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**RESOLUTION NO. 2016 - 29**

**A RESOLUTION OF THE CITY OF LINCOLN CITY, ADOPTING UPDATED  
VISITOR/EVENT/ATTRACTION DEVELOPMENT FUND GRANT GUIDELINES,  
REPEALING RESOLUTION 2008-36**

WHEREAS, in 2008 the City Council for the City of Lincoln City adopted Resolution 2008-36 establishing standard Visitor Event/Attraction/Development Fund Grant Guidelines; and

WHEREAS, City Visitor and Convention Bureau Staff and the Visitors and Convention Committee have worked extensively to revise and update the 2008 standard forms for Council's consideration and adoption;

**NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF LINCOLN CITY, AS FOLLOWS:**

**Section 1.** The Visitor/Event/Attraction Development Fund Guidelines, attached hereto as Exhibit A and incorporated herein by this reference, are hereby approved and adopted.

**Section 2.** Resolution 2008-36 is hereby repealed and the Visitor/Event/Attraction Development Fund Grant Guidelines established thereunder are hereby rescinded; and

**Section 3.** This Resolution is effective as of the date of its adoption.

PASSED AND APPROVED by the City Council of the City of Lincoln City, Oregon, this 22nd Day of August, 2016.

  
\_\_\_\_\_  
DON WILLIAMS, MAYOR

ATTEST:

  
\_\_\_\_\_  
CATHY STEERE, CITY RECORDER

# TOURISM GRANT APPLICATION AND GUIDELINES



Date Issued: August 25, 2016

APPLICATIONS DUE: January 6, 2017

Issued by: Lincoln City Visitor & Convention Bureau  
801 SW HWY 101, STE 401  
Lincoln City, OR 97367  
800-452-2151  
[vcc@lincolncity.org](mailto:vcc@lincolncity.org)

# TOURISM GRANT APPLICATION AND GUIDELINES

## FREQUENTLY ASKED QUESTIONS:

### *CAN WE APPLY FOR FUNDING FOR MORE THAN ONE PROJECT?*

Yes. Applications may be submitted for more than one project. Applicants should not make multiple requests for the same event or project. Each application must be for a unique event or project.

### *ARE GRANTS ONLY FOR NON-PROFIT ORGANIZATIONS?*

No, for-profits may apply too.

### *WHAT CAN THE GRANT FUNDS BE USED FOR?*

Grant funds will be allocated for tourism promotion or tourism related facilities, which include, but are not limited to, marketing, promotion of events, infrastructure and beautification, or special event operational expenses. These terms will be more clearly defined when the applicant takes the Marketing 101 class.

### *DO WE GIVE BONUS POINTS FOR ANYTHING?*

We give extra points for projects that:

- (1) Place strong emphasis on bringing visitors to Lincoln City from areas over 50 miles from Lincoln City,
- (2) Occur outside of our peak season of June 15 to September 15, and/or
- (3) Are family friendly.

### *IS THERE ANYTHING ELSE REQUIRED?*

Yes, potential applicants are required to attend a Marketing 101 class conducted by the Lincoln City Visitor & Convention Bureau (VCB). This class is designed to communicate the objectives of Lincoln City's tourism campaign and show how to write a grant that is in alignment with those goals.

Applicants approved to receive grant funds must also attend a Marketing 102 class conducted by the Lincoln City Visitor & Convention Bureau. This class is designed to explain the grant process and what is required of the applicant at each of three stages of an event: Planning, Execution and Evaluation. Plans and reports are required for applicants to receive all grant payments. Both classes are provided free of charge by the city.

### *HOW LONG ARE MY GRANT FUNDS AVAILABLE?*

The event or project must take place within fifteen (15) months of the effective date of the contract.

### *IS THERE A WORD LIMIT?*

Yes, answers to each question must be written in 500 words or less. Any grant applications that are turned in incomplete or exceeding the word limit will not be reviewed by the committee.

# TOURISM GRANT APPLICATION AND GUIDELINES

## GENERAL INFORMATION:

The Lincoln City Visitor & Convention Committee (VCC) invites tourism grant applications for projects that will complement the VCB's efforts to promote increased sales of lodging room nights in Lincoln City. We welcome assisting in the creation of new events, festivals and attractions that will make Lincoln City a more attractive destination and give guests additional reasons to stay overnight.

