



TOURISM GRANT APPLICATION AND GUIDELINES



2019 TOURISM GRANT APPLICATION AND GUIDELINES

May 17, 2019

Date Issued: May 17, 2019

APPLICATIONS DUE: June 28, 2019, 5:00 PM

Issued by: Explore Lincoln City
801 SW Hwy 101, Ste. 401
Lincoln City, OR 97367
541-996-1274
elcc@lincolncity.org



FREQUENTLY ASKED QUESTIONS:

CAN WE APPLY FOR FUNDING FOR MORE THAN ONE PROJECT?

Yes. Applications may be submitted for more than one project. Applicants should not make multiple requests for the same event or project. Each application must be for a unique event or project.

ARE GRANTS ONLY FOR NON-PROFIT ORGANIZATIONS?

No, for-profits may apply too.

WHAT CAN THE GRANT FUNDS BE USED FOR?

Grant funds will be allocated for tourism promotion or tourism related facilities, which include, but are not limited to, marketing, promotion of events, infrastructure and beautification, or special event operational expenses. These terms will be more clearly defined when the applicant takes the Grant 101 class.

DO WE GIVE BONUS POINTS FOR ANYTHING?

We give extra points for projects that:

- (1) Place strong emphasis on bringing visitors to Lincoln City from areas over 50 miles from Lincoln City.
- (2) Occur outside of our peak season of June 15 to September 15.
- (3) Are family friendly.

IS THERE ANYTHING ELSE REQUIRED?

Yes, potential applicants are required to attend a Grant 101 class conducted by Explore Lincoln City (ELC). This class is designed to communicate the objectives of Lincoln City's tourism campaign and show how to write a grant that is in alignment with those goals.

Applicants approved to receive grant funds must also attend a Grant 102 class conducted by Explore Lincoln City. This class is designed to explain the grant process and what is required of the applicant at each of three stages of an event: Planning, Execution and Evaluation. Plans and reports are required for applicants to receive all grant payments. Both classes are provided free of charge by the city.

HOW LONG ARE MY GRANT FUNDS AVAILABLE?

The event or project must take place within fifteen (15) months of the effective date of the contract.

IS THERE A WORD LIMIT?

Yes, answers to each question must be written in 500 words or less. Any grant applications that are turned in incomplete or exceeding the word limit will not be reviewed by the committee.



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GENERAL INFORMATION:

The Lincoln City Explore Lincoln City Committee (ELCC) invites tourism grant applications for projects that will complement the ELC's efforts to promote increased sales of lodging room nights in Lincoln City. We welcome assisting in the creation of new events, festivals and attractions that will make Lincoln City a more attractive destination and give guests additional reasons to stay overnight.

We want to work in partnership with you to produce the best results possible. There will be a mandatory Grant 101 class for all applicants to provide information and answer questions about the grant process on May 23, 2019 from 9-11 am in Council Chambers, 3rd floor of City Hall or May 28, 2019 from 2-4 pm in Council Chambers, 3rd floor of City Hall.

During this class, potential applicants will learn about the city's tourism marketing plan and how best to craft an event, festival or attraction in alignment with the city's goals. The class will also cover what will be expected of applicants during the grant process. This class will be conducted on two different dates. There will be no make-up opportunities beyond the two opportunities scheduled. Please be sure to send a key representative from your organization to attend this class.

Applications shall be delivered or mailed to Explore Lincoln City at 801 SW Highway 101, Suite 401, Lincoln City, OR 97367 or electronically sent to elcc@lincolncity.org.

Applications will not be accepted if received later than 5:00 P.M, June 28, 2019.

The Explore Lincoln City Committee, appointed by the Lincoln City City Council, will review and make recommendations to the ELC Director.

A match of 30% of the grant award is required and can include a combination of cash and in-kind contributions.

