does this project align with established tourism goals and/or plans? **Y / N**

Does this project fit within the program’s Overview, Objectives, and Eligibility standards? **Y / N**

MAX POINTS	Evaluation Criteria	Evaluators		Post Discussion Revised Score
		Initial Score	Notes	
20	Likelihood of attracting visitors from outside the community			
20	Ability to create additional overnight stays within the County			
15	Includes/involves multiple community/tourism partners			
15	Leverages additional dollars and/or resources			
15	Project is self-sustaining, has growth potential, or is capacity building			
15	Project has measurable or attainable ROI			

100 Evaluator's Initial Scoring Total: _____ Post Discussion Scoring Total: _____

(* No, but) - A project whose completion date is scheduled for after June 30, 2015 can be eligible for funding under this year's program if grant program implementation timelines preclude funding under next year's cycle. Example: An event that is planned for July, Aug. or Sept of 2015 would not likely be able to access funds out of the 15.16 program year. Seek clarification if questions.

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Relevant Info. Please Read.

AGREEMENT:

If your project is approved for funding, you will be required to sign the below agreement before funds will be disbursed to you.

Funds Acceptance Agreement

Recipient (person assuming responsibility): _____

Project Name: _____

Awarded Amount: _____

Planned Project Completion Date: _____

SAMPLE COPY - contact local Administrator for program dates and materials

By signing this Agreement, the Recipient of these funds agrees to:

- o all terms & conditions, guidelines, and criteria as contained in the 2014-2015 Community Partnership Program Grant Application Packet;
o assume responsibility and accountability for the funds they are receiving;
o complete the project in keeping with the program's dates and timelines;
o execute the project's scope of work as described in the original application (check with program administrator before rescaling or re-scoping of project);
o provide a year-end project completion report and accounting of the funds expended, which includes copies of receipts and invoices.

Recipient's Signature: _____ Date: _____

Contact Info:

Name (print): _____ Title: _____

Organization: _____

Email: _____ Phone: _____

Contact Address: _____

**2014-2015 COMMUNITY PARTNERSHIP PROGRAM
Grant Application**

The deadline for application submission is: (to be filled in by local administrator)

Completed Applications should be sent to: (to be filled in by local administrator)

If you have questions please contact: (to be filled in by local administrator)

Funding Ceiling: \$20,000 Funding Floor: \$500

The purpose of the Community Partnership Program is to support projects that can 1) increase overnight stays in lodging facilities within Clackamas County, 2) bring visitors into your community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer. Being mindful of these points, and the review criteria, as you complete this form will help make your application stronger. Funds are awarded on a competitive basis.

This entire form constitutes the application. Please respond to each question. Incomplete applications will not be considered. Please provide enough information for the review committee to evaluate your proposal and weigh it against others. Separate applications are required for each project, even if an applicant is submitting multiple proposals.

Date Submitted: Date of proposed activity: City/Community:

Name of Project:

SAMPLE COPY - contact local Administrator for program dates and materials

Funding Amount Requested: \$

Projects Total Costs: \$

Submitted by (person):

Lead Organization:

Phone Number:

Email Address:

Website:

Describe your project. (500 words or less):

Detail how you would use these funds if awarded. (500 words or less):

Explain how your project will create additional overnight stays and/or increase tourism activity in the community. (500 words or less):

How will you measure return on investment (ROI) and/or performance for your project? (500 words or less):

What is the anticipated return on investment (ROI) and/or what performance numbers do you project for your project? (500 words or less):

Please provide information about any confirmed partnerships and/or funds that will be leveraged by receiving these funds. (500 words or less):

Contact information for partners - name, organization, phone, & e-mail:

Additional Comments (500 words or less):

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