We want to work in partnership with you to produce the best results possible. There will be a mandatory Marketing 101 class for all applicants to provide information and answer questions about the grant process on \_\_\_\_\_ at the Lincoln City Culinary Center, located on the 4<sup>th</sup> floor at 801 SW Highway 101, Lincoln City.

During this class, potential applicants will learn about the city's tourism marketing plan and how best to craft an event, festival or attraction in alignment with the city's goals. The class will also cover what will be expected of applicants during the grant process. This class will be conducted on two different dates. There will be no make up opportunities beyond the two opportunities scheduled. Please be sure to send a key representative from your organization to attend this class.

Applications shall be delivered or mailed to the Lincoln City Visitor & Convention Bureau at 801 SW Highway 101, Suite 401, Lincoln City, OR 97367 or electronically sent to [vcc@lincolncity.org](mailto:vcc@lincolncity.org).

Applications will not be accepted if received later than 5:00 P.M, January 6, 2017.

The Visitor & Convention Committee, appointed by the Lincoln City City Council, will review and make recommendations to the City Manager for grant awards of up to \$25,000. Any grant awards larger than \$25,000 will need approval by City Council. A match of 30% of the grant award is required and can include a combination of cash and in-kind contributions.

## GOALS:

- Increase tourism to Lincoln City, specifically overnight visits.
- Increase the amount of time visitors spend in Lincoln City, thereby increasing the number of room nights booked.
- Increase the Average Daily Rate (ADR) of lodging nights sold in Lincoln City by increasing room night demand.
- Generate marketing and promotional campaigns directed at audiences outside of Lincoln City with the objective of enticing new guests to visit Lincoln City.
- Create new (and improve current) special events and festivals to attract incremental guests to Lincoln City, with emphasis on the shoulder season (September 15<sup>th</sup> through June 15<sup>th</sup>) and extended stays that include weekdays.
- Provide unique, quality experiences to encourage repeat visits.
- Contribute to the development and improvement of the local economy by enhancing, expanding and promoting the tourism offerings of Lincoln City.

# TOURISM GRANT APPLICATION AND GUIDELINES

## GENERAL TERMS AND CONDITIONS:

Lincoln City has established a Tourism Grant Program to assist local organizations in creating experiences that will enhance the tourism promotion efforts of the Visitor & Convention Bureau, increasing overnight stays in Lincoln City.

The Visitor & Convention Committee (VCC) looks for projects that offer unique opportunities consistent with local tourism goals and objectives. Projects should identify a specific target market and offer a specific strategy for reaching this market. Projects which combine the resources of multiple entities are encouraged.

Funding for the Tourism Grant Program comes from the city-wide transient room tax and is subject to the restrictions on use of transient room tax funds earmarked for tourism promotion.

Events or projects for which applications are made are required to be held or completed within fifteen (15) months of the agreement signature date. The final report required under the terms of the agreement is to be completed and submitted to Lincoln City within sixty (60) days of the event or project completion.

Prior applicants who have not completed the final report within the time period stated above are not eligible to apply again for two (2) grant cycles.

## TYPES OF PROJECTS:

Lincoln City's intention is to fund as many well qualified projects as possible within the limitations of available funds.

Project activities may include, but are not limited to, any of the following efforts, in no particular order (reference ORS 320.300 to ORS 320.350). Specifically, the proposals must target visitors to the area, defined minimally as those living more than 50 miles outside of Lincoln City.

- Special events and festivals
- Facility development or improvement resulting in a new or improved marketable tourist attraction
- Program development
- Signage
- Video production
- Attraction development
- Hospitality training
- Promotional materials
- Advertising or operations expenses which further tourism to Lincoln City, directly benefiting the economy, culture and image of the city.

# TOURISM GRANT APPLICATION AND GUIDELINES

Funding for special events and festivals includes new activities or events or new marketing strategies for ongoing events that can be directly related to incremental room nights, quality experiences that encourage repeat visits, or an annual event which introduces new or expanded attractions, or to expand the marketing efforts of an already existing event to better reach guests who live over 50 miles from Lincoln City.