GOALS:

- Increase tourism to Lincoln City, specifically overnight visits.
- Increase the amount of time visitors spend in Lincoln City, thereby increasing the number of room nights booked.
- Increase the Average Daily Rate (ADR) of lodging nights sold in Lincoln City by increasing room night demand.
- Generate marketing and promotional campaigns directed at audiences outside of Lincoln City with the objective of enticing new guests to visit Lincoln City.
- Create new (and improve current) special events and festivals to attract new guests to Lincoln City, with emphasis on the shoulder season (September 15th through June 15th) and extended stays that include weekdays.
- Provide unique, quality experiences to encourage repeat visits.
- Contribute to the development and improvement of the local economy by enhancing, expanding and promoting the tourism offerings of Lincoln City.



GENERAL TERMS AND CONDITIONS:

Lincoln City has established a Tourism Grant Program to assist local organizations in creating experiences that will enhance the tourism promotion efforts of Explore Lincoln City, increasing overnight stays in Lincoln City.

The Explore Lincoln City Committee (ELCC) looks for projects that offer unique opportunities consistent with local tourism goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market. Projects which combine the resources of multiple entities are encouraged.

Funding for the Tourism Grant Program comes from the city-wide transient room tax and is subject to the restrictions on use of transient room tax funds earmarked for tourism promotion.

Events or projects for which applications are made are required to be held or completed within fifteen (15) months of the agreement signature date. The final report required under the terms of the agreement is to be completed and submitted to Lincoln City within sixty (60) days of the event or project completion. If the event takes place over multiple days, the 60 days begins after the final day of the event.

Prior applicants who have not completed the final report within the time period stated above are not eligible to apply again for two (2) grant cycles.

TYPES OF PROJECTS:

Lincoln City's intention is to fund as many well qualified projects as possible within the limitations of available funds.

Project activities may include, but are not limited to, any of the following efforts, in no particular order (reference ORS 320.300 to ORS 320.350). Specifically, the proposals must target visitors to the area, defined minimally as those living more than 50 miles outside of Lincoln City.

- Special events and festivals
- Facility development or improvement resulting in a new or improved marketable tourist attraction
- Program development
- Signage
- Video production
- Attraction development
- Hospitality training
- Promotional materials
- Advertising or operations expenses which further tourism to Lincoln City, directly benefiting the economy, culture and image of the city.

Funding for special events and festivals includes new activities or events or new marketing strategies for ongoing events that can be directly related to incremental room nights, quality experiences that encourage repeat visits, or an annual event which introduces new or expanded attractions, or to expand the marketing efforts of an already existing event to better reach guests who live over 50 miles from Lincoln City.



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ELC will assess multiple annual awards for an event or attraction with growth in attendance and quality of the guest experience as key criteria. Applicants can expect to see decreasing support over three years with an assumption that after three years, the event, festival or attraction should be self-sustaining and no longer in need of grant support.

Preference will be given to new events, festivals and attractions.

ELC REVIEW:

Please note that the ELC Staff will have authority to pre-vet applications before they go to the ELCC committee for review. Any applications that do not meet the requirements will not be presented to the committee. Examples of this are as follows:

EXCLUSIONS:

- No grant funds will be awarded for feasibility studies, prizes or awards or requests for capital funding.
- Funding will only be awarded to projects that can be COMPLETED within the allowable timeframe of 15 months from the grant award date.
- No grant funds will be awarded to a project in which the award would be used to cover regular costs of doing business.
- Events/Promotions not able to get required permits.
- Incomplete or handwritten applications
- Applications that do not meet all of the requirements laid out in this document
- Applications that exceed the three year limitation

PERMITS:

Events should have all required permits for their event prior to applying for grant funds. This includes City Special Event Permits or Parks and Recreation Exclusive Use Permits, OLCC permits, if necessary, State Parks Permits, etc. Grant applications with no current permits will be reviewed by the ELC prior to their grant application being moved forward to the ELCC. If the event is deemed not likely to receive a permit, the application will be denied. If the event is deemed likely to receive a permit, but no current permits are in place due to the restrictions of the permit process, the ELC will allow the grant application forward.

