

KLAMATH COUNTY TOURISM
TRADITIONAL GRANT PROGRAM APPLICATION



Date Issued: October 1, 2016

Issued By: Klamath County Finance
305 Main Street
Klamath Falls, Oregon 97601

(541) 883-4202

Applications Due: **2:00 p.m., October 31, 2016**

Frequently asked Questions

Can we apply for funding for more than one project?

Yes. Applications may be submitted for more than one project. Applicants should not make multiple requests for the same event or project. Each application must be for a unique event or project.

Are grants only for non-profit organizations?

No, for-profit ventures may apply too.

What can the grant funds be used for?

Grant funds may be used for marketing, promotion of events and tourism infrastructure.

Do we give extra credit for anything?

We give extra points for projects that (1) bring visitors to Klamath County in areas other than Klamath Falls; (2) projects that occur during the Shoulder Season (before June and after September), and (3) family friendliness.

Is there anything else required?

Yes, applicants are required to attend a Marketing 101 class. Successful applicants must also attend a Marketing 102 class. Both classes are provided free of charge by the county.

How long are my grant funds available for?

The event or project must take place within nine (9) months of the effective date of the contract.

General Information:

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

There will be a mandatory Marketing 101 Class for all applicants to provide information and answer questions about the grant process on **October 20, 2016** from 2:00 p.m. to 5:00 p.m. at the Klamath County Government Center Building, 305 Main Street, Klamath Falls, Oregon, Room 214. **This is a mandatory meeting that all applicants are required to attend. There will be no makeup classes offered. Please be sure to send a key representative from your organization to attend this class.**

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., October 31, 2016.**

The Tourism Review Panel appointed by the Klamath County Board of Commissioners will review and make recommendations to the Commissioners for grant awards of up to \$25,000.

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.
- Promote events in outlying areas, not just within the urban growth boundary of the City of Klamath Falls.
- Our target market is not the Klamath County area. Marketing and promotion should be directed at audiences outside of Klamath County. The objective is to 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 Board of County Commissioners 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 county-wide transient room tax.

Events or projects for which applications are made are required to be held or completed within nine (9) months of agreement signature date. The final report required under the terms of the agreement is to be completed and submitted to Klamath County within ninety (90) days of the event or project completion.

Prior applicants who have not completed the final report within the time period stated above or are not in compliance with the county logo usage agreement are not eligible to apply again for two (2) grant cycles.

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) (reference ORS 320.300 to ORS 320.350):

- Trail concept or trail development to foster greater visitor access to nature-based outdoor recreation. Activities necessary to carry out the implementation of an existing plan.
- Development of new local and regional maps for niche market development or tourism promotion.
- Development of tourism content and photography for an area to be used in conjunction with ongoing/existing local, regional and state marketing initiatives.
- Event creation or promotion that is positioned to attract a high volume of new visitors, especially during off-season or shoulder season.
- Visitor way-finding signage plans or the implementation of an existing plan for signage production and/or installation.
- Event-related transportation.
- Development of culinary tourism content for an area to be used in conjunction with ongoing/existing local, regional and state marketing initiatives.
- 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.
- Collaborative marketing initiatives that leverage the Travel Oregon, Southern Oregon Visitors Association and/or the County's Designated Marketing Organization's (Discover Klamath) brand and are executed in conjunction with established local or regional Destination Marketing Organizations.
- Strategic planning for community-based tourism development.

Past Grant Projects

Applicants can read past grant applications on Klamath County's Tourism Grants webpage. Some of the outstanding past projects include:

- Klamath Trails Alliance: infrastructure grant related to trail development on Spence Mountain (Spring 2016 Traditional Grant Application).
- Klamath Falls Downtown Association: marketing grant related to Lake Jam event (Spring 2016 Traditional Grant Application).
- Kiger Association: marketing grant related to Babe Ruth World Series 2015 (Spring 2015 Traditional Grant Application).

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

- Projects requests for feasibility studies, prizes or awards and requests for endowment funding.
- Funding will only be awarded to projects that can be COMPLETED within the allowable timeframe.
- No grant funds will be awarded to a project in which the award could be considered a regular cost of doing business.

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

The Klamath County Chamber of Commerce offers a visitor service training program free of charge.

Matching Requirements

Tourism grant recipients are required to provide a **cash match of 30%** of the grant request. For example if you are requesting \$10,000 of grant funds, you must provide a cash match of \$3,000. The project budget would total at least \$13,000.

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.

Repeat Funding

An existing event or activity can qualify for repeat funding. However, the Tourism Grant Program awards are considered seed money for good ideas. Repeat applications will be accepted at the discretion of the committee.

Partial Funding

The number of grant applications received will far 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 or event should be different and independent of the other. A phase 1 - phase 2 approach or multiple applications for the same event/project will not be considered.

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 and a funding level 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 (1) during the shoulder season (before June and after September); (2) projects in outlying areas and (3) family friendliness.

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. Applicants will be required to provide proof of a current comprehensive liability insurance policy for the duration of the grant agreement. Such policy will be at the applicants own expense and not eligible for reimbursement with grant funds. In addition the applicants will be required to comply at the their own expense with all laws of any municipal, county, state, federal or other public authority respecting the use of tourism funds, which may include public contracting laws. If the grant award includes funding for any capital improvements, the applicant agrees to maintain or ensure public access to such improvements. 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 two (2) weeks from when the Klamath County Board of Commissioners approve 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.

Noncompliance with any Klamath County grant program may impact your eligibility to participate in this program.

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 or project and a detailed marketing plan. The budgets should encompass all aspects of the event or project 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.

Event is held outside of the City of Klamath Falls urban growth boundary.

Family Friendliness.

How to Apply

Application forms are attached to this memorandum. The grant application cover page must be completed and returned on the form provided. Grant application questions must be submitted on a form you have produced which replicates the questions exactly. Please send **eight (8) original paper copies and one (1) electronic copy** of your grant application. **Incomplete proposals, not attending mandatory meetings or other deficiencies may result in your application being 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 Fall 2016 Klamath County Tourism Grants

October 1, 2016	Grant Applications Available on Klamath County website, Discover Klamath, Board of Commissioners Office and Finance Office.
October 20, 2016	2:00 p.m. Marketing 101 Class required for all grant applicants.
October 31, 2016	2:00 p.m. Deadline for submitting applications.
November 7, 2016	2:00 p.m., Review Panel Meeting in Commissioners Conference Room to score proposals.
November 23, 2016	Board of Commissioners work session to review and award grants.
December 2, 2016	2:00 p.m. Marketing 102 Class required for all successful applicants. Signed contracts due back.
December 13, 2016	Board of Commissioners regular meeting to sign agreements.

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

TRADITIONAL TOURISM GRANT APPLICATION COVER PAGE

Grant Cycle: _____

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: _____

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 Organization _____ Date _____

TRADITIONAL TOURISM GRANT APPLICATION QUESTIONS

PROJECT DESCRIPTION

1. Provide a detailed description of the project and activities.

PROJECT GOALS

2. 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?
3. 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

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

PROJECT PLAN

6. How will you give credit to Klamath County for its support in our event or project?
7. Provide a detailed timeline of your marketing efforts leading up to the event or project.
8. Describe your target market/audience.
9. Describe specifically how you will market the project to out of county visitors.
10. How will you measure attendance in drawing out of county visitors to the project? Examples: Hotel Rate Code, Ticket Sales, Trail Counts. (Be specific)
11. If your project is already underway, explain how this award will increase your likelihood of success.
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 an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.
15. If your organization is not awarded full funding, how would you modify your plans?