

## Program Overview

### Eligibility:

CPP grants may be awarded to public, private, or non-profit organizations whose project(s) demonstrate an ability to benefit the greater public interests of tourism development and promotion. Because this program is funded with public dollars, grants cannot be awarded that benefit religious organizations or private for-profit businesses.

### Projects are evaluated on the following qualities:

- alignment with Mt. Hood Territory and the community's established tourism goals and plans;
- ability to generate overnight stays within Clackamas County;
- 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.

### Qualifying Project Examples:

- Geocaching Challenges
- Maps, Brochures, and Flyers
- Responsive Websites
- On-line Marketing
- Print and Co-op Advertising
- Interpretive Panels & Signage
- Driving or Walking Tours
- Agritourism or Heritage Loops
- Festivals and Events
- Organized Rides/Runs

### 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
- compensation to applicant for executing their own proposal (some entity from within the community needs to want the project and submit an application.)
- "grant administration" charges for executing projects or managing grant funds
- entertainment at events; although funds can be used to promote events
- community beautification, streetscape, or banner projects
- normal costs of doing business.

### Other Conditions:

Events and activities that receive funding through this program need to be open to the public.

Improvement projects must have a strong ability to attract/benefit visitors from outside the community. As an example, improvements/amenities at a local park in and of itself would not likely qualify as an eligible project. Improvements/amenities at a local park that is part of a larger designated bikeway or trail system that offer the potential to generate increased activation along the system would.

### Dates & Timelines:

- **Completed applications** need to be submitted by **5:00pm, Monday, March 5<sup>th</sup>, 2018**.
- **Notice and Award Agreements** will be emailed the **beginning of April, 2018**
- **Projects shall be completed by December 31, 2018.**
- **Extensions** for projects need to be requested by **November 29, 2018**. (Granted for extenuating circumstances only.)
- **Year-End Reports** for all funded project shall be submitted by **February 7, 2019**.