

Cascade Locks Tourism Committee Grant Program

Application and Guidelines for Project/Event Funding

Effective February 2, 2015

The mission of Cascade Locks Tourism is to market and promote all of the visitor possibilities in Cascade Locks. Using media opportunities available through partnerships in the state and region, Cascade Locks Tourism gets the word out in Marketing (Advertising through various medias with partnerships) and Promotion (Attendance at tourism events, i.e. Tourism Summit, OR Governors Conference on Tourism, Chambers of Commerce); with Sustainable Tourism Facilities (Bike Racks, Visitor Information Centers, Gorge Hub) , and the Tourism Grant Program.


Tourism Grant Guidelines

Introduction

Funding for the Cascade Locks Tourism Grant Program is made possible with a portion of the local Transient Room Tax revenues collected from the City's lodging facilities each year. Funding to grant recipients is designated to enhance visitor and tourism promotion efforts within the Cascade Locks area and surrounding region of the Columbia River Gorge.

Grant project/event funding is intended to market and promote activities, special events, and sustainable tourism year-round, fostering local economic development through tourism. The purpose of the grant program is to provide funds for marketing and other qualified expenses directed towards increasing the number of overnight visitors to Cascade Locks from outside the area, specifically beyond 50 miles of the City.


Qualifying entities may be non-profit associations, organizations or governmental or quasi-governmental agencies. Documentation showing your eligibility must be included in the application. There is no guarantee that all applicants will be awarded a grant. Even though a project may qualify, limited funds may not allow all projects to receive assistance.

The Tourism Grant is a matching grant program: Cash expenses must be matched by the applicant up to 50% of the total amount of the project/event marketing or promotion budget. This may not include in-kind donations or paid staff expenses. Funds will only be utilized for the purpose of marketing and promotion of a project or event. Typical range of grant awards is \$100 - \$1,000. Applications may only be submitted once annually by an organization. Funds  be distributed to the named contact person in the form of a reimbursement, after submission of proof of payment.

Any and all decisions regarding awarding or rejecting grants are at the sole discretion of the Cascade Locks Tourism Committee, with Cascade Locks Tourism being credited as a sponsor.

Eligibility Requirements

Applicants must fulfill all of the following:

- Applicants should be able to demonstrate the ability to execute their project without depending on the continued financial assistance from these funds. It should be the intention of the organization to be self-sustaining.
- Be a documented qualifying entity as defined by the Internal Revenue Service.
- Have completed at least one year of fiscal operation as an organization.
- A final report is required at the completion of the project/event. The final report should consist of a one page (maximum) typed summary of the results of the project, proof of payment/receipts of monies spent for the grant, and the impact it had on tourism. Attendance figures are appropriate. Samples of advertising and promotions including photographs, brochures, video tapes, broadcast affidavits, etc. may be attached.
- All applicants must represent an ongoing, sustainable activity.
- An application and all related documents must be submitted  approved by the Cascade Locks Tourism Committee.

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Funding Purposes

All grants must be used for expenses directly related to the project. **Again**, grants must be used for marketing and other qualified expenses directed toward increasing lodging room nights (overnight visitors) and toward bringing people to Cascade Locks from outside the a 50-mile radius. The list below is a guide, but is not comprehensive. Allowable and disallowable expenses include, but are not limited to, the following:


Allowable Expenses

- Development of new events or major exhibits and activities
- Promotional activities that compliment advertising, including materials that create awareness and build or maintain a good image of Cascade Locks, e.g., printing of brochures or inserts for events.
- Production costs of media advertising
- Marketing expenses, including outside professional marketing service.
- The purchase of recognized media advertising focusing on attracting visitors to Cascade Locks (radio, television, internet, billboard, magazine and newspaper).

Unallowable Expenses

- Capital expenditures
- Rent of offices, repairs, renovation and/or remodeling of facilities
- General operating or administrative expenses
- General staff or personnel costs
- Interest or the reduction of deficits or loans
- Expenses incurred or obligated before grant project approval
- Scholarships or endowments
- Cash awards of any description
- Expenses not directly related to the approved project/event
- Activities or materials which violate the law

Core Stipulations

- Failure  use funds as specified in the grant application contract may result in penalties up to and including a full refund of grant funds.
- Failure to adhere to the agreed upon procedures and submit final report by the deadline is unacceptable and may result in penalties up to and including a full refund of grant funds.
- Project applicants cannot transfer funds from one specific tourism project to another without a written request and approval from the Cascade Locks Tourism Committee.
- Organizations receiving a Tourism Grant must have a reciprocal link on their Web site to www.CascadeLocks.net Web site. The consumer must be able to reach www.CascadeLocks.net in one click.
- Applicants who do not comply with all deadlines and procedures may be disqualified as eligible to receive Tourism Grant Funds for one year.

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Grant Review Criteria

Applications are evaluated in the following areas:

1. Excellence and merit of program or event
2. Merit of marketing plan
3. Ability to attract and serve visitors
4. Fiscal stability and administrative ability
5. Economic impact potential, i.e. increasing local visitation, recreational, food & beverage, service, and most importantly, overnight occupancy

Application Process

The Tourism Grant Program consists of four basic areas:

1. Completed application with IRS documentation and budget
2. Grant awarded by the Cascade Locks Tourism Committee upon review
3. Notification given to applicant on award (or rejection of application)
4. A final report with supporting documentation is due to the Cascade Locks Tourism Committee within ninety (90) days of the completion of the event or project.