The VCC will assess multiple annual awards for an event or attraction with growth in attendance and quality of the guest experience as key criteria. Applicants can expect to see decreasing support over three years with an assumption that after three years, the event, festival or attraction should be self-sustaining and no longer in need of grant support.

Preference will be given to new events, festivals and attractions.

## **EXCLUSIONS:**

- No grant funds will be awarded for feasibility studies, prizes or awards or requests for capital funding.
- Funding will only be awarded to projects that can be COMPLETED within the allowable timeframe of 15 months from the grant award date.
- No grant funds will be awarded to a project in which the award would be used to cover regular costs of doing business.

## **MATCHING REQUIREMENTS:**

Tourism grant recipients are required to provide a **cash and in-kind match of 30%** of the grant request. For example, if you are requesting \$10,000 of grant funds, you must provide a minimum match of \$3,000. The project budget would total at least \$13,000.

In-kind contributions are encouraged and may be used towards the 30% cash match requirement. In-kind contributions can include volunteer labor, but the labor must be itemized and hours tracked at Oregon State minimum wage in order to apply toward this match. Preference will be given to grant requests that indicate some cash commitment by the applicant.

## **REPEAT FUNDING:**

An existing event or activity can qualify for repeat funding. However, the Tourism Grant Program awards are considered seed money for promising ideas. For a project to be deemed a success, it should demonstrably be on track to become self-sufficient within three years. Repeat applications will be accepted at the discretion of the committee and will be judged, in part, by the demonstrations of learnings that will decrease costs and/or increase revenue, lessening the need for grant support.

## **PARTIAL FUNDING:**

Applicants should expect the number of grant applications to far exceed the amount of available grant funding. Because of the competitive nature of the Tourism Grant Program, partial funding may be recommended for any proposed project. Applicants are asked to identify, in advance, how a project would be modified should the full amount not be awarded.

# TOURISM GRANT APPLICATION AND GUIDELINES

## **GRANT DENIALS:**

The City of Lincoln City reserves the right to approve all, or a portion of any request, or deny a request altogether regardless of availability of funds. Denial of all or a portion of a grant resulting from a recommendation by the VCC to the City Manager may be appealed to City Council by application to the City Recorder within 60 days of denial.

## **MULTIPLE GRANT APPLICATIONS:**

More than one application may be submitted. However, each project or event should be discrete, not related to the other(s).

## **EVALUATION:**

The Visitor & Convention Committee (VCC) grant review panel appointed by the Lincoln City, City Council will review grant applications. The Visitor & Convention Committee will recommend the top ranking applications, with funding levels indicated, to the City Manager.

The City Manager will then make the final decision for awarding grants. A "Selection Criteria Summary" will be attached to show you how your application was scored. The form used by the Visitor & Convention Committee to score your proposal will indicate extra points awarded for projects that (1) bring visitors to Lincoln City from areas over 50 miles away, (2) occur during the shoulder season (before June 15<sup>th</sup> and after September 15<sup>th</sup>), and/or (3) are family friendly.

## **GRANT AGREEMENT:**

Successful applicants will be required to enter into an agreement with the City of Lincoln City. The agreement specifies the conditions of payment and project performance. Provisions include:

- The City of Lincoln City will receive credit on published materials, advertisements or other promotional activities associated with the project with the VCB website URL noted: [TravelLincolnCity.com](http://TravelLincolnCity.com) (or other address specified by the VCB in the Grant Agreement.)
- Applicants will provide proof of a current comprehensive liability insurance policy for the duration of the event or project. Such policy will be at the applicants own expense and not eligible for reimbursement with grant funds.
- Applicants will be required to comply, at their own expense, with all laws of any municipal, county, state, federal or other public authority including respecting the use of tourism funds, which may include public contracting laws.

The agreement also requires written narrative and financial reports, survey or evaluation, and copies of tapes or brochures produced in association with the project. The signed grant agreement is due back two (2) weeks from the date the City Manager approves the awards.

