

# Washington County Visitors Association

## TOURISM CAPITAL PROJECT GRANT PROGRAM

**Grant submittal between January 1<sup>st</sup> and March 1<sup>st</sup>**

## ABOUT THE WASHINGTON COUNTY VISITORS ASSOCIATION

Established in 1983, the Washington County Visitors Association (WCVA) is a not-for-profit, 501 (c)(6) destination and marketing organization, which is charged with marketing and promoting Washington County, Oregon, as a traveling destination to a variety of audiences.

The WCVA is funded solely by transient lodging taxes (hotel occupancy tax) paid by tourists, business travelers, and other visitors for stays of 30 days or less in hotels, motels, bed-and-breakfasts and RV parks. The WCVA receives 1/3 of the 9% room tax collected in Washington County as a tourism destination.

The WCVA's mission is to encourage visitors to stay, spend and play in Washington County, Oregon, by selling, marketing and promoting the country's diverse collection of tourism-related assets.

## DEFINITION OF TOURISM

The WCVA utilizes the state definition of tourism, which is aligned with Oregon's legal definition:

**"Tourism"** means economic activity resulting from tourists.

**"Tourist"** is a person who for business, pleasure, recreation, or participation in events related, but not limited, to the arts, sports, 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, and that trip:

- a) Requires the person travel more than 50 miles from the community of residence, or
- b) Includes an overnight stay

## WCVA TARGET MARKETS

**Athletic or competitive sporting events:** Athletic and sporting events are comprised of amateur and youth athletic competitions and/or tournaments that attract participants from outside a 50-mile radius of the Tualatin Valley Region, and require an overnight stay for participants, their families, coaches, tournament/event staff and spectators.

**Wine tourism:** Wine tourism includes the tasting, consumption, or purchase of wine, often at or near the source. Wine tourism can consist of visits to wineries, vineyards, and restaurants known to offer unique vintages, as well as organized wine tours, wine festivals, or other special events.

**Nature-based tourism:** Ecotourism (or recreation-based tourism) attracts people in visiting natural areas for the purpose of enjoying the scenery, including plant and animal wildlife. Examples of nature-based tourism include: hiking, cycling, fishing, photography, bird watching, and visiting parks.

**Agri-tourism:** Agri-tourism attracts people interested in visiting produce or animal farms, farm stands and other agricultural attractions or events. Examples of agri-tourism include u-pick farms; farm stands and farmers' markets; garden, farm, and equestrian tours; alpaca and livestock farms; and agricultural events, such as produce festivals.

**Arts & Culture Tourism:** Cultural tourism attracts visitors interested in performing arts, cultural history, fine arts and other related attractions, activities, and events. Examples include attending a play or concert, visiting a museum, cultural exhibit, or art fair.

### WCVA TOURISM CAPITAL PROJECT GRANT PROGRAM

The Capital Grant Program supports entities with projects and programs that the WCVA Board of Directors believes have extraordinary merit and will positively impact and increase overnight visitation to Washington County, Oregon. The grant supports initiatives that are aligned with the WCVA's mission and strategic goals, and grant funds are intended to be invested in the development of assets that will directly lead to an increase in visitors to Washington County. The Board seeks projects with the following characteristics (*this list is not intended to be all-inclusive, nor is it a listing of all criteria that will be used in evaluating proposals*):

- Projects that result in overnight stays in paid accommodations (e.g. hotels, motels, B&B, RV parks, camping);
- Projects that serve unmet visitor needs;
- Projects to create, expand, and/or improve business activity focused on visitors;
- Projects that have clear objectives and deliverables and are accompanied by a plan for evaluating the short-term and long-term impacts of the project, with a concentration on tourism-related economic impact (see definition of tourism);
- Projects that leverage support from other sources, including funds that may be available through state or federal programs;
- Projects that are collaborative in nature and/or are linked with or supported by existing multi-community, regional, or statewide programs and efforts;
- Projects that provide evidence of support, endorsement, and demand by the communities or constituencies the project proposes to serve;
- Project that provide evidence of sustainability through the submission of business and feasibility plans, and applicable.

In evaluating proposals, the Board will look for projects that will bring about tangible results. Applicants will be asked to address the following questions on the *application* when completing their proposals:

### Project Description

1. What is the proposed project?
2. What is the timeline for completion of the project?
3. What differences does the project make in the community it serves?
4. How will the project's outcome be labeled a success? (How will it be measured?)
5. What are the ongoing benefits to the project once funding is complete?

