



Please review this packet prior to completing an application.

Incomplete or improperly submitted applications will not be considered.

## OVERVIEW:

The Community Partnership Program (CPP) provides funding for tourism-related projects in local communities that have the ability to 1) increase overnight stays in lodging facilities within Clackamas County, 2) bring visitors into your community from more than 50 miles away to recreate, shop, dine or take in the arts, cultural or historic offerings, and/or 3) entice visitors to linger longer.

The statutory definition of tourism is “*economic activity resulting from tourists.*” A tourist is defined as “*a person who, for business or pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person’s community of residence.*” It further stipulates that the travel be “*more than 50 miles from their community of residence or include an overnight stay.*”

Funding for this program comes from the County’s 6% transient room tax (TRT) as authorized by state law.

## OBJECTIVE:

CPP grants provide funding for tourism related projects that have the potential to become significant and self-sustaining; that align with the goals and priorities outlined in Clackamas County Tourism and Cultural Affairs (CCTCA) Business and Master Plans; that align with the community’s updated Tourism Action Plan, and that have an ability to demonstrate a return on investment (overnight stays/visitors from 50 miles away or greater, or increase linger longer).

## ELIGIBILITY:

Grant funds may be awarded to public, private, or non-profit organizations whose project demonstrates an ability to benefit the greater public interests of tourism product development, promotion, and/or marketing.

Projects will be evaluated on the following attributes and qualities:

- alignment with CCTCA and the community’s established tourism goals and plans;
- create 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.

## 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; This means that a third party from within the program community will need to submit a project application.
- entertainment at events; although funds can be used to promote events
- community beautification, streetscape, or banner projects
- normal costs of doing business.

**Note:** Please read the below **Approved Scope of Work, Project Ideas, Terms & Conditions, Dates & Timelines, and Review Materials** for more information about this program and project eligibility.

- Applicants whose projects are selected must sign agreement acknowledging terms and conditions.
- Applicants who receive funding are financially responsible for funds awarded and execution of project.
- Reports are required for all projects that receive funding; copies of invoices and receipts required.

## APPROVED SCOPE OF WORK:

The following summarizes the Areas of Focus from CCTCA's Business and Master Plans and defines approved categories for CPP support.

- Agritourism - provides an alternative to improve the incomes and potential economic viability of farms and rural communities. This includes the development, creation, and/or promotion of facilities/services/activities.
- Outdoor Recreation - includes the development and or promotion of facilities/services/events that enable visitors to participate in snow sports such as skiing, snowboarding, snowmobiling & inner tubing, as well as recreational endeavors such as hiking, biking, fishing, horseback riding, boating, etc. that are available in Clackamas County and showcase its outdoor assets.
- Heritage/Cultural/Arts - includes the development, creation, and/or promotion of facilities/services/activities that promote and advance the arts, culture and/or the rich heritage of Clackamas County.
- Multi-property lodging promotion or lodging facility development - (all categories including RV, B&Bs, cabins, and campsites) that seek to promote overnight stays in the county and that include a minimum of two or more attractions/activities/events that are in the county as well as a minimum of two lodging options also within the county. Unique lodging facility development or enhancement in rural areas is especially desired.
- Social Media & Internet – including efforts to create a strategic plan as well as specific projects that will increase a target visitor's awareness of an attraction, facility, event or hospitality-related organization.
- Market/Product Promotion or Development - the development or promotion of "niche vacation" packages – including Girlfriend Getaways, Man-cations, Geocaching, weddings, and reunions, etc. or regional or international travelers.

- Bicycle Tourism Promotion or Development – projects that create opportunities for bike-friendly tourism.

## PROJECT EXAMPLES:

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

### Note:

Festivals, events or activities supported with CPP funds need to be **a)** open to the public; **b)** have an ability to attract visitors from outside the community, and **c)** have the ability to become significant and self-sustaining. Creation of or improvements to facilities must primarily be designed to attract tourists/visitors or increase tourism activity. As an example; improvements to a local park in and of itself would not be a legitimate tourism project. However, improving amenities at a park to make a state-designated bikeway or water trail more accommodating and attractive for through travelers would be. No capital projects shall provide financial benefit or become the property of a for-profit entity or private property owner.

