



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
APRIL 26, 2017, 4:00 PM
NEWBERG CITY HALL 414 East First Street
Permit Center Conference Room**

- I. CALL MEETING TO ORDER**
- II. ROLL CALL**
- III. APPROVAL OF APRIL 5, 2017 MINUTES**
- IV. APPROVED MINUTES OF THE MARCH 16, 2017 MARKETING SUBCOMMITTEE**
- V. UPDATE ON TLT SMALL GRANT PROGRAM**
- VI. REVISIT OF THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT**
- VII. MARKETING SUBCOMMITTEE UPDATE**
- VIII. TOURISM INFORMATION SESSION**
- IX. NEXT MEETING JUNE 7, 2017**
- X. ADJOURNMENT**

ACCOMMODATION OF PHYSICAL IMPAIRMENTS: In order to accommodate persons with physical impairments, please notify the Office Assistant II of any special physical or language accommodations you may need as far in advance of the meeting as possible and no later than 48 business hours prior to the meeting. To request these arrangements, please contact the Office Assistant II at (503) 544-7788. For TTY services please dial 711.

TRANSIENT LODGING TAX AD HOC COMMITTEE

April 5, 2017 4:00 pm

**Newberg City Hall, 414 East First St
Permit Center Conference Room**

Chair Dennis Lewis called the meeting to order at 4:08 p.m.

ROLL CALL:

Members Present: Dennis Lewis, Chair
Sheila Nicholas, Vice Chair
Patrick Johnson (arrived 4:23)
Kyle Lattimer
Lori Louis
Joe Hannan, Ex Officio (arrived 4:31)

Jessica Bagley
Megan Carda (arrived 4:15)
Rob Felton
Sheryl Kelsh
Bob Andrews, Ex Officio

Absent: Ashley Lippard, Brian Love, Loni Parrish, Ron Wolfe (all excused)

Staff Present: Doug Rux, Community Development Director

Guests: None

APPROVAL OF MINUTES:

Approval of the March 1 and March 15, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

MOTION: Kelsh/Louis to approve the Transient Lodging Tax Ad Hoc Committee minutes for March 1, 2017 and March 15, 2017.
Motion carried (7Yes/0 No).

UPDATE ON TLT SMALL GRANT PROGRAM

CDD Rux noted that contracts for the Oregon Camellia Society, Chehalem Culture Center and Hoover-Minthorn House Museum have been signed. Check requests for disbursement of funds has been submitted. Member Andrews asked about the status of the remaining two awards. CDD Rux indicated they are being worked on.

REVIST OF THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT

CDD Rux indicated the purpose of the discussion today was to revisit the criteria for the grant program based on comments that have been received since the review of the Small Grant applications. He indicated a memo was in the packet which captured all of the questions and comments that had been received.

Member Felton noted that the Small and Large grant criteria were the same. For the Large Grant the criteria do not meet the purpose statement in the guidelines.

Member Andrews stated that the Legislature is looking at bills that may modify the definitions. Member Kelsh inquired if we should wait for the Legislature to finish before the Committee makes a decision.

Member Louis inquired if the scoring matrix was in the packet. CDD Rux indicated no and stepped out to make copies of the scoring matrix from the Small Grant material.

Vice Chair Nicholas indicated staff could do the review noted in item #16 in the memo (complete applications).

Member Felton inquired if the fencing proposal for Tunes on Tuesday would qualify for any funding given the definitions in State Statute. Member Kelsh indicate that Travel Oregon has funded infrastructure for events with grants. Member Johnson noted the City of Wilsonville used TLT dollars for tents.

Member Louis inquired if applicants officially qualify or do they technically qualify, if they don't meet the purpose of the Tourism Plan.

Member Felton commented that the Committee could vote to see if they qualify or not. If they don't qualify then their application does not move on to the scoring criteria.

Member Kelsh inquired as to why we are asking for financial information.

Chair Lewis asked the Committee if they would like to go line by line. There was a general discussion of what the off-season was and it was clarified that it was November – April.

The Committee discussed the items under Activities Not Eligible For Funding and concluded to leave the list as is.

