



## FY 2019-20 Tourism Development Grant Overview

### 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).

### 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](#).

### 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. The TDC may award up to \$250,000 for a project. A maximum of one grant project per organization per cycle will be awarded.

### Objectives

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.

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.

### Funding Strategic Priorities

- Create and/or Enhance Tourism Assets
- Develop New Tourism Products, Markets and Packages
- Water Tourism Projects that align with the Clackamas County Water Tourism Strategic Plan
- Focus on at least one of the Three Pillars of Clackamas County Tourism:
  - Outdoor Recreation
  - Agritourism
  - Cultural/Heritage Tourism
- 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

## Process

**Step 1:** A submittal of a pre-application is required via online form. Pre-applications will be reviewed by staff to determine if the project meets the minimum criteria for Tourism Development Grant approval. All applicants will receive staff feedback.

**Step 2:** Applicants submitting pre-applications that demonstrate alignment with Tourism Strategies will submit a full Development Grant Application via online form.

**Step 3:** A Tourism Grant Advisory Committee will review complete packet submissions. The Grant Advisory Committee 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.

## Eligibility

- Attendance at a Development Grant Orientation Workshop is **required** prior to the submission of the *Development Grant Pre-Application*. This year's workshop dates are August 7 & August 27. Contact [aaron@thoodterritory.com](mailto:aaron@thoodterritory.com), to RSVP or if you cannot attend a scheduled workshop. (If your organizations grant writer attended a previous Development Grant workshop, attendance is encouraged but not required.)
- Open to public, private and nonprofit organizations whose project benefits the greater public interests of tourism development. This grant will not be awarded to a project that emphasizes private profitability and /or one where the investment could be considered a regular cost of doing business.
- A maximum of 10% of grant funds can be used for administrative costs.
- To be considered an application should have confirmed funding for the balance of budget beyond CCTCA's allocation. If other funding is contingent on CCTCA's approval, grants will be approved but not paid out until all funding needed is in place to complete the project.
- CCTCA does not require a specific percentage match, but does look at leverage and funding partnerships.
- Consideration will be given to projects that require phased work requesting funding over more than one year funding/grant cycle as well as one-time projects. (Note: Phased projects are not guaranteed future funding.)
- Conditions of any previous Development Grants must be fulfilled in order to receive subsequent Development Grant funds.

## Criteria

The Tourism Grant Advisory Committee will make their recommendations, using the following criteria, to Tourism Development Council (TDC) members.

- Project clearly aligns with one or more of the stated goals of the Tourism & Cultural Affairs Department as outlined in the 2017-22 Strategic Priorities
  - Particular focus on water tourism related products
- The number and quality of partnerships working together to meet project objectives
- Ability of project to leverage investment & ROI through matching of in-kind and/or financial contributions by other organizations
- Ability of the project to clearly increase overnight stays in Clackamas County either in the near term or in the long term depending on project phase of development
- Ability of project to increase visitor's desire to 'linger longer' and spend more time/money in Clackamas County
- Demonstrated ability of the project to become financially self-sustaining after term of grant request is complete
- Readiness of project to commence in a timely manner with initial objectives as identified in the grant application upon receipt of CCTCA grant funding

## **CCTCA Involvement**

As appropriate and agreed upon, CCTCA would require inclusion/input at key planning and execution points.

## **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 FY19/20 Timeline**

- **August 7 & 27** – Orientation (Required) Contact Aaron to RSVP or if you are unable to attend on these dates.
- **September 18** – Pre-Applications due
- **October 30** – Full Application due
- **November** – Grant Advisory Panel reviews application packets
- **December** - Tourism Development Council (TDC) decides funding

Contact Aaron Lierseemann 503-742-5920 with any questions.

*\* 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.”*