

2014-2015 COMMUNITY PARTNERSHIP PROGRAM

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. Responsive websites. Apps, under certain circumstances and where appropriate (Apps are generally more expensive to develop and offer limited use and accessibility.)
- 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.