MATCHING REQUIREMENTS:

Tourism grant recipients are required to provide a cash and/or in-kind match of 30% of the grant request. For example, if you are requesting \$10,000 of grant funds, you must provide a minimum match of \$3,000. The project budget would total at least \$13,000.

In-kind contributions are encouraged and may be used towards the 30% cash match requirement. In-kind contributions can include volunteer labor, but the labor must be itemized and hours tracked at Oregon State minimum wage in order to apply toward this match. Preference will be given to grant requests that indicate some cash commitment by the applicant.

REPEAT FUNDING:

An existing event or activity can qualify for repeat funding. However, the Tourism Grant Program awards are considered seed money for promising ideas. For a project to be deemed a success, it should demonstrably be on track to become self-sufficient within



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three years. Repeat applications will be accepted at the discretion of the committee and will be judged, in part, by the demonstrations of learnings that will decrease costs and/or increase revenue, lessening the need for grant support. However, unless the repeat funding application shows significant enhancements or changes to the original idea, the ELC and/or ELCC Committee has the option to give priority to new events or promotions and deny a repeat funding application after three years. If the repeat funding application exceeds the three year cap, they may be eligible as a Legacy Item. *See Legacy Items Section.*

PARTIAL FUNDING:

Applicants should expect the number of grant applications to far exceed the amount of available grant funding. Because of the competitive nature of the Tourism Grant Program, partial funding may be recommended for any proposed project. Applicants are asked to identify, in advance, how a project would be modified should the full amount not be awarded.

GRANT DENIALS:

The City of Lincoln City reserves the right to approve all, or a portion of any request, or deny a request altogether regardless of availability of funds. Denial of all, or a portion, of a grant resulting from a recommendation by the ELCC to the ELC Director may be appealed to the City Manager within 15 days of denial. The City Manager will then make the final decision on the appeal for awarding grants. Please refer to 2.24.080 Grant Review Procedures and Appeals Process for more details.

Please note that handwritten applications will NOT be accepted and will be an automatic denial. Any grant scoring 70% or less on the grading process will also constitute an automatic denial. Applicants that are for events not eligible for a permit will also constitute an automatic denial.

MULTIPLE GRANT APPLICATIONS:

More than one application may be submitted. However, each project or event should be discrete, not related to the other(s).

EVALUATION:

The Explore Lincoln City Committee (ELCC) grant review panel appointed by the Lincoln City, City Council will review grant applications. The Explore Lincoln City Committee will recommend the top ranking applications, with funding levels indicated, to the ELC Director.

The ELC Director will then make the final decision for awarding grants. A “Selection Criteria Summary” will be attached to show you how your application was scored. The form used by the Explore Lincoln City Committee to score your proposal will indicate extra points awarded for projects that (1) bring visitors to Lincoln City from areas over 50 miles away, (2) occur during the shoulder season (before June 15th and after September 15th), and/or (3) are family friendly.

ELCC MEETING:

The applicant will be required to attend the Grant ELCC Meeting on July 16, 2019 at 3pm in the Culinary Center, 4th floor of City Hall, to give a summary presentation to the committee on their application. The presentation will be 2 (TWO) minutes long with 3



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(THREE) minutes of Q&A from the committee. Please note that the presentation should be a summary of the application and is worth 5 (FIVE) points out of 100 as noted on the applicant grading sheet. The primary purpose of the presentation is to answer questions and offer clarifications to the ELCC Committee.

GRANT AGREEMENT:

Successful applicants will be required to enter into an agreement with the City of Lincoln City. The agreement specifies the conditions of payment and project performance. Provisions include:

- The City of Lincoln City will receive credit on published materials, advertisements or other promotional activities associated with the project with the ELC website URL noted: TravelLincolnCity.com (or other address specified by the ELC in the Grant Agreement.)
- Applicants will provide proof of a current comprehensive liability insurance policy for the duration of the event or project. Such policy will be at the applicant's own expense and not eligible for reimbursement with grant funds.
- Applicants will be required to comply, at their own expense, with all laws of any municipal, county, state, federal or other public authority including respecting the use of tourism funds, which may include public contracting laws.