# TOURISM GRANT APPLICATION AND GUIDELINES

## **QUALIFICATIONS/DELINQUENCY:**

If your organization has previously been awarded a grant and you are delinquent for that award (defined as a failure to meet any of the requirements, including going past the penalty periods defined in the *Reporting Delinquency* section of this document), your organization is not eligible to apply for another grant until all reporting requirements are brought current and two (2) application cycles have passed.

## **PAYMENT INFORMATION:**

Each applicant will submit a completed IRS Form W-9 with the contract agreement. The W-9 will contain all the information for whom the City of Lincoln City will remit payments. Any award exceeding \$25,000 must be approved by the City Council.

Any award of \$25,000 or less must be approved by the City Manager. Awards made by the Visitor & Convention Committee (VCC) are recommendations only and not official until approved by the City Manager and/or City Council.

Generally, 33% of the funds awarded will be paid upon execution of the contract. Another 33% will be paid after receipt by the VCB Director of a comprehensive marketing/business plan. Final project reports are required within 60 days of completion of the project for applicants to receive the remaining 34% of the funds. The VCC may recommend other contractual payment arrangements, if appropriate.

Any expenses not properly documented shall not be considered. Any grant funds not spent will be retained by the city. At any time, the VCC may recommend or the City Manager or City Council may require expense receipts to support payment of all or a portion of the funds.

## **REPORTING DELINQUENCY:**

Deadlines for all reports required by the applicant to receive grant payments will be clearly defined in the grant contract. If the applicant is late on any required reporting, a penalty clause will be applied. For every seven days the report is late, the applicant will forfeit 10% of that grant payment. Payments will be reduced another 10% for each additional seven days the report is late.

This clause applies to the marketing/business plan required for the second grant payment and for the final report required for the final grant payment. If a report is not turned in at all, the applicant forfeits the entire grant payment for that report.

## **TOURISM GRANT BUDGET FORMS:**

Each applicant will submit proposed budget forms, using a template provided by the VCB, for their event or project and a detailed marketing plan. The budgets should encompass all aspects of the event or project and include the value of any non-cash (in-kind) or barter contributions. All volunteer labor hours are to be valued at the state minimum wage as a non-cash (in-kind) contribution. Labor hours need to be documented using forms provided by the VCB.



# TOURISM GRANT APPLICATION AND GUIDELINES

## **DEMONSTRATION OF COMMUNITY SUPPORT:**

Each applicant is required to submit three (3) letters of support or endorsement from community partners or stakeholders of potential supporters that are not related to the organization or its primary management team (board members, event planners, etc.).

Each letter should be unique and specifically address your proposal and why the writer believes the project will benefit the community.

## **SELECTION CRITERIA SUMMARY:**

Below are the criteria that the Visitor & Convention Committee follows to score each application:

- Does the applicant clearly demonstrate how this project will increase out of county visitors?
- Will the project encourage additional overnight stays beyond the project or event?
- Does the applicant have the ability to complete the project?
- Does the applicant have management and/or administrative capabilities to complete the project or event?
- Are the budget and marketing plan realistic?
- Does the applicant clearly demonstrate how the project will leverage funding?
- Does the applicant clearly demonstrate how the organization will create sustainable marketing networks?
- Is there demonstrated community support? Is there evidence of in-kind support?
- Is there a strong evaluation method with measurable objectives?

Preference will be given for projects that meet the following criteria:

- New events and festivals that occur outside of our peak season of June 15<sup>th</sup> to September 15<sup>th</sup>
- Projects that place a strong emphasis on bringing visitors to Lincoln City from areas over 50 miles from Lincoln City
- Projects that encourage overnight stays and stays of greater length
- Projects that result in new and improved attractions in Lincoln City
- Projects that are cooperative ventures, involving two or more entities located in Lincoln City
- Projects that complement and expand the media voice of Lincoln City in key source markets, preferably Portland and Salem
- Projects that are family friendly

# TOURISM GRANT APPLICATION AND GUIDELINES

## GRANT APPLICATIONS WILL BE JUDGED BY THE FOLLOWING CRITERIA:

\* Asterisks indicate those criteria that do not apply to requests under \$1000.

