

## 2013-2014 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. Eligible projects are those designed to increase tourism, or that can reasonably be expected to increase tourism.

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 the 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 a community’s current Tourism Action Plan, and that have an ability to demonstrate a return on investment.

### 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;
- have a high 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;
- 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 TCA'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 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 Projects
- Maps, Brochures, and Flyers
- Responsive Websites
- On-line Marketing
- Co-op Advertising Buys
- Interpretive Panels & Signage
- Driving or Walking Tours/Trails
- Farm or Heritage Loops
- Events and Activities

#### Note:

Events or activities supported with CPP funds needs 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 facilities, assets or infrastructure with CPP funds must primarily be designed to benefit tourists and/or increase tourism activity. Any capital projects shall not 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 and to provide for real and meaningful inclusion.
- 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/participates 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 the Agreement for Access & Use of 2013-2014 CPP Funds** and submit it to the Local CPP Administrator before funds will be released. A copy is to be provided to CCTCA by the Administrator with either the Mid or Year-End Report.
- 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)

**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 Mid-Year Progress and a Year-End Report** on their projects. Copies of receipts and invoices are required. Report 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) Upon review of the Mid-Year Progress and Year-End Reports, CCTCA may request the **return of funds if awarded to projects not eligible under this program**. CCTCA may 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 – We strongly encourage you to raise any questions regarding a project's eligibility with CCTCA's CPP Coordinator before approving it for funding.)
- 11) All CPP funds received by Administrators for the 2013-2014 program year are to be **disbursed to qualified projects and expended by the end of the fiscal year; June 30, 2014**. Any undisbursed funds are to be returned to CCTCA.
- 12) All projects receiving funding in 2013-2014 shall be **completed by the end of the fiscal year; June 30, 2014**. 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 Monday, June 16, 2014.
- 14) All 2013-2014 CPP funds not disbursed and expended by **June 30, 2014 shall be returned to CCTCA**. Funds for projects not completed by June 30, 2014, 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.

## 2013-2014 COMMUNITY PARTNERSHIP PROGRAM

### DATES & TIMELINES:

**Relevant Info. Please Read.**

#### **August 5, 2013 –**

CPP Administrators to submit signed copies of the Agreement, along with other materials, and have received a 2013-2014 program overview from CCTCA Coordinator.

#### **October 11, 2013 –**

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.

#### **November 8, 2013 –**

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 6, 2013 –**

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

#### **January 20, 2014 –**

Mid-Year Progress Reports for all projects approved for funding due to CCTCA.

#### **June 16, 2014 –**

Extension Requests due to CCTCA.

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

#### **June 30, 2014 –**

End of the Fiscal Year. All 2013-2014 CPP funds allocated to communities must be dispensed to qualifying projects before the end of FY. All projects that received CPP funds in 2013-2014 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 18, 2014 –**

Year-End Reports for all projects that received 2013-2014 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).

**August, 12, 2014 –** Year-End Wrap-up/Overview meeting for Administrators with TDC

**2013-2014 COMMUNITY PARTNERSHIP PROGRAM**

**REVIEW:**

Your application/project will be 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:** \_\_\_\_\_

**Reviewer:** \_\_\_\_\_

**Relevant Info. Please Read.**

**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:** \_\_\_\_\_

Can this project reasonably be accomplished within the program's timeline (June 30, 2014)? (circle one)  
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
		Initial Score	Notes	Revised Score
20	Likelihood of attracting visitors from outside the community			
20	Compatible with CPP scope of work and guidelines			
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			
<b>100</b>	<b>Evaluator's Initial Scoring Total:</b> _____	<b>Post Discussion Scoring Total:</b> _____		

Sample  
Copy

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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. Applicants who receive funds are solely responsible for them, as well as for the timely execution of the project as detailed in the application. Recipients of funds are required to submit Mid-Year Progress and Year-End Reports on their projects and for providing copies of invoices and receipts.

Agreement To Receive/Use 2013-2014 CPP Funds

The undersigned agrees to all terms & conditions, guidelines, dates & timelines, and criteria as outlined and referenced in the **Application Packet** (pages 1- 7).

The undersigned assumes all responsibility for the funds they are to receive, and for completing the project in a timely manner as outlined in the application that was submitted.

The undersigned agrees to provide the reports as called for in the programs Terms & Conditions and to provide copies of receipts and invoices for work done on their project. .

Applicant:

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Project: \_\_\_\_\_

Signature/Date: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

**SAMPLE COPY ONLY**

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## 2013-2014 COMMUNITY PARTNERSHIP PROGRAM Tourism 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

**Note:** This form constitutes the application. Incomplete applications will be disqualified. Separate applications required for each project, even if an applicant is submitting multiple proposals. Funds are awarded on a competitive basis. Strong applications are those that provide enough information for the review committee to weigh it against other proposals and that successfully take into account the evaluation criteria.

**Date Submitted:**

**Name of Project:**

**Funding Amount Requested:** \$

**Projects Total Costs:** \$

**Submitted by (person):**

**Lead Organization:**

**Phone Number:**

**Email Address:**

**Website:**

**Describe your project (500 words or less):**

**Explain how your project will increase tourism/tourism activity as described in the program overview and other application materials (500 words or less):**

**How do you propose measuring ROI and/or the increased tourism activity brought about by this project? (500 words or less):**

**Please provide information/details about any confirmed partners and what they bring to the project; funding or otherwise (500 words or less):**

**Additional Comments (500 words or less):**

**Applicant's Signature:**

**Signature/Title/Organization of all Confirmed Partners:**