Cascade Locks Tourism Committee Grant Application

Application Date _____

Application must be fully completed in order to receive consideration for funding. Please review the funding guidelines, and remember to attach/include your IRS documentation and project/event budget. Grant awards are disbursed in the form of a check to the organization named in the application, following submission of proof of payment.

Submit application form and required documentation to:

Cascade Locks Tourism Committee

140 WaNaPa Street

PO Box 308

Cascade Locks, OR 97014

Electronic applications are preferred: tourism@cascade-locks.or.us

For further information: (541) 374-8484 x111

Applicant Information

Project/Event Title: _____

Project/Event Dates: Begin _____ End _____

Contact Person _____

Email _____ Phone _____

Organization/Agency _____

Address _____

City _____ State _____ Zip Code _____

Applicant qualifies as Non-Profit 501-C Public Agency Organization

Year of Incorporation _____

Affiliate or sub-group this organization is part of (if applicable)

Amount requested* \$ _____ Other funding sources \$ _____

Total Project Budget \$ _____

*The maximum tourism grant share for any project will not exceed 50% of the cost of marketing and promotion of the event/project.

Cascade Locks Tourism Committee Grant Application

Project Summary

Provide a one to two-paragraph summary of the request and what will be accomplished. If the request is part of a larger project, briefly describe the overall project. However, please focus this summary on the specific element for which funding is being requested.

Scope of Work

Expand your project summary to address such issues as follows: what it is you wish to do and why this is important for the organization and its supporters; the tangible and intangible benefits to the community; visitor impact, estimated attendance, and how you will evaluate the success of the project.

Cascade Locks Tourism Committee Grant Application

Marketing/Promotions

Describe how you will advertise, publicize or otherwise distribute information regarding your project/event. Please include exact website addresses if applicable, as well as names of newspapers, magazines, radio stations, social media sites, etc.

Time Line

Please provide a detailed time line for your project/event. This should include dates and times, pre-event marketing, logistical and partner arrangements, event set up and tear downs, and post event timelines. **Note:** Projects/events must be completed within 12 months of funding approval.

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Project Budget

Tourism fund requests are listed first, with 1) Budget item, 2) Tourism amount request, 3) Matching fund source and amount, indicating when acquired or expected, and 4) Portion of the total project budget. More than one matching fund source can be used to match the Tourism amount of the budget.

Then, record other items in your project budget, with other revenue sources (sponsorships, registrations, in-kind, sale items, etc.), their amounts, and the portion of the total project budget.

Complete the project budget by entering the total Tourism funding requested, and the total value of the project.

| Budget Item | Tourism Amount Request | Matching Fund Source & Amount | Other Revenue Source & Amount | Funding Acquired Yes or No | Total Project Budget |
|-------------|------------------------|-------------------------------|-------------------------------|----------------------------|----------------------|
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Enter the total Tourism funding requested: \$ _____

Enter the total Value of the Project: \$ _____

An example of the budget follows on the next page

Cascade Locks Tourism Committee Grant Application

Project Budget - Example

| Budget Item | Tourism Amount Request | Matching Fund Source & Amount | Other Revenue Source & Amount | Funding Acquired Yes or No | Total Project Budget |
|-----------------------------|------------------------|-------------------------------|-------------------------------|----------------------------|----------------------|
| Advertising in AAA Magazine | \$500 | \$250 | XYZ Co. Sponsorship | Yes | \$750 |
| | | \$250 | Registrations | No, received upon event | \$250 |
| | | | | | |
| Signage | | | ABC Co. Sponsorship \$500 | Yes | \$500 |
| Print event booklets | | | DEF Co. Sponsorship \$500 | Yes | \$500 |
| Attendee prizes | | | In-kind Value: \$500 | Yes | \$500 |
| Marketing in publications | | | Retail sales \$500 | No, received upon event | \$500 |
| Rental Space | | | GHI Co. Sponsorship \$500 | Yes | \$500 |

Enter the total Tourism Funding Requested: \$ 500

Enter the total Value of the Project: \$ 3,500

Cascade Locks Tourism Committee Grant Application

Project Evaluation Criteria

Indicate how your project/event meets the following Tourism Project/Event Funding criteria.

Tourism Promotion

How does the project/event meet the basic State requirements for tourism promotion? Basic state requirements are as follows: Tourism promotion must attract people from more than 50 miles away from their community of residence OR create a need for visitors to stay overnight. (ORS 320.300 Definitions)

How does the project/event promote a positive image and destination location with new audiences and tourist expansion for the City of Cascade Locks, and increase awareness of the City's amenities, history, facilities and natural environment?

How does the project/event attract, build new audiences and encourage tourist expansion?

How does the project/event support regional tourism planning efforts in regard to the Columbia River Gorge National Scenic Act?

Previous and Replacement Funding

Is this funding request for a new project/event (seed funding) or to continue or expand on-going project/event? If new project/event, how do you intend to make your project/event sustainable?

Community Support

How does the project/event have broad-based community appeal or support? What is the need for this project/event?

Evidence of Partnerships

What kind of partnerships does the project/event exhibit? Volunteer involvement, inter-jurisdictional, corporate, business and/or civic organizational support? Please describe.