### 1. Previous Tourism Projects (10 Points)

- Projects not completed on time, including final evaluation criteria, will have points deducted.

### 2. Relationship to Tourism Marketing Plan and Degree of Long Term Impact (50 points)

- Ability of project to attract visitors to Lincoln City and enhance tourism product (15 points)
- Ability of project to increase transient room tax revenues (measured by increasing overall revenues from room tax by generating overnight visitor stays) (15 points)
- Ability of project to encourage repeat or future visits, or encourage visitors to extend their stay (10 points)
- Project includes measurable indicators and objectives (10 points)

#### Bonus Points (up to 15 points)

- Project demonstrates strong potential to attract guests to Lincoln City from areas more than 50 miles from Lincoln City (5 points)
- Project has the potential to increase room tax revenues during the tourism shoulder and/or off-season, specifically before June 15th and after September 15th (5 points)
- Project is family friendly (5 points)

### 3. Applicant's Ability to Undertake the Project (10 points)

- Is the plan and budget realistic?
- Has the applicant identified metrics to indicate success?
- What is the applicant's potential to succeed?
- Does the applicant have the support of cooperative partners?
- Are there any previously demonstrated management and administrative successes?

### 4. Demonstrated Community Support and Public Involvement (10 points)\*

- Is there evidence of in-kind support?
- Is there evidence of endorsement by community groups? (Three letters of support/endorsement are required.)
- Were there any guest focus groups, guest surveys, public workshops, meetings, or other methods to gauge guest interest or the potential for citizen involvement in the project?

### 5. Application Presentation (5 points)\*

- General overall quality of proposal
- Is the presentation clear and concise?
- Points will be deducted for vague, unclear, or rambling presentations or responses.

Applicants are strongly encouraged to identify and explain any other characteristics they deem relevant and important to the committee's consideration.

# TOURISM GRANT APPLICATION AND GUIDELINES

## HOW TO APPLY:

Application forms are attached to this memorandum. The grant application cover page must be completed and returned on the form provided. Grant application questions must be submitted on a form you have produced which replicates the questions exactly.

Please send **one (1) original paper copy or one (1) electronic copy** of your grant application. **Incomplete proposals, not attending mandatory meetings or other deficiencies shall result in your application being rejected** without ranking.

Applications will not be accepted after the deadline stated below. Send completed applications to:

**Lincoln City Visitor & Convention Bureau**  
**801 SW Highway 101, Suite 401**  
**Lincoln City, OR 97367**  
**lfrancis@lincolncity.org**

Timeline for Lincoln City Tourism Grants		
Date	Time	Event
_____, 2016 or _____, 2016	2:00 PM	Marketing 101 Class (Required for all grant applicants)
_____, 2017	5:00 PM	Deadline for submitting applications
_____, 2017	3:00 PM	Visitor & Convention Committee Meeting Culinary Center, 4 <sup>th</sup> Floor (Proposal scoring, review & recommendation)
_____, 2017 or _____, 2017	3:00 PM	Marketing 102 Class (Required for all successful applicants)
_____, 2017	3:00 PM	Signed contracts due back to VCB.

Grant funds are available after agreements are signed by both parties.

# TOURISM GRANT APPLICATION AND GUIDELINES

## REQUEST FOR FUNDING APPLICATION:

Date Submitted: \_\_\_\_\_

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

Tax ID #: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Email: \_\_\_\_\_

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

Fax: \_\_\_\_\_ Phone: \_\_\_\_\_

Date(s) of Activity/Project: \_\_\_\_\_

Name of Event/Project: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_

Project Type:

Special Event

Operations Funding

Attraction Development

Other: \_\_\_\_\_

# TOURISM GRANT APPLICATION AND GUIDELINES

## APPLICATION FORM:

*Please copy and paste the questions below into a new document to give yourself enough space for responses.*

**1. Description of Project:** Be sure to include complete details of your project and the anticipated benefits to be received as it relates to lodging occupancy or other tourism benefits to Lincoln City. Also include your goals and objectives, marketing plan including a full budget, packaging opportunities, organizational structure, uniqueness of the project, timelines and readiness to proceed, relationship to the current hands-on learning brand of Lincoln City, sustainability, and compliance with the requirements of ORS 320.350. (Attach additional pages as needed.)