The agreement also requires written narrative and financial reports, survey or evaluation, and copies of tapes or brochures produced in association with the project. The signed grant agreement is due back two (2) weeks from the date the ELC Director approves the awards or the date of the appeal was approved.

QUALIFICATIONS/DELINQUENCY:

If your organization has previously been awarded a grant and you are delinquent for that award (defined as a failure to meet any of the requirements, including going past the penalty periods defined in the *Reporting Delinquency* section of this document), your organization is not eligible to apply for another grant until all reporting requirements are brought current and two (2) application cycles have passed.

PAYMENT INFORMATION:

Each applicant will submit a completed IRS Form W-9 with the contract agreement. The W-9 will contain all the information for whom the City of Lincoln City will remit payments.

Awards can be made for up to \$25,000. All awards must be approved by the ELC Director. Awards made by the Explore Lincoln City Committee (ELCC) are recommendations only and not official until approved by the ELC Director. The City will inform grant applicants on grant allotment decisions within 10 days after the ELCC presents their recommendations to the ELC Director.

Generally, 33% of the funds awarded will be paid upon execution of the contract. Another 33% will be paid after receipt by the ELC Director of a comprehensive marketing/business plan. Final project reports are required within 60 days of completion of the project for applicants to receive the remaining 34% of the funds. The ELCC may recommend other contractual payment arrangements, if appropriate.



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Any expenses not properly documented shall not be considered. Any grant funds not spent will be retained by the city. At any time, the ELCC may recommend or the ELC Director may require expense receipts to support payment of all or a portion of the funds.

Grant funds are available after agreements are signed by both parties.

PARTNERING WITH ELC FOR ADVERTISING AND PROMOTION:

For the planning and placement of media schedules, the applicant has the option to utilize the ELC's agency to produce, purchase and place advertising on behalf of the applicant. If the applicant chooses to exercise this option, the amount allocated toward paid media must be clearly identified on the grant application budget sheet. The amount would include production of ads, purchase and placement of ads, and any agency fees associated with these services. Upon grant approval, the amount identified for advertising with the agency will be withheld from the grant payment schedule, and used in full directly by the ELC through a contract with the agency on behalf of the applicant. The ELC would then be responsible for providing reports and results from the agency to the applicant for use in their marketing and final reports. If the applicant chooses to secure advertising independently, the ELC will not assist with ad production and placement. If this option is chosen, full funds will be issued to the applicant if the grant is approved for the applicant to purchase advertising as they see fit. Once grant funds are approved and a grant contract has been executed between the ELC and the applicant, applicant will be required to fill out an intake form with the agency to determine allocation of the approved grant funds. This step will be included in the contract the applicant will sign with the ELC. Applicant will be required to complete this step as part of their marketing plan deadline and will be based on the agency provided timeline.

PARTNERING WITH URBAN RENEWAL

The ELCC committee is committed to working in partnership with Urban Renewal's Loan Program. Grant applicants will be made aware of opportunities presented by Urban Renewal, including no interest loans for tourist related beautification projects within the Urban Renewal boundary. Once an applicant has begun the process for a Loan, or has attended the Small Business Management Program through Oregon Coast Community College, they can receive bonus points on ELCC grant applications. This partnership allows an applicant to leverage more funds to create tourist attractions by opening doors for more funding. For more information on how to apply for an Urban Renewal Loan, go to: https://www.lincolncity.org/index.asp?Type=B_BASIC&SEC={F70D2208-E7E8-4D19-B6FB-D847DA2C5D42}.

