

Tourism Special Projects Grant Application Packet

December 1, 2009

TO: Lane County Matching Grant Applicants

FROM: Loralyn Spiro, Public Works Analyst
LANE COUNTY PARKS

RE: Tourism Special Projects Grant Program

Lane County is requesting grant applications from community organizations, groups, businesses, or individuals for projects designed to increase tourism and tourism-related activities in Lane County. The Tourism Special Projects Grants are intended to assist and promote the growth of the tourism industry throughout Lane County.

Applications will be evaluated by a 5-member committee appointed by the Lane County Board of Commissioners. Grants will be awarded in March 2010 and 90% of monies dispersed in May 2010.

All applications must be received at the Lane County Parks Administration Office, 3050 N Delta Hwy by 5:00 p.m., Monday, February 1, 2010 in order to be considered. Late deliveries of grant applications from the US Postal Service or private couriers, even if postmarked prior to the deadline, will not be accepted. Emailed, faxed, or LATE applications will not be accepted.

Two types of projects with different requirements will be considered. In order to assist you in deciding which type of application you might submit and how to prepare the required application, staff will hold an Applicant's Conference on Tuesday, January 5, 2010 from 2:00 p.m. to 4:00 p.m. at Lane County Public Works located at 3040 North Delta Hwy, Eugene. The conference will be in Training Room #3.

Please mail or deliver your grant application to:

**Tourism Special Projects Grant Program
Lane County Parks – Attn: Loralyn Spiro
3050 N Delta Hwy
Eugene, OR 97408**

Any questions, please contact Loralyn Spiro, Public Works Analyst, at either loralyn.spiro@co.lane.or.us or 541.682.2002.

General Terms and Conditions

Lane County periodically undertakes special projects to promote tourism in Lane County. The Board of Commissioners has adopted a Tourism Marketing Plan which outlines specific strategies to increase and enhance tourism throughout Lane County. Some specific goals of adopting this plan are: expanding and diversifying employment and increasing business opportunities. Guided by the Tourism Marketing Plan and the companion Rural Tourism Marketing Plan, the Board looks for projects that offer special or unique opportunities that may not be addressed directly in the plan but that are consistent with the plan's goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market. Funding for the Tourism Marketing Plan and Tourism Special Projects Grant Program comes from the countywide transient room tax.

Types of Projects

Lane County's intention is to fund as many well qualified projects as possible, within the available funds. A balance between "small projects" which are of immediate and limited duration and "large projects" which are multi-focused and of longer term impact will try to be met.

Small Project applications may request between \$1,000 and \$5,000 in funding. The application, evaluation, reporting requirements, and matching requirements are intended to be straightforward and achievable by most community groups.

Large Project applications may request between \$5,001 and \$10,000 in funding. The application, matching, and evaluation requirements are more rigorous as is the expectation that these projects will have a more significant impact on Lane County tourism.

All projects must be completed no later than December 31st of the year granted.

Projects **ineligible** for consideration include fund raising requests and funding for feasibility studies. Requests for capital funding, such as equipment, new or rehabilitated physical structures or buildings, **will be considered** using the same evaluation criteria as promotional projects.

Matching Requirements

Special project grant recipients are required to provide a cash match. The percentage of a cash match is calculated on the requested grant amount. In-kind contributions may be described in the application, but are not applied toward the cash match requirement.

Small project grants require a **\$500** match. Large projects require a match of **10%** of the grant request. 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 with some limitations. The Tourism Special Projects Grant Program awards are considered seed money for good ideas. If a project is a good idea, it should become self sufficient over time. Funding for the same event, publication, advertising campaign or promotion will be eligible for a second grant at 50% of the initial funding and 25% of the initial funding for a third grant. For example, if an applicant received a \$10,000 grant for a printed piece promoting a community event, the maximum second year grant for a radio advertising campaign for the

same event would be \$5,000; and \$2,500 would be the maximum for a third year project involving a newspaper promotion.

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 should be different and independent of the other. A phase 1 - phase 2 approach will not be considered. Also, the applicant must prioritize them if more than one application is submitted.