## GUIDELINES & DATES:

### Notice & Solicitation -

- The Notice & Solicitation process shall run from January 4 through February 12, 2016 (no less than 6 weeks).
- Copies of the notice and the Application Packets shall be posted on Administrator's website in a conspicuous, easy to find location throughout the notice and solicitation window.

### Review & Selection -

- Review & Selection of projects; Notice of awards to CCTCA to be completed by March 11, 2016.
- Review & Select process shall utilize the CCTCA provided evaluation materials (Review Packet), and be done in a transparent and public manner.
- The Review Committee should include an array of local tourism/heritage partners, and parties with a general interest in tourism and economic development of the area.
- The Review Committee shall evaluate proposals and makes funding decisions using the established criteria and in keeping with program's objectives, eligibility requirements, and terms and conditions.

### Project Completion & Extensions -

- All Projects awarded funds in the 2016 grant cycle shall be completed by December 31, 2016.
- Extensions available for extenuating circumstances. Extension requests due to CCTCA by November 28, 2016. See Terms & Conditions for details.

### Reporting -

- Year-End Project Reports due to CCTCA by February 6, 2017 for all projects that received CPP funds in 2016.

## **TERMS & CONDITIONS:**

- 1) Administrators, applicants and awardees agree to adhere to program dates and timeframes.
- 2) Administrators, applicants and awardees agree to use forms and templates provided by CCTCA.
- 3) Review and select of project proposals shall be done by via a transparent, public process utilizing standardized review materials and criteria. The review committee should include local tourism and heritage partners, and/or those with an interest in tourism, business, and economic development of the area. At a minimum, this committee must include a representative from local government, a chamber/or business association, an owner/manager of tourism related business/lodging facility or designee.
- 4) Projects selected for funding will be tourism-related and fit within in the Program OVERVIEW, OBJECTIVES, ELIGIBILITIES, SCOPE of WORK, GUIDELINES & DATES, and fit within these TERMS & CONDITIONS.
- 5) Projects selected for funding will need to offer measurable or demonstrable returns on investment (ROI). Measurement of ROI may include creation of overnight stays; numbers of attendees/participates from outside the area; increased capacity or sustainability of existing events/activities, or a demonstrable ability to get visitors to shop, dine, visit local heritage or cultural attractions, participate in recreational opportunities, or otherwise entice them to “linger longer”.
- 6) Applicants whose projects have been selected for funding will be required to sign and submit a Funds Acceptance Form it to CCTCA before funds will be released.
- 7) Funds will not to be issued to private parties. A CCTCA approved partner will need to assume financial responsibility for awards by being the signatory on the Fund Acceptance Form. Such partners should be called out in the original grant application.
- 8) Applicants who receive funds are required to provide a Year-End Report which will include an accounting of how funds were expended as well as project performance and/or measurements. A reporting form will be provided.
- 9) Mt. Hood Territory’s current logo and/or URL shall be incorporated into any marketing/promotional materials, maps, brochures, websites, etc. that are created with CPP funds. If CPP funds are used to create assets such as signs, kiosks, interpretive panels, or bike racks, CCTCA shall be accordingly recognized. Electronic copies of logo art work are available on CCTCA’s website under the Partners Section. All usage of the Mt. Hood Territory logo and/or URL will need to be reviewed and approved by CCTCA’s Marketing Manager.
- 10) CCTCA/Oregon’s Mt. Hood Territory shall be appropriately/proportionally listed as event or activity sponsor where a sponsorship program exists, and when CPP funds have been accepted.
- 11) CCTCA may request the return of any or all funds awarded should it be deemed they were used for purposes other than those specified in the grant application. Changes in scope of work may be granted on a case by case basis. Contact CCTCA’s CPP Coordinator before using funds any other purpose/scope of work.

- 12) All projects that receive an award in the 2016 grant cycle shall be completed by December 31, 2016.