REPORTING DELINQUENCY:

Deadlines for all reports required by the applicant to receive grant payments will be clearly defined in the grant contract. If the applicant is late on any required reporting, a penalty clause will be applied. For every seven days the report is late, the applicant will forfeit 10% of that grant payment. Payments will be reduced another 10% for each additional seven days the report is late.



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This clause applies to the marketing/business plan required for the second grant payment and for the final report required for the final grant payment. If a report is not turned in at all, the applicant forfeits the entire grant payment for that report. Payments are based on completion of tasks by deadline. If a marketing plan is not turned in and no grant payment awarded, recipient can still turn in a marketing plan and a final report to receive a final report grant payment, as long as the final report requirements are met.

TOURISM GRANT BUDGET FORMS:

Each applicant will submit proposed budget forms, using a template provided by the ELC, for their event or project and a detailed marketing plan. The budgets should encompass all aspects of the event or project and include the value of any non-cash (in-kind) or barter contributions. All volunteer labor hours are to be valued at the state minimum wage as a non-cash (in-kind) contribution. Labor hours need to be documented using forms provided by the ELC. If the applicant chooses to utilize the ELC's agency to produce and place ads on their behalf, this amount must be clearly identified in the budget sheet.

DEMONSTRATION OF COMMUNITY SUPPORT:

Each applicant is required to submit three (3) letters of support or endorsement from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.).

Each letter should be unique and specifically address your proposal and why the writer believes the project will benefit the community.

LEGACY ITEMS:

An event, promotion or activity that has been successful and self-sufficient after three years of grant funding may qualify for additional advertising and promotion funds through the Legacy Items program within the ELCC grant program. In order to qualify to apply, the event, promotion or activity must meet the following criteria:

- 1) The event, promotion or activity must be in existence for three to five years.
- 2) There must be three to five years of proven success and growth demonstrated by metrics. This growth can be shown with previous final reports from grants or other metrics.
- 3) It must align with Explore Lincoln City's Mission and Vision.
- 4) It must be free of charge to the public. The event, promotion or activity may have other methods of funding, such as vendor fees or sponsorships, but must not charge admission or gate fees.

If the event, promotion or activity meets all of these criteria, then they may apply for Legacy funding. Qualifying for these funds does not mean automatic approval. The ELCC committee may choose to recommend funding new activities in lieu of funding legacy items based on the level of qualifying applicants. This offer is solely for advertising and promotion through the ELC's agency. No legacy funds will go directly to the applicant. If awarded legacy funds, they will be held by the ELC to pay the agency directly for promotion of the legacy event. The legacy applicant will still be required to provide all required reporting as a ELCC grant and meet the same deadlines. The maximum amount allotted for any legacy grant will be \$10k. The ELC's role will be to



promote and market the legacy item only. No support for logistics will be included in this fund.

Once legacy funds are approved and a legacy contract has been executed between the ELC and the applicant, applicant will be required to fill out an intake form with the agency to determine allocation of the approved legacy funds. This step will be included in the contract the applicant will sign with the ELC. Applicant will be required to complete this step as part of their marketing plan deadline and will be based on the agency provided timeline.

In order to apply for Legacy Item funding, applicants will fill out the same grant application as all other applicants, but will also be required to fill out an additional page showing they meet the requirements to be a Legacy Item.

SELECTION CRITERIA SUMMARY:

Below are the criteria that the Explore Lincoln City Committee follows to score each application:

- Does the applicant clearly demonstrate how this project will increase visitors from areas of 50 miles from Lincoln City?
- Will the project encourage additional overnight stays beyond the project or event?
- Does the applicant have the ability to complete the project?
- Does the applicant have management and/or administrative capabilities to complete the project or event?
- Are the budget and marketing plan realistic?
- Does the applicant clearly demonstrate how the project will leverage funding?
- Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
- Is there demonstrated community support? Is there evidence of in-kind support?
- Is there a strong evaluation method with measurable objectives?

