

Memorandum

Date: September 4, 2013

To: Members, Economic Development Committee

From: Chris Kerr, Economic Development Director

Subject: CPP Grant Timeline and Project Selection Guidelines

As they did last year, the Clackamas County Tourism and Cultural Affairs will award money to the City of West Linn through their Community Partnership Program (CPP). The grant money is to provide funding for tourism-related projects that have the potential to become significant and self-sustaining, that are aligned with the economic development goals of the City, and have the ability to recognize or demonstrate a return on investment. The money for this program comes from the Clackamas County transient room tax. I am again recommending that the EDC act as the selection committee for reviewing and awarding these grants.

Timeline for Review and Selection of Proposed Projects

- The process for notice and solicitation of grants will be 6 weeks.
- Copies of the notice, Application Packet, and Program Guidelines will be posted on West Linn's website. Details will also be published in a press release, included in the City's monthly newsletter, and in a West Linn Tidings article.
- The notice and solicitation process will be closed on October 11, 2013 and all submittals will be provided to the EDC by October 18, 2013.
- The EDC will make their selections at their November 8, 2013 meeting.
- All funds will be dispensed to selected applicants by December 6, 2013.

Project Evaluation Guidelines

Projects should be evaluated on the following attributes and qualities:

- Alignment with Clackamas County and West Linn's tourism goals and plans.
- Have a high likelihood of attracting tourists and visitors from outside the community.
- Inclusion of more than one community, lodging, or tourism partner.
- Leverage of additional dollars or resources.
- Are self-sustaining, have growth potential, or are capacity-building.
- Offer measurable or demonstrable return on investment.
- Events or activities supported with CPP funds have to be: open to the public; have an ability to attract visitors from outside the community; and, have the ability to become significant and self-sustaining.

Ineligible Projects & Expenses:

- Those profiting or benefiting a single lodging partner, business, or individual.
- Capital improvement projects benefiting a private, for-profit organization or property owner.
- Community beautification, streetscape, or banner projects.
- Expenses that can be interpreted as the normal cost of doing business.

Clackamas County Areas of Focus

- Agritourism – includes development or promotion of facilities, services, and activities.
- Outdoor Recreation – encouraging participation in outdoor activities.
- Heritage, Culture, Arts – promoting the arts, culture, or heritage of the area.
- Multi-property lodging promotion or lodging facility development.
- Social Media – efforts to create a strategic plan and projects to advertise tourism.
- Market/Product Promotion or Development – development/promotion of “niche vacation” packages i.e. weddings, reunions, girlfriend getaways, and man-cations.
- Bicycle Tourism Promotion and Development.

Project Incentive Program (PIP)

New for this year, Clackamas County is introducing a Project Incentive Program. The purpose is to encourage more CPP projects that have the ability to increase overnight stays at lodging facilities in the County.

The incentive for these projects is additional funding and an extended project timeline. The pool of money for PIP projects is \$60,000 and the minimum amount of funding granted will be \$5,000. Since these projects are supposed to be bigger and more strategic there is an extended deadline for completion and reporting of PIP-selected projects, January 21, 2015.

Each community can nominate one CPP project for PIP after November 8, 2013. To qualify for PIP a greater weight will be given to projects that can increase overnight stays and show a measurable and attainable return on investment.