



FY 2018-19 Tourism Development Grant Overview

Administered by Clackamas County Tourism & Cultural Affairs

Introduction

Tourism Development Grants are made possible through Transient Room Tax Collections within Clackamas County. Tourism Development Grants are for specific tourism-related projects* that are aligned with the goals and priorities outlined in Tourism & Cultural Affairs [2017-22 Strategic Priorities](#).

Who We Are

Clackamas County Tourism & Cultural Affairs (CCTCA) strives to increase overnight stays and encourage visitors to linger longer in Clackamas County. CCTCA serves as the leading force to grow and sustain tourism in Clackamas County through effective marketing and asset development strategies and by building strong partnerships with businesses, organizations, other governmental entities and citizens. CCTCA's work is guided by the Tourism Development Council (TDC).

Project Objectives and Eligibility

Funding is intended for infrastructure and capital type projects that coincide with CCTCA's strategic priorities. Tourism best practices, innovation, collaboration and business ideas with strong commercial potential for the local economy will be present in successful applications. Grant recipients should be able to demonstrate enhanced experiences for visitors to Clackamas County through projects that build on the area's unique strengths and which contribute to setting the region at the forefront of a competitive marketplace.

Funding Strategic Priorities

- Create and/or Enhance Tourism Assets
- Enhance Marketing and Promotion Efforts through New Technologies and Mediums
- Build and Strengthen Partnerships and Coalitions to Increase Collaboration
- Build and Strengthen Public and Private Partnerships
- Develop New Tourism Products, Markets and Packages
- Focus on at least one of the Three Pillars of Clackamas County Tourism:
 - Outdoor Recreation
 - Agritourism
 - Cultural/Heritage Tourism

Tourism Partnership Development Grant Details:

- Should create broad economic impact for the destination served
- May have a maximum of 10% used for administrative expenses
- May not be used for ongoing expenses, i.e., "Cost of Doing Business"
- Demonstrated partnerships and collaborations will increase prospects of project funding.
- Tourism does not require a specific percentage match, but does look at leverage and funding partnerships.

** The legal definition of tourism in Oregon, per legislation, is “Tourism means economic activity resulting from tourists and tourist means 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, and that trip requires the person to travel more than 50 miles from the community of residence; or includes an overnight stay.”*

Budget

\$250,000 in total funds is available for this program FY 2018-19. The minimum request that will be considered per project is \$5,000 with a maximum of \$100,000 awarded for a single grant. A maximum of one grant project per organization per cycle will be awarded.

Process

Step 1: A submittal of a pre-application is required via online form. This pre-application is weighted according to CCTCA’s strategic priorities. Pre-applications will be reviewed by staff to determine if the project meets the minimum criteria for Tourism Development Grant approval.

Step 2: Applicants submitting pre-applications that demonstrate a clear understanding of Development Grant goals and strategies for successful project execution will submit a full Development Grant Application online.

Step 3: A Tourism Grant Advisory Panel will review complete packet submissions within 30 days of submission deadline. The Advisory Panel will submit their recommendations to the Tourism Development Council.

Step 4: The Tourism Development Council makes funding decisions. Option for the TDC include full funding, partial funding or no funding as well as project specific stipulations to funding.

Assistance

Attendance at a Development Grant Orientation Workshop is required in person or through webinar log in. *(If your organizations grant writer attended a previous Development Grant workshop, attendance is encouraged but not required). Workshops will be held July 25 and August 21. To RSVP or if you are unable to attend a scheduled workshop, please contact samara@mthoodterritory.com.*

Tourism staff are available to advise on tourism trends and best practices as well as answer questions at any point in the process of developing a tourism project or grant request.

Project Evaluation

Brief progress overviews will be due on a quarterly basis. A formal summary report is due no more than 30 days following project completion. Successive payments on approved multi-year grants will be made only with the achievement of mutually agreed upon milestones.

Development Grant FY18-19 Timeline

July 25th and August 21st – Orientation (required) Contact Samara to RSVP or if you are unable to attend on these dates.

September 13th – Pre-Applications due

November 1st – Full Application due

November 2018 – Grant Advisory Panel reviews application packets;

Recommendations made to Tourism Development Council at following month’s TDC meeting.

Contact [Samara Phelps](mailto:Samara.Phelps) (503) 742-5910 with any questions.