### Relationship to Tourism

1. What tourism need is the project addressing?
2. How does this project increase opportunities for tourism in Washington County?
3. How will this project encourage overnight visitation or day trips?
4. What will be the long-term economic impact of this project?
5. How will this project enhance the perception and tourism resources of Washington County?

## ELIGIBILITY FOR GRANT

### Grant Cap

Grantee may request up to \$100,000 for funding. This allows the WCVA to potentially help multiple Grant Projects that fit our main goals for these projects described in this program.

The WCVA will fund no more than 75% of the total amount of the entire project. The Capital Grant Program requires a minimum 25% cash match from the applying organization. The 25% can be from the applicant or funding sources other than the WCVA. The use of in-kind for matching purposes must be specifically requested and will be evaluated on a case-by-case basis. The funds provided by the WCVA are given at completion of the grant project by use of a reimbursement request.

### Grant Timeline

Grant projects should be completed in a span of 12 months. A one-time 6 month extension can be requested if complications have delayed completion of the project on time. The extension request must be submitted to the President/CEO, Carolyn McCormick, before the end of the 12 month grant period. The extension request can be made by email but must include a project update and an adjusted timeline for the project.

### Applicant Eligibility

Eligible applicants include government entities and 501 (c) non-profit organizations. If an organization has previously been awarded a tourism grant by the WCVA, it will only be

## Capital Project Grant Guidelines

considered for a grant if all previously awarded grants complied with grant agreement requirements and procedures, including filing progress reports.

If a city has a Transient Lodging Tax (TLT) they are eligible for a grant but will be asked to explain how their TLT funding is being used so as not to be available for the requested project.

Applicant is allowed one grant award every two years.

### **Project Eligibility**

Eligible projects include development or redevelopment of tourism product relevant to the WCVA's tourism development vision. Projects must provide for the development of tourism projects designed to increase visitation to Washington County, as well as overnight stays in paid accommodations within Washington County.

Consideration for the Capital Grant Project is given to activities that may include (but are not limited to):

- New tourism product development that adds to the county's tourism inventory (e.g. cultural, historic, nature, wine, sports, event space)
- Revitalization of areas (e.g. downtowns, town centers, etc.)
- Way-finding signage
- Projects that offer special or unique visitor experience opportunities
- Capital improvements that increase the projects useful life or types of uses

### **Funding Restrictions**

Ineligible projects, activities, or expenses include:

- Administrative or membership fees
- Salaries
- Business operating costs
- Travel and mileage
- Architectural and engineering planning or studies
- Apparel for volunteers and/or staff
- Marketing projects or expenses
- Events

## **APPLICATION PROCESS FOR CAPITAL PROJECT GRANT PROGRAM**

### **Capital Project Grants Program Process Overview**

Grant applications must be submitted between January 1<sup>st</sup>-March 1<sup>st</sup> of each year. If deadline date falls on a weekend applications must be received on the last business day. Presenting a project for review will involve a multi-step process:

## Capital Project Grant Guidelines

1. Eligible applicants are invited to submit an application. Application can be found on our website [tualatinvalley.org](http://tualatinvalley.org) or through emailing the Grant Administrator, Ariel Kanable, at [ariel@wcva.org](mailto:ariel@wcva.org). Applicants may submit supplemental information and letters of support (three maximum); however the application must be completed in full. Applications will be accepted between January 1<sup>st</sup>-March 1<sup>st</sup>, with evaluation in March and grant awards given in April. The application will gather information about the project, including:
  - Organizational information
  - Project description and expected tourism outcomes
  - Most recent fiscal year-end financial statements-audited, if available (*Government entities are excluded from this requirement*)
  - Evidence of tax exempt status (if applicable)
  - Project budget
  - Certification and signature
2. The Grant Administrator will review applications for eligibility requirements. Once an application is vetted, the applicant will be offered the chance to present to the Grant Committee and answer any of their questions.
3. The Grant Committee will review applications to determine which projects meet the Board's priorities and should be considered for funding. The Grant Committee will submit their recommendations to the Board of Directors. The Board of Directors will review the Committee's recommendation and final grant proposals before voting on what grants to approve.