**TERMS & CONDITIONS (CONT'D):**

- 13) Extensions are possible for unanticipated delays or for extenuating circumstances beyond the control of the Applicant. Advanced approval is required. If an extension is needed, contact CCTCA's Community Relations Coordinator by November 28, 2016. Extensions are generally granted for no more than 90 days.
- 14) Extensions will not be granted to "carry-over" any unexpended funds that remain at the program year.
- 15) Any awarded funds that remain unexpended at the program year - December 31, 2016 - shall be returned to CCTCA.
- 16) Administrators and Applicants will provide the scope of work/project described in their agreement and/or execute the projects supported by the CPP as independent contractors. Nothing herein shall be interpreted as establishing the relationship of employer/employee, principal/agent, legal partnership, joint venture, association, or any other type of legal or business relationship between the CCTCA or Clackamas County. Each party shall be solely responsible for paying: its own taxes (federal, state and local or any type or amount); consideration owed to its own contractors or agents; operational expenses; wages, salaries, benefits, withholdings, and assessments for employees; and damages or settlements for claims arising from the negligent, reckless, or intentional acts of its principals, employees or agents, all without contribution from CCTCA or Clackamas County.
- 17) Failure to comply with the Terms & Conditions of this agreement, and documents referenced herein, may result in an inability to receive CPP Grant funds in the future or being required to return funds to CCTCA.

**REVIEW AND SELECTION:**

Your application/project will be reviewed, evaluated and weighed by a local Review Committee against other proposals utilizing the below Review Sheet below and specified criteria. The Committee will also consider proposals within the context of the program’s Overview, Objectives, and Eligibility requirements. All projects selected for funding must comply with the program’s Terms & Conditions, Guidelines, and Dates & Timelines.

Community: \_\_\_\_\_  
**SAMPLE COPY - contact local Administrator for program dates and materials**  
 Reviewer: \_\_\_\_\_

**Reviewer Instructions:**  
 Please evaluate each application using the outlined criteria and point distribution. Also, please consider them within the context of the program's Overview, Objectives, and Eligibility standards as provided. All projects selected for funding must comply with the Terms & Conditions, Guidelines, and Dates & Timelines of this program.

Applicant: \_\_\_\_\_  
 Project: \_\_\_\_\_

Can project be completed within the program year? Will it be done by Dec. 31 2016? (\* No, but) (circle one)  
Y / N  
 Does this project align with established tourism goals and/or plans? Y / N  
 Does this project fit within the program’s Overview, Objectives, and Eligibility standards? Y / N

MAX POINTS	Evaluation Criteria	Evaluators		Post Discussion Revised Score
		Initial Score	Notes	
20	Likelihood of attracting visitors from outside the community			
20	Ability to create additional overnight stays within the County			
15	Includes/involves multiple community/tourism partners			
15	Leverages additional dollars and/or resources			
15	Project is self-sustaining, has growth potential, or is capacity building			
15	Project has measurable or attainable ROI			
<b>100</b>	Evaluator's Initial Scoring Total: _____	Post Discussion Scoring Total: _____		

(\* No, but) - A project whose final execution date is scheduled to occur after Dec. 31, 2016 may be eligible for funding under this year’s program if expenses for things such as marketing and promotion will take place in during

2016. Contact CCTCA’s Community Relations Coordinator, Jim Austin, at 503-742-5901 or via email at [jim@mthoodterritory.com](mailto:jim@mthoodterritory.com) if you have questions about timing eligibility.

**AGREEMENT:**

If your project is approved for funding, you will be required to sign the below agreement before funds will be disbursed to you.

**Funds Acceptance Agreement**

Recipient (person assuming responsibility): \_\_\_\_\_

Project Name: \_\_\_\_\_

Awarded Amount: \_\_\_\_\_

Planned Project Completion Date: \_\_\_\_\_

**SAMPLE COPY ONLY**

By signing this Agreement, the Recipient of these funds agrees to:

- all terms & conditions, guidelines, and criteria as contained in the 2016 Community Partnership Program Grant Application Packet;
- assume responsibility and accountability for the funds they are receiving;
- complete the project in keeping with the program’s dates and timelines;
- execute the project’s scope of work as described in the original application (check with program administrator before rescaling or re-scoping of project);
- provide a year-end project completion report and accounting of the funds expended, which includes copies of receipts and invoices.

**Recipient’s Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Contact Info:**

Name (print): \_\_\_\_\_ Title: \_\_\_\_\_

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