Preference will be given for projects that meet the following criteria:

- New events and festivals that occur outside of our peak season of June 15th to September 15th
- Projects that place a strong emphasis on bringing visitors to Lincoln City from areas over 50 miles from Lincoln City
- Projects that encourage overnight stays and stays of greater length
- Projects that result in new and improved attractions in Lincoln City
- Projects that are cooperative ventures, involving two or more entities located in Lincoln City
- Projects that complement and expand the media voice of Lincoln City in key source markets, preferably Portland and Salem
- Projects that are family friendly



GRANT APPLICATIONS WILL BE JUDGED BY THE FOLLOWING CRITERIA:

1. Previous Tourism Projects (10 Points)

- If the applicant has applied for grant funds from the ELCC in the past, did they meet contract requirements? Was the Project completed on time, were reports submitted on time, including final evaluation criteria? Is this a repeat funding application or a new event/promotion? Previous infractions mean reduced points on current application.
- If this is a first time applicant, these points are awarded in full as long as the first time applicant completes all required elements of the application process.

2. Relationship to Tourism Marketing Plan and Degree of Long Term Impact (50 points)

- Ability of project to attract visitors to Lincoln City and enhance tourism product (15 points)
- Ability of project to increase transient room tax revenues (measured by increasing overall revenues from room tax by generating overnight visitor stays) (15 points)
- Ability of project to encourage repeat or future visits, or encourage visitors to extend their stay (10 points)
- Project includes measurable indicators and objectives (10 points)

3. Applicant's Ability to Undertake the Project (20 points)

- Is the plan and budget realistic?
- Are required permits in place?
- Has the applicant identified metrics to indicate success?
- What is the applicant's potential to succeed?
- Does the applicant have the support of cooperative partners?
- Are there any previously demonstrated management and administrative successes?

4. Demonstrated Community Support and Public Involvement (15 points)

- Is there evidence of in-kind support?
- Is there evidence of endorsement by community groups? (Three letters of support/endorsement are required.)
- Were there any guest focus groups, guest surveys, public workshops, meetings, or other methods to gauge guest interest or the potential for citizen involvement in the project?

5. Application Presentation (5 points)

- General overall quality of proposal
- Is the presentation clear and concise?
- Points will be deducted for vague, unclear, or rambling presentations or responses.



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Bonus Points (up to 15 points)

- Project demonstrates strong potential to attract guests to Lincoln City from areas more than 50 miles from Lincoln City (5 points)
- Project has the potential to increase room tax revenues during the tourism shoulder and/or off-season, specifically before June 15th and after September 15th (5 points)
- Project is family friendly (5 points)
- Bonus points will be applied AFTER regular points are accumulated.

Total Points: 100

Potential Bonus Points: 15

Applicants are strongly encouraged to identify and explain any other characteristics they deem relevant and important to the committee's consideration.

HOW TO APPLY:

Application forms are attached to this memorandum. The grant application cover page must be completed and returned on the form provided. Grant application questions must be submitted on a form you have produced which replicates the questions exactly.

Please send one (1) original paper copy or one (1) electronic copy of your grant application. Incomplete proposals, not attending mandatory meetings or other deficiencies shall result in your application being rejected without ranking. Applications will not be accepted after the deadline stated below. Send completed applications to:

Explore Lincoln City
 801 SW Highway 101, Suite 401
 Lincoln City, OR 97367
elcc@lincolncity.org

Timeline for Lincoln City Tourism Grants		
Date	Where	Event
May 23, 2019 9-11am OR May 28, 2019 2-4pm	Council Chambers	Grant 101 Class (Required for all potential grant applicants)
June 28, 2019, 5:00 PM	ELC	Deadline for submitting applications
July 16, 2019, 3:00 PM	Culinary Center	Explore Lincoln City Committee Meeting (Proposal scoring, review & recommendation. Required for all grant applicants)
August 5, 2019 2-4pm, OR August 9, 2019 9am-11am	Council Chambers	Grant 102 Class (Required for all successful applicants)