The application process is not intended to replace the opportunity for potential applicants to contact WCVA staff to discuss project ideas and receive informal feedback. If unsure of eligibility, we encourage potential applicants to contact the WCVA prior to submitting an application.

### **Application Submittal**

Completed applications can be submitted to the WCVA starting January 1<sup>st</sup> and March 1<sup>st</sup> by 5pm end of the day. If deadline date falls on a weekend applications must be received on the last business day. Applicant will submit 10 copies of completed application for Grant Committee. Incomplete applications or submissions of incorrect forms will be returned and not be considered for funding until the forms are properly completed. Please submit your completed application to the following address:

Washington County Visitors Association  
Attn: Ariel Kanable  
12725 SW Millikan Way, Ste 210  
Beaverton, OR 97005

## **Evaluation**

The WCVA Grant Administrator will review Capital Grant project applications to determine if the project is eligible and meets the WCVA mission. Ineligible or incomplete applications will be returned and won't be reviewed until the application is properly completed. Eligible programs will go to the Grant Committee to be assessed based on the criteria below.

### *Tourism*

Applicant addresses what tourism need will be filled by the project and answers the tourism questions on the application. Applicant will demonstrate how proposed project may create opportunities for overnight stays in paid accommodation from visitors traveling at least 50 miles from residency. The proposed project will increase local and regional awareness and visitation of the area. Applicant has thoroughly analyzed project benefits for the community and economy.

### *Project Description*

A description of the project's details and benefits is provided. The project shows evidence of being well thought through and in depth knowledge is presented on subject. Applicant explains how the project will be implemented, how the successes of the project could be displayed or measured, and what the effects on the community will be.

### *Detailed Project Budget*

All the appropriate fiscal year financial statements are attached (Statement of Activity, Balance Sheet, etc.). A detailed operational budget and expense sheet for the project is provided. The grant amount requested is reasonable and listed with details on the source(s) of the required grant match. The organization seems to be in good financial health.

### *Timeline*

Applicant provides clear timeline for grant project. The grant project is shown to be completed in 12 months (or possibly 18 months with extension) after grant award is given. Timeline showing the detailed steps needed to be taken for completion.

## **GRANT AWARD PROCESS**

### **Grant Agreements**

Successful applicants will be required to enter into a grant agreement with the WCVA. The agreement will specify the scope of work, allocation of funds, conditions for reimbursement, reporting, project performance and expectations.

Once the grant agreement is signed, the grant project will have a year to be completed. The recipient shall provide quarterly progress updates to the WCVA at the beginning of June, September, December and March as specified in the grant agreement. The updates should

detail the current status, progress and timeline of the project. Additionally, the Grant Administrator, Ariel Kanable, may check-in on grant projects as needed.

If awarded a grant, the WCVA expects recipients to support the vision and mission of the WCVA to increase visitors to the country and increase room nights for county lodging properties.

### **Extension Request**

If a grant project can no longer be completed in the allocated 12 month time, a formal one-time extension request can be made to the President/CEO, Carolyn McCormick, before the end of the grant period. This extension request should include a project update with an adjusted timeline of completion. This extension cannot exceed 6 months. Approval of extension is left to the discretion of the WCVA Board of Directors.

### **Expense Reimbursements**

Grant funds are not paid in advance. The WCVA shall reimburse the grant recipient based on submission of documentation outlining eligible expenditures and proof of payment detail at the completion of the project. Organizations applying for funds under this program are obligated to spend funds in the manner described in their application and agreement. Failure to meet the requirements in the agreement may result in non-payment of expenses or termination of the agreement.

Recipients must use the request for reimbursement form provided by the WCVA and attach the following:

- Summary listing of all expenses incurred with a description of the purpose of the expense
- Copy of invoices
- Copy of check or other proof of payment

### **WCVA RECOGNITION**

Credit must be given to the WCVA through the inclusion of a sign located in a visible location recognizing the financial contribution and support provided by the WCVA. Where possible credit should say: "This project funded in part with a grant from the Washington County Visitors Association," and include the WCVA logo. A current WCVA logo can be obtained from the Grant Administrator.

### **QUESTIONS?**

If you have any questions regarding the process, please call Ariel Kanable at 503-644-5555 or email [ariel@wcva.org](mailto:ariel@wcva.org).