



FY 2017-18 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 strives to increase overnight stays and encourage visitors to linger longer in Clackamas County by serving as the primary destination resource for trip planning resulting in destination visits and by working in partnership to develop and enhance local tourism assets.

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.

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

** 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 2017-18. 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 or emailed as a PDF. 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 be invited to submit a full Development Grant Application packet. The full, completed application plus supporting documentation must be submitted online or emailed as a PDF formatted for printing.

Step 3: A Tourism Grant Advisory Panel will review complete packet submissions within 30 days of receipt. The Advisory Panel will submit their recommendations to the Tourism Development Council at the Council meeting following the Advisory Panel's application evaluations.

Assistance

Attendance at a Development Grant Orientation Workshop is required. *(If your organizations grant writer attended a previous Development Grant workshop, attendance is encouraged but not required).* Workshops will be held June 21 and 27, 2017. Contact samara@mthoodterritory.com, if you cannot attend a scheduled workshop.

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 FY17-18 Timeline

June 21st and 27th – Orientation (required) Contact Samara to RSVP or if you are unable to attend on these dates.

August 3rd – Pre-Applications due to Tourism

October 12th – Full Application packets due from applicants invited to continue to Step 2

November 2017 – Grant Advisory Panel reviews application packets;
Recommendations made to Tourism Development Council at following month's TDC meeting.

Completed application packet must be emailed to samara@mthoodterritory.com by 5 p.m., October 12, 2017.

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