Evaluation

Grant applications will be reviewed by a five member grant evaluation committee appointed by the Lane County Board of Commissioners. The evaluation committee will recommend the top ranking applications, both small and large, to the Board of Commissioners who will then make the final decision for awarding grants.

Grant Agreement

Successful applicants will be required to enter into a services contract with Lane County. A sample contract is attached. The contract will specify the conditions of payment and project performance. Provisions will include that Lane County will receive credit on published materials, advertisements or other promotional activities associated with the project. The grant application should specify how such credit will be given. The contract also requires written narrative and financial reports; survey or evaluation if appropriate; and copies of tapes or brochures produced in association with the project. Evaluation, narrative report and survey requirements are more rigorous for large projects than for small projects.

Depending on the scope of the project, some grant recipients will be required to obtain and provide proof of the following types of insurance. Determination of proof of insurance will be done by Lane County Risk Management after grants have been awarded.

- 1) Commercial general liability insurance covering bodily injury, property damage and personal injury with limits not less than \$500,000 combined single limit.
- 2) Automobile liability insurance, comprehensive form with limits not less than \$500,000 combined single limit.
- 3) Workers' compensation and employer's liability as statutorily required for the performance of the contract. Any subcontractor hired by contractor shall also carry workers' compensation insurance.

Grant applications will be judged by the following criteria:

Previous Tourism Projects not completed on time, including final evaluation criteria will be deducted points- -10

Small & Large Projects

Relationship to Tourism Marketing Plan and degree of long term impact- +25

- How does this project increase tourism in Lane County?
- Will this event or activity encourage repeat or future visitors, or keep visitors in Lane County longer?

Ability to undertake the project- +10

- Is the plan and budget realistic?
- What is the potential to succeed?
- Is there management and administrative capability, track record?

Demonstrated community support- +10

- Is there evidence of in-kind support?
- Endorsement by community groups?

Presentation +5

- How is the quality of proposal?
- Is the presentation clear, concise, and attractive?
- Points will be deducted for vague, unclear, or rambling responses.

Large Projects

All of the above criteria plus:

Strong evaluation method- +10

- How will the applicant document the long term impact?
- Are the indicators measurable and objective?

How to Apply

Application forms are attached to this memo. Grant applications must be submitted on those forms OR on a form you have produced which replicates the questions exactly. **Please note a change in application packet presentation this year: All application materials need to be stapled together. No folders, paperclips, or binder clips.** Please send one (1) original and seven (7) copies of your grant request application packet. Proposals which are incomplete may be rejected without ranking. Send to:

**Tourism Special Projects Grant Program
Lane County Parks – Attn: Loralyn Spiro
3050 N Delta Hwy
Eugene, OR 97408**

The Tourism Section of the Lane County Tourism Marketing Plan and the Lane County Rural Marketing Plan are available online at www.lanecounty.org/parks. To receive a copy of each by mail for \$5.00, please call either Loralyn Spiro at 541.682.2002 or Travel Lane County at 541.484.5307.

In addition, applicants can review past grant applications to assist in determining which grant to apply for and/or the type of language to use. If interested, please contact Loralyn Spiro, Public Works Analyst for Lane County Parks, at loralyn.spiro@co.lane.or.us or 541.682.2002 to set up an appointment.

Timeline for the Lane County Tourism Special Projects Grant Program

December 1, 2009	Grant Applications Available
January 5, 2010	Applicant's Conference from 2:00 to 4:00 p.m. at Lane County Public Works, 3040 N. Delta Hwy, Eugene in Training Room #3
February 1, 2010	Grant Applications due by 5:00 p.m.
March 2010	Grants to be awarded
May 2010	90% of monies dispersed
December 31, 2010	All projects must be completed

**Tourism Special Projects Grant Application
Small Project**

Organization Applying: _____

Address: _____

City, State, Zip _____

Contact Person: _____

Phone Number: _____

Tax ID # or SSN: _____

Email Address: _____

Web Site Address: _____

Title of Project: _____

Brief Description of Project: _____

Financial Data

Tourism Special Project Funds Requested: _____

Cash Match Proposed: _____

Total Value of Project: _____

Funding Period of Time: From _____ To _____

Has special grant funding for the same project been received in the past? Yes _____ No _____

The undersigned, as proposer, declares that he/she has carefully examined the requirements of the Lane County Tourism Special Projects Grant Application packet and agrees, if the application is funded, that proposer will contract with the County to furnish the services as specified, in accordance with the grant application attached.