The Committee discussed the Matching Requirement. Member Nicholas thought the 1:1 match was too much. Member Kelsh understood that Travel Oregon is doing a .25:1 match and she will check. Member Felton noted that smaller organizations are harder to fund and to identify a match.

The Committee discussed the Evaluation Framework and Criteria. Member Felton noted that they should relate back to the Purpose statement. Member Johnson noted that there are differences in perception. It is difficult with just yes/no response and inquired if it should be a score of 1 (low) – 5 (high).

CDD Rux floated that you could require a mandatory meeting with applicants 30 days into a solicitation and if an applicant does not attend they cannot apply.

Member Felton indicated meeting with applicants extends time.

Chair Lewis shared the possibility of a subcommittee to pre-screen applications. Do not vote on the first night of review but rather receive presentations. Come back for a full vote of the Committee at the next meeting.

Member Andrews noted that he has sat on some boards that allow presentations then at the next meeting score the proposals and applicants are only there to answer technical questions at the second meeting.

Chair Lewis referred back to the memo in the packet with the list of questions and comments. The Committee discussed the following:

1. What is the projected return on investment? 1-5
 - a. Predicted # of tourists attracted / overnight guests
 - b. Will it have lasting impact and utility? 0-5
2. Demonstrated history of attracting tourists / overnight guests. 0-3
3. Does it engage and energize local tourism partners? 0-3
4. Does it enhance Newberg as a destination? 0-3
5. Does it catalyze downtown development? 0-3
6. Is it likely to increase visitor spending? 0-5
7. Does it enhance shoulder season visitation? (October-May) 0-5
8. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers) 0-5

There was a general discussion on Shoulder Season and a discussions that Sunday through Thursday are target dates and applicants should get more points. A general discussion was held on Shoulder Season with the following: TLT funds are primarily targeted to bring additional tourism to our community in the non-prime tourism season, which will be defined as 'Shoulder Season': a: All times in the months of October through May will be considered a tourist 'Shoulder Season'. B: in addition, during the prime tourism season, the week days of Sunday-Thursday, will be considered as Shoulder Season. Applications for events during the Shoulder Season enhances consideration for TLT funding.

Does it enhance Shoulder Season a. Sunday-Thursday any time of years is a shoulder day, b. May - October.

There was also a discussion on adding a question on other sources of income from another public entity, applied for or received, but no actual question was not formulated.

In regards to item #16 in the memo CDD Rux indicated staff can review applications to determine if all required information has been provided. Staff to prepare a checklist. For item #17 CDD Rux will talk with the City Attorney about an applicant qualifying for TLT funds. On item #18 the Committee identified a two-step process in reviewing applications, a. Presentations at first session and b. Committee review and score at second session. For item #17 the Committee can hold a work session but it is open to the public to attend. Item #20 is tied into item # 17 and CDD Rux will talk with the City Attorney.

At the next meeting the discussion will be reviewing the criteria discussed on April 5 as well as reviewing the questions required to be responded to in the application and the questions in the Program Reports.

Chair Lewis indicated he Vice Chair Nicholas would not be available on May 3. Staff was asked to do a Doodle poll to see if the Committee could meet on April 26 or May 10.

ADJOURNMENT: Chair Lewis adjourned the meeting at 6:17 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this ___ day of May, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director



**TRANSIENT LODGING TAX AD HOC COMMITTEE
MARKETING SUBCOMMITTEE
March 16, 2017 8:30 am
Chehalem Valley Chamber of Commerce
2119 Portland Road**

The meeting called to order by Vice Chair Rob Felton at 8:35 a.m.

ROLL CALL:

Members Present:	Dennis Lewis Jessica Bagley Sheryl Kelsh Ashley Lippard	Sheila Nicholas Rob Felton Kyle Lattimer Loni Parrish
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Staff Present: Doug Rux, Community Development Director

Guests:

APPROVAL OF MINUTES

Approval of the February 16, 2017 TLT Ad Hoc Committee Marketing Subcommittee Minutes.

MOTION: Parrish/Nicholas to approve the Marketing Subcommittee minutes for February 16, 2017.
Motion carried (8 Yes/0 No).

TOURISM MARKETING MATERIAL:

Chair Lippard initiated the discussion with a Power Point presentation discussing branding. What is a brand? She indicated that it would take a couple of months to go through branding.