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**2. Additional Funding:** Please describe the attempts you have made with other sources to secure the funding necessary for this project and your organization's financial need for this project. (Attach additional pages as needed.)

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**3. Metrics:** Describe in detail how you will track, evaluate and report the success of your program.

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**4. Support:** Describe the support of the community for this project, including partners, sponsors, volunteers and other contributors.

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**5. Projected Results:** Number of new or increased Lincoln City lodging room nights expected to be generated:

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**6. Other:** Any other information you believe relevant and important for consideration in funding your project.

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# TOURISM GRANT APPLICATION AND GUIDELINES

## **AUTHORIZATION:**

We hereby certify that the facts, figures and representations made in this application, including all attachments, are true and correct to the best of our knowledge, and this application is made with the approval of the organization's board of directors:

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Signature of Project Director

Date

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Print Name of Project Director

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Signature of Board Chair or Lead Applicant

Date

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Print Name of Board Chair or Lead Applicant

# TOURISM GRANT APPLICATION AND GUIDELINES

## PROJECT PROPOSAL DOCUMENT:

Prepare a document to be submitted with the form above, providing the following information. **Note: There is a 500 word maximum for each response.**

### PROJECT DESCRIPTION

1. Detailed description of the project and activities.

### PROJECT GOALS

2. How many out of area visitors do you expect to attract to the project? How will you track the number of visitors who traveled over 50 miles versus the number of locals?
3. How are you planning on extending the out of area visitor's length of stay? How will you encourage early arrival and late departure? How will you track the number of extra days?

### QUALIFICATIONS OF APPLICANT

4. Describe your organization/project management team. How are these individuals qualified to lead this project?
5. Describe your team's experience in operating past or similar projects.

### PROJECT PLAN

6. How will you give credit to Lincoln City for its support of your event or project in a manner which will enhance traffic to the VCB website, complement VCB social media efforts or otherwise assist in efforts to provide potential guests with information on Lincoln City as a vacation destination?
7. Provide a detailed timeline of your marketing efforts leading up to the event/project.
8. Describe your target market/audience.
9. Describe specifically how you will market the project to visitors over 50 miles away.
10. How will you measure attendance in drawing out of area visitors to the project?  
Examples: Hotel Rate Code, Ticket Sales, Trail Counts, Guest Surveys. (Be specific)
11. If your project is already underway, explain how this award will increase your likelihood of success
12. Describe any in-kind, barter, volunteer labor or discounted services you expect to receive in support of this project. Volunteer labor hours will be valued at Oregon state minimum wage for purposes of completing the budget form.
13. List your potential sponsors and partners and how they contribute to the event or project.
14. If this is an annual event or ongoing project, identify your marketing network and how it contributes to or enhances your success.

# TOURISM GRANT APPLICATION AND GUIDELINES

## GLOSSARY OF TERMS:

**ADR:** Average Daily Rate, a measure of the average revenue per room reported by the lodging community of Lincoln City as reported to the Lincoln City Visitor & Convention Bureau by STR Global Research Company.

**Infrastructure:** Physical assets including buildings, walkways, roads, power-related wiring and permanent equipment.

**Operational Expenses:** Expenses a business incurs through its normal business operations. For the purposes of this document, operating expenses include rent, equipment, inventory costs and insurance.

**Cooperative Ventures:** Where two or more local entities are jointly contributing resources and expertise in the development and execution of an event or project.

**In-Kind Contributions:** Goods and services provided pro bono by sponsors and/or supporters. These include volunteer hours, non-cash and barter contributions.

**Capital Funding:** For the purposes of this document, capital funding is the money used for operating capital, typically provided by investors or lenders, paying for normal business operations with the expectation of a return on the capital funding investment.

**Beautification:** For the purposes of this document, beautification is the process of making significant visual improvements to a property so that it is either transformed into a tourist attraction or becomes a significantly better tourist attraction.