Signature of Applicant

Date

BUDGET

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: _____
(\$1,000 to \$5,000)

b) Cash Match: _____
(\$500 minimum)

c) Other Cash Funds:
Source: _____
Source: _____
Source: _____

Total: _____
(a+b+c)

Expenditures

Item or service:	Cost – Grant:	Cost – Applicant:	Cost – Other:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
Total:	_____	_____	_____

PROJECT DESCRIPTION

Project Plan:

1. What is the main focus of this proposal?
2. What are the project activities?
3. When will this activity occur? How long will it last?
4. Who is the target market? What is your strategy for reaching the target market?

Project Goals:

5. What results do you expect?
6. What short-term and long-term economic impacts do you expect?

QUALIFICATIONS OF APPLICANT

7. Describe your organization and its relationship to Lane County tourism.
8. Describe your experience in operating past or similar projects. Have these projects been successful in bringing tourists to Lane County? How are you uniquely qualified to carry out this project?

9. What is your plan for how this project will become self sufficient?

RELATIONSHIP TO MARKETING PLANS

10. Which Lane County Tourism Marketing Plan or Lane County Rural Marketing Plan goals does your project support or complement? How does your project support these goals? Be specific.

11. Explain how your project will increase "visitors" to Lane County. If your project is an "attendance event" (i.e. festival or fair) or an attraction, describe specifically how you will market the event to "visitors". If your project is a print promotion, how will it reach "visitors"?

12. What is your criterion for success? How will you know if you have been successful?

13. If your project is already underway (event is booked and will occur in 2010 and brochure is already printed), explain how this grant will increase the results.

14. Your project may be recommended only for partial funding. Assuming that you receive only half the amount you are requesting, how will you modify your project?

15. Describe any in-kind assistance you expect to receive from individuals, businesses or other community groups in support of this project. Letters of support may be attached.

Any additional letters of support for this project from organizations, businesses, or individuals may be attached. Letters should specifically address your proposal and why the writer believes the project will benefit the community.

**Tourism Special Projects Grant Application
Large Project**

Organization Applying: _____

Address: _____

City, State, Zip _____

Contact Person: _____

Phone Number: _____

Tax ID # or SSN: _____

Email Address: _____

Web Site Address: _____

Title of Project: _____

Brief Description of Project: _____

Financial Data

Tourism Special Project Funds Requested: _____

Cash Match Proposed: _____

Total Value of Project: _____

Funding Period of Time: From _____ To _____

Has special grant funding for the same project been received in the past? Yes _____ No _____

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Signature of Applicant

Date

BUDGET

Include all revenue and expenditures associated with this project proposal.

Revenue

a) Tourism Special Project Grant: _____
(\$5,001 to \$10,000)

b) Cash Match: _____
(10% of grant amount minimum)

c) Other Cash Funds:

Source: _____

Source: _____

Source: _____

Total: _____
(a+b+c)

Expenditures

Item or service	Cost – Grant:	Cost – Applicant:	Cost – Other:
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a) Personnel or Labor Costs:	_____	_____	_____
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b) Materials and Services:	_____	_____	_____
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c) Capital Outlay:	_____	_____	_____
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Total:	_____	_____	_____
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Budget Detail

a) Personnel Services (wages and benefits paid by the applicant to employees for work on this project). List the type of employee, the number of hours assigned to this project and the total labor cost, including benefits.

Employee:	Hours:	Cost:
_____	_____	_____
_____	_____	_____
_____	_____	_____
	Total:	_____ (a)

b) Materials and Services

Item or Service:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	Total: _____ (b)

c) Capital Outlay (equipment or physical objects whose value is greater than \$500)

Capital Item:	Cost:
_____	_____
_____	_____
_____	_____
_____	_____
	Total: _____ (c)

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