

**KLAMATH COUNTY TOURISM**  
**LARGE GRANT PROGRAM APPLICATIONS**



**Date Issued:** February 12, 2015

**Issued By:** Klamath County Finance  
305 Main Street  
Klamath Falls, Oregon 97601  
  
(541) 883-4202

**Applications Due:** February 27, 2015 at 2:00pm

## **Frequently Asked Questions**

### **What is the large grants program?**

*The purpose of the large grants program is the same as the regular grant program: increased overnight stays in lodging establishments in Klamath County. Because the dollars are greater, the criteria for awarding larger grants are more stringent than the requirements for the regular program. Also, the large grants program funds tourism infrastructure as well as tourism marketing.*

### **What criteria are used to evaluate large grants?**

*The basic criteria for awarding large grants is the same as the regular grants program, but the level of detail required (for budget, marketing plan and final report) is greater. We expect that larger grant will fund multiple-day events that will draw large numbers of visitors to our county. We also require an enhanced level of community and/or corporate support -- including community partnerships and endorsements from Discover Klamath. An in-person presentation to the grant review panel is required.*

### **May we apply for funding for more than one project?**

Yes.

### **Are grants only for non-profit organizations?**

*No, for-profit ventures may apply too. However, grants will not be awarded to projects that emphasize private profitability and/or where the investment could be considered a regular cost of doing business.*

### **What can the grant funds be used for?**

*Grant funds may be used for tourism infrastructure and for marketing.*

### **Do we give extra credit for anything?**

*We give extra points for projects that occur during the shoulder season, i.e. before June and after September.*

### **Is there anything else required?**

*Yes, applicants are required to attend a meeting with the County Designated Marketing Organization (Discover Klamath), the chair of the Tourism Grants Review Board and Klamath County officials, at which meeting the applicant will submit a letter of intent describing the proposed project.*

## **General Information:**

The Klamath County Board of Commissioners (BOCC) invites tourism grant applications for projects that will promote tourism in Klamath County.

Applications shall be delivered or mailed to Klamath County Finance Department, 305 Main Street, Klamath Falls, OR. 97601. No applications will be accepted if received later than **2:00 P.M, February 27, 2015.**

The Tourism Grants Review Board appointed by the BOCC will review and make recommendations to the BOCC for large grant awards of up to \$50,000.

A cash match of 30% of the grant award is required.

## **Goals:**

- Increase tourism in Klamath County, specifically overnight visits
- Increase the amount of time visitors spend in Klamath County
- Our target market is not the Klamath County area. Marketing and promotion should be directed to surrounding areas. Priority will be given to events that draw people into Klamath County.
- Additional infrastructure that increases visits or expands in-county visitor time.

## **General Terms and Conditions**

Klamath County has established a Tourism Grant Program to assist local organizations in promoting tourism and increasing overnight stays in Klamath County. The BOCC looks for projects that offer special or unique opportunities consistent with local tourism goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market.

Funding for the Tourism Grant Program comes from the countywide transient room tax.

## **Types of Projects**

Klamath County's intention is to fund as many well qualified projects as possible, within the available funds.

Project activities may include, but are not limited to, any of the following efforts (in no particular order):

- Development of new local and regional maps intended for niche market development or tourism promotion.
- Trail concept or trail development plans to foster greater visitor access to nature-based outdoor recreation. Activities necessary to carry out the implementation of an existing plan.
- Visitor way-finding signage plans or the implementation of an existing plan for signage production and/or installation.
- Other infrastructure related items that foster greater visitor access to locations in Klamath County

- Event creation or promotion that is positioned to attract a high volume of visitors to an area. A portion of monies may be used for operational expenses such as the hiring of a temporary and/or part-time event manager.
- Event-related transportation.
- Development or implementation of visitor service training or related projects such as implementing an Oregon Q Care Customer Service or We Speak related training program or business or workforce development programming targeted to tourism-related businesses.
- Strategic collaborative marketing initiatives that build off the Designated Marketing Organization's (Discover Klamath) brand and are executed in conjunction with them.
- Professional assistance for building local capacity for tourism development or educational activities to grow local capacity and leadership such as attendance at conferences, educational seminars or professional meetings to further leaders' understanding and involvement with the travel and tourism industry.
- Niche market tourism development activities such as: organizing specialized trainings or workshops to support the continued development or growth of a target niche market, conducting local familiarization tours, or regional study tours.