Brand – Power Point slides were presented with a summary of the material listed below:

Is not a logo – a logo is a trademark

It is a gut feeling. When enough individuals arrive at the same gut feeling it’s a brand.

It’s what they say it is.

To compare our brand with a competitors we only need to know what makes US different. Example of Target vs Walmart – they are different in package and presentation of products.

Unique Aspects – Newberg (Brainstorming session)

George Fox University	Allison Inn	Willamette River
Cultural Center	Drive Inn	Champoeg
Hoover-Minthorn House	Airport	Ag – farmers
Hot Air Balloons	Helicopters	Spa
Welcoming	Authentic	Genuine
Painted Lady	Quakers	Major Mike
3 AVAs	Marvel Comics	Swimming Pool



Water Polo
Location of Portland
A-dec
NOFF

Wrestling
Bypass
Camp Tilikum
PNMC

Golf Course
Friendly
Skate Park

A charismatic brand is a brand for which for people there is no substitute.

Differentiate
Collaborate
Innovate
Validate
Cultivate

Who are we? Example of John Deer, generations have used it, keep it pure, keep it different.

Newberg tourism – we start here, doers and makers


What do we do?
We create and grow and embrace.
We are a community/family that create, grow and embrace.
Shared and support.
Create – doers and makers.
Grow – agriculture and businesses.

Why does it matter?
Genuine and authentic.
Different than every other wine town.
We are about their experience.

It will take 3-4 sessions to work through the branding topic.

ADJOURNMENT: Chair Lippard adjourned the meeting at 9:28 a.m.

Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 17th day of April, 2017.

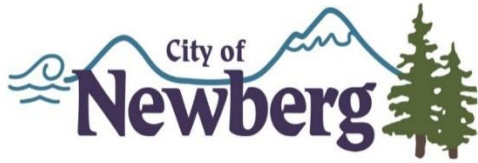


Ashley Lippard
TLT Ad Hoc Committee
Marketing Subcommittee Chair



Doug Rux, Community Development Director

ATTACHMENT 1



City of Newberg 2016 - 2017 Transient Lodging Tax – Destination Development and Marketing Promotion Grant Program Guidelines

INFORMATION FOR GRANT APPLICANTS

PURPOSE:

This grant program is intended to aid organizations and businesses that further the Newberg Strategic Tourism Plan adopted in June 2016 for destination development and marketing promotion activities, <http://www.newbergoregon.gov/economicdevelopment/page/newberg-strategic-tourism-plan>, by advancing the adopted goals of:

1. Tourism bolsters Newberg economy in measurable ways.
2. Newberg is a destination of artisan makers and doers.
3. Tourism funding and industry partners catalyze downtown development and creation of new experiences for target audiences.
4. The tourism organization and strategy engage and energize local tourism partners and demonstrate healthy partnership between the private sector and city.
5. Moon Shots – tourism encourages sustainable development that benefits the local community and enhances the visitor experience.

DEFINITIONS:

The City of Newberg 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 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, and that trip:

- a. Requires the person to travel more than 50 miles from the community of residence; or
- b. Includes an overnight stay in a paid accommodation in Newberg, Oregon.

“Tourism promotion” (as it relates to this grant application) means any of the following activities:

- a. Advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists;
- b. Conducting strategic planning and research necessary to stimulate future tourism development;
- c. Operating Tourism promotion agencies; and
- d. Marketing special events and festivals designed to attract tourists.

“Tourism Related Facility” is:

- a. A conference center, convention center, or visitor information center; and

- b. Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

FUNDING:

Funding for this program is \$250,000 which may be disbursed to multiple organizations or businesses. The minimum grant amount is \$10,001 and the maximum is based on funds available for that fiscal year. The funds are made available from the City of Newberg transient lodging taxes that are assessed to hotels, motels, bed and breakfasts, and vacation rentals for guests in the City of Newberg.

ELIGIBLE APPLICANTS:

Eligible applicants include governmental entities, 501(c)(3) and (6) non-profit organizations, and for-profit private entities with a project, program, or event in the Newberg zip code area of 97132 aimed at destination development or marketing promotion that promotes local tourism attractions, brings visitors, or has the potential to bring visitors, to Newberg that will create overnight stays in Newberg's commercial lodging properties in furtherance of the Newberg Strategic Tourism Plan goals.