**Shoulder Season:** A travel period between peak and off-peak seasons, specifically, outside of the peak travel season associated with school summer break, which is from June 15<sup>th</sup> to September 15<sup>th</sup>.

**Facility Development/Improvement:** Improvement of an existing place or creating a new place so that it functions as a new or improved tourist attraction.

**Attraction Development:** Development of a new tourist attraction or expansion/improvement of an existing attraction to demonstrably improve the guest experience.



# TOURISM GRANT APPLICATION AND GUIDELINES

## Article I. AGREEMENT

### Section 1.01

### Section 1.02 I. Grant

Grant Recipient: (TBA)

Execution of this document by authorized officials constitutes a legal agreement between the City of Lincoln City (City) and the NAME OF RECIPIENT . The grant project is for NAME OF PROJECT.

This Agreement incorporates by reference Grant Recipient's application and guidelines for a matching grant attached hereto as Exhibit A. The City agrees to pay AMOUNT as requested. This grant project shall be coordinated with the Executive Director of the Lincoln City Visitor & Convention Bureau.

The Grant Recipient's (Recipient) assurances are part of the consideration for all financial assistance given by the City. The City shall have the right to seek judicial enforcement of these assurances, which are binding on the Recipient, its successors, transferees, and assignees.

**II. Grant Recipient Responsibilities.** The Recipient warrants and assures as follows:

1. That it possesses legal authority to accept the grant, whether it be a recognized nonprofit tax-exempt organization under IRS 501-C or a for-profit business.
2. The Recipient has attended the Marketing 101 class.
3. The Recipient has or will be attending the Marketing 102 class. This class will be conducted on two separate dates with no make up dates beyond the two opportunities offered.
4. A resolution, motion or similar action has been duly adopted by the Recipient's governing body, authorizing the application and identifying an official (nonprofit chairperson) authorized to act in connection with the application. That a copy of the minutes of the meeting at which the application was authorized will be provided at City's request.
5. That funds paid by the City shall be expended only for the grant project set out above. The Recipient shall comply with the wage level valuations, audit requirements, and limitations on what qualifies for an in-kind match as outlined in the Grant Guidelines document.
6. That all records required by audit guidelines shall be kept for seven years and be available to the City, the Secretary of State of the State of Oregon and their authorized agents or auditors upon request.
7. That the Recipient shall comply with all applicable laws and regulations, including laws and regulations on discrimination.
8. Recipient shall comply with the following specific requirements for this grant:

Recipient understands that while the Visitors & Convention Bureau will issue a reminder via email two weeks prior to document due dates, failure to deliver documentation on time for any reason, including not seeing the reminder, will result in the Recipient forfeiting the payment relating to the missing documentation.

# TOURISM GRANT APPLICATION AND GUIDELINES

Failure to meet other deadlines contained herein will also cause Recipient to forfeit payments of the awarded grant.

9. A full marketing plan is due to the VCB Director by **DATE HERE**.
10. That all funds must be spent and the project finished by **DATE HERE**.
11. Final reports must be received by the City within 60 days of the date in number 10 above (**DATE HERE**).
12. That all publicity, visual or oral, for the project shall include the following call to action: "Book your stay in Lincoln City at [TravelLincolnCity.com](http://TravelLincolnCity.com)." Whenever possible, the VCB logo and call to action noted above will be included in any print material promoting the project and on the Recipient's website. Recipient agrees to provide a link from their website to the website of the City's Visitor & Convention Bureau, [www.TravelLincolnCity.com](http://www.TravelLincolnCity.com)
13. That the Recipient has matching funds in money or in-kind services of not less than 30% of the total grant funds.
14. That the Recipient shall submit progress reports to the Executive Director of the Visitor & Convention Bureau as requested.
15. That any grant funds not used on the project shall be immediately returned to the City upon project completion.
16. That if, at any time after City remits funds under Section II, Recipient determines it is not able or willing to pursue or complete the grant project, without any notice required from the City, Recipient shall immediately return to the City all grant funds not yet expended along with an accounting of all expended and unexpended grant funds.
17. That all information submitted to the City, including but not limited to Recipient's grant application and reports, is public record and subject to disclosure as allowed by law under ORS Chapter 192.