Projects that include the following activities are **not** eligible for grants:

- Projects that involve modifications of eligible historic structures or items.
- Funding will only be awarded to projects that can be COMPLETED within the allowable timeframe.
- No grant will be awarded to a project in which the award could be considered a regular cost of doing business.

The availability of funds and the success of the larger tourism grants will determine how frequently the program will make awards.

### **Note**

We encourage those applying for a Klamath County Tourism Grant to consider also applying for Travel Oregon's tourism grants. Travel Oregon's current development priorities are:

- Nature-based outdoor recreation
- Cycling tourism
- Culinary & agri-tourism development

### **Matching Requirements**

Tourism grant recipients are required to provide a cash match of 30% of the grant award. In-kind contributions are encouraged and may be described in the application, but are not applied toward the cash match requirement. These cash matches are required minimums. Larger cash matches may be shown in the budget. Points will not specifically be given for a larger cash match. However, a greater match is a consideration in the evaluation of the ability for the applicant to carry out the proposal.

### **Partial Funding**

The number of grant applications received may exceed the amount of available funding, which makes grant awards extremely competitive. In some instances only partial funding may be

recommended for the project. Applicants are asked to identify, in advance, how a project would be modified if the full amount is not recommended.

### **Multiple Grant Applications**

More than one application may be submitted. However, each project should be different and independent of the other.

### **Evaluation**

A seven-member grant review panel appointed by the Klamath County Board of Commissioners will review grant applications. The evaluation committee will recommend the top ranking applications to the Board of Commissioners who will then make the final decision for awarding grants. A "Selection Criteria Summary" is attached to show you how this application will be scored. This form will be used by the Review Committee to score your proposal.

Preference points will be awarded for projects that occur during the shoulder season, i.e. before June and after September.

### **Grant Agreement**

Successful applicants will be required to enter into an agreement with Klamath County. The agreement will specify the conditions of payment and project performance. Provisions will include that Klamath County Tourism Grants will receive credit on published materials, advertisements or other promotional activities associated with the project. The agreement also requires written narrative and financial reports; survey or evaluation; and copies of tapes or brochures produced in association with the project. The signed grant agreement is due back 2 weeks from when the Klamath County Board of Commissioners approves the awards.

### **Qualifications/Delinquency**

If your organization has previously been awarded a grant and you are delinquent in meeting any of the requirements for that award, your organization is not eligible to apply for another award until all reporting requirements are brought current and two (2) application cycles have passed.

If your organization has not maintained compliance with the logo usage agreement you will not be eligible to apply for awards under this program for two (2) application cycles.

### **Payment Information**

Each applicant will submit a completed IRS form W-9 with the contract agreement. The W-9 will contain all the information for whom Klamath County will remit payments to.

### **Tourism Grant Budget Forms**

Each applicant will submit proposed budget forms for their event and a detailed marketing plan. The budgets should encompass all aspects of the event and include the value of any non-cash (in-kind) or barter contributions. Value all volunteer labor hours at the rate of \$10.00 per hour as a non-cash (in-kind) contribution.

### **Demonstration of Community Support**

Each applicant is required to submit three (3) letters of support or endorsements from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.). Each letter should be unique and specifically address your proposal and why the writer believes the project will benefit the community.

### **Selection Criteria Summary**

Below are the criteria that the Tourism Review Panel follows to score each application:

Does the applicant clearly demonstrate how this project will increase out of county visitors?

Will the project encourage additional overnight stays beyond the project event?

Does the applicant have the ability to complete the project?

Is management and/or administration capable?

Are the budget and marketing plan realistic?

Does the applicant clearly demonstrate how the project will leverage funding?

Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?

Is there demonstrated community support?

Is there evidence of in-kind support?

Is there a strong evaluation method with measurable and objectives?

Preference points will be added for projects that meet the following criteria:

Event occurs in the Shoulder Season – before June and after September.

## How to Apply

Prior to submitting their written grant application, applicants are required to attend a meeting with the Designated Marketing Organization (Discover Klamath), the chair of the Tourism Grants Review Board and Klamath County officials. At that meeting the applicant will submit a letter of intent describing the proposed project.

Application forms are attached to this memo. Grant applications must be submitted on those forms OR on a form you have produced which replicates the questions exactly. Please send **one (1) original and one (1) electronic copy** of your grant request. **Incomplete proposals may be rejected** without ranking.

Applications will not be accepted after the deadline stated below. Send completed applications to:

**Klamath County Finance  
Tourism Grant Program  
305 Main Street  
Klamath Falls, OR 97601**

### **Timeline for Klamath County Tourism Grants – Large Grants Program**

September 8, 2014	Grant Applications Available
Various	Meeting with Designated Marketing Organization (Discover Klamath), the chair of the Tourism Grants Review Board and Klamath County officials. Applicant submits a letter of intent describing the proposed project.
February 27, 2015	2:00 p.m., Deadline for submitting applications
March 12, 2015	2:00 p.m., Review Panel Meeting in Commissioners Conference Room
March 18, 2015	BOCC work session to review and award grants
April 1, 2015	Deadline to have signed agreement return to Klamath County, to receive award funds

Grant funds are available after agreements are signed by both parties.

**LARGE GRANT PROGRAM**  
**LETTER OF INTENT**

Title of Project: \_\_\_\_\_

Funds Requested: \_\_\_\_\_

Organization Applying: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Brief Description of Project including date, time and location: \_\_\_\_\_

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**LARGE GRANT PROGRAM  
TOURISM GRANT APPLICATION**

Title of Project: \_\_\_\_\_

Funds Requested: \_\_\_\_\_

Organization Applying: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Web Site Address: \_\_\_\_\_

Brief Description of Project including date, time and location: \_\_\_\_\_

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The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Klamath County Tourism Grant Application packet and agrees, if the application is funded, that proposer will enter into an agreement with Klamath County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant \_\_\_\_\_ Date \_\_\_\_\_

If the applicant is requesting funds on behalf of another organization, the application must be approved by that organization.

Signature of Board Chair \_\_\_\_\_ Date \_\_\_\_\_

## **PROJECT DESCRIPTION**

1. Provide a detailed description of the project and activities, including a timeline. Note: Projects must be completed within 24 months of contract signature.
2. How will you use the grant funds?
3. For an infrastructure project, describe how on-going maintenance will be sustained and paid-for.

## **PROJECT GOALS**

4. How many out of county visitors do you expect to attract to the project? How will you track the number of out of county visitors versus the number of locals?
5. How are you planning on extending the out of county visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

## **QUALIFICATIONS OF APPLICANT**

6. Describe your organization/project management team. How are these individuals qualified to lead this project?
7. Describe your team's experience in operating past or similar projects.

## **PROJECT PLAN**

8. How will you give credit to Klamath County for its support in our event or project?
9. Who is the target market? What is your strategy for reaching the target market? If yours is an infrastructure project, you still need a marketing component.
10. Describe specifically how you will market the project to your target audience?
11. How will you measure the success of the project? (Be specific.)
12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at \$10.00 per hour for purposes of completing the budget form.
13. List your potential sponsors and partners and how they contribute to the event or project.
14. If this is a regular recurring event or ongoing project, identify your marketing network and how it contributes to or enhances your success.