## II. City Responsibilities. The City warrants as follows:

1. After execution of this Agreement, the City will release to the Recipient **33%** of the funds (\$AMOUNT HERE) approved in the grant.
2. **33%** of the funds (\$AMOUNT HERE) will be released to the Recipient upon receipt by the VCB Director of a full marketing plan.
3. An additional **34%** of the funds (\$AMOUNT HERE) will be released to the Recipient within 45 days of receipt of the final report.

### (a) III. General Provisions

1. This Agreement may be terminated at any time by mutual consent of both parties.
2. The City may terminate this Agreement effective upon delivery of written notice to the Recipient if there is a change in federal, state or local laws, rules, regulations or guidelines so the grant project is no longer eligible for funding.

## TOURISM GRANT APPLICATION AND GUIDELINES

3. In the event sufficient budgeted funds are not available for a new fiscal period, the City must notify the Recipient of such occurrence and this agreement shall terminate on the last day of the current fiscal period without penalty or expense to the City. (*Applicable to contracts extending across fiscal years*)
4. The City, by written notice to Recipient, may terminate the whole or any part of this Agreement if any of the following occurs:
  - a. Recipient defaults in the performance of any of its warranties or agreements contained herein or in the application; or
  - b. Any representation made by the Recipient in the application, budget, or any other documents or reports relied upon by the City to measure progress on the project and performance by the Recipient, are untrue in any material respect; or
  - c. Recipient admits in writing its inability, or is generally unable, to pay its debts as they become due, is adjudicated as bankrupt or insolvent, commences a voluntary case under the Federal Bankruptcy Code, or a proceeding or case is commenced, without the application or consent of Recipient seeking liquidation, dissolution or winding-up.
5. In the event Recipient is found in default, the City may pursue any remedies available at law or in equity. Such remedies may include, but are not limited to, termination of the Agreement and return of all or a portion of the funds.
6. No failure on the part of the City to exercise, and no delay in exercising any right, power or privilege under this Agreement shall constitute a waiver, nor shall any single or partial exercise preclude any other or further exercise of any such right, power or privilege.
7. All notices, requests, demands and other communication to or upon the parties shall be in writing and shall be deemed to have been duly given or made when deposited in the US Mail, and/or communicated via email, addressed to the parties at the addresses below or such other address of which a party shall have notified in writing the other party.

If to the City:  
Ed Dreistadt, Director  
Lincoln City Visitor & Convention Bureau  
801 SW Hwy 101, Suite 401  
Lincoln City, OR 97367  
[edreistadt@lincolncity.org](mailto:edreistadt@lincolncity.org)

If to the Recipient:  
REPRESENTATIVE HERE  
ADDRESS  
Lincoln City, OR 97367  
EMAIL

8. This Agreement may not be waived or altered without written consent of both parties.
9. The prevailing party in any dispute arising from the Agreement shall be entitled to recover from the other reasonable attorney's fees and costs at trial and on appeal.
10. Grant Recipient shall, to the extent permitted by the Oregon Constitution, and applicable statutes, save and hold harmless the City and its officers, employees and agents from all claims, suits or actions of whatsoever nature resulting from or arising out of the activities of the Recipient or its subcontractors, agents, volunteers or employees in connection with this Agreement. This Agreement constitutes the entire agreement between the parties. There are no understandings, agreements or representations, oral or written, not specified herein regarding this Agreement. Any

# TOURISM GRANT APPLICATION AND GUIDELINES

waiver or consent, if made, shall be effective only in the specific instance and for the specific purpose given.

Recipient, by execution of this Agreement, hereby acknowledges that the Recipient has read this Agreement, understands it and agrees to be bound by its terms and conditions.

City of Lincoln City:

By: \_\_\_\_\_

By: \_\_\_\_\_

Date: \_\_\_\_\_

Ronald Chandler  
City Manager

Date: \_\_\_\_\_

Ed Dreistadt  
VCB Director

Recipient:

APPROVED AS TO FORM

By: \_\_\_\_\_

\_\_\_\_\_  
City Attorney

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

Title: \_\_\_\_\_

Date: \_\_\_\_\_

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