Multiple grant applications per year will be considered for any one organization or business. If an organization or business has previously been awarded a tourism grant by the City of Newberg, it will only be considered for a grant if all previously awarded grants complied with grant agreement requirements and procedures, including filing progress reports. Since grants are funded from revenues from lodging tax, recipients are asked not to request discounts from Newberg lodging properties for the proposed project, program, or event.

GRANT APPLICATION PROCESS:

In order to be considered for grant funds from the City of Newberg:

- 1) A completed application must be delivered to the Community Development Director. Application forms are available at _____ or by contacting the Community Development Director, doug.rux@newbergoregon.gov. If you have multiple projects, programs, or events, separate applications will need to be submitted. The exception would be if the project, program, or event had multiple dates over the course of the fiscal year.
- 2) All application forms **MUST** be typed and sent to the Community Development Director. **No hand written forms will be accepted. Failure to abide will result in application disqualification.**
- 3) All applicants will be notified of funding approvals no later than June 30, 2017.
- 4) Progress and Final Reports on activity, spending, and results are to be submitted to the Community Development Director.

TYPES OF PROJECTS/PROGRAMS/EVENTS TO BE CONSIDERED:

Below is a sample list of grant projects, programs or events; actual projects are not limited to only what is listed below.

- 1) Projects, programs, or events which generate or encourage overnight stays in Newberg.
- 2) Projects, programs, or events that increase visitor spending.
- 3) Projects, programs, or events that enhance shoulder and off season visitation.
- 4) Projects, programs, or events that create unique wine country experiences that distinguish Newberg from nearby destinations.

ACTIVITIES NOT ELIGIBLE FOR FUNDING:

- 1) General administrative costs;
- 2) Membership fees;
- 3) Projects, programs or events promoting tourism outside of Newberg;
- 4) Project directed solely at the residents of Newberg;
- 5) Used as match for other City of Newberg funding awards;
- 6) Salaries;
- 7) Operating costs;
- 8) Travel and mileage;
- 9) Architectural engineering studies;
- 10) Apparel for volunteers and/or staff; or
- 11) Advertisements in Newberg or CVCC guides/brochures, local Chambers of Commerce publications, and local publications (print, radio, television) that are not distributed at least 50 miles outside of Newberg.

MATCHING REQUIREMENT:

The Destination Development and Marketing Promotion Grant Program requires a minimum 1:1 match ratio from the applying organization or business:

- 1) Non-Profit/Governmental: 1 (applicant) and includes in-kind or cash / 1 (City of Newberg)
- 2) For-Profit: 1 (applicant) cash match / 1 (City of Newberg)

Match funds must be documented and must be committed prior to the distribution of funds. The higher the cash or in-kind match ratio will enhance the application scoring.

EVALUATION FRAMEWORK AND CRITERIA:

The City of Newberg Transient Lodging Tax Ad Hoc Committee will review applications and make a recommendation to the Newberg City Council on awards according to the purpose and evaluation criteria of the grant program. The Newberg City Council will make the final award decision.

Framework

- | | |
|--|--------|
| 1) Aligns with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility) | Yes/No |
| 2) Promote or create experiences for: Outdoor recreation visitor, Experiential arts, Wayfinding, Downtown enhancement | Yes/No |
| 3) Appeals to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers) | Yes/No |
| 4) The project will create or enhance an experience for shoulder or off-season visitors | Yes/No |
| 5) Is a priority for partner organization | Yes/No |
| 6) Builds on existing assets | Yes/No |
| 7) Leverages funding | Yes/No |

Criteria

- | | |
|---|-----------------------------|
| 1) Ratio at which Transient Lodging Tax funds will be matched | (1 low/3 high)
1 / 2 / 3 |
| 2) Project will connect visitors to existing assets: | |
| a. Strength of existing assets | 1 / 2 / 3 |
| b. Strength of connecting assets | 1 / 2 / 3 |
| 3) Alignment with target market: | |
| a. Wine Country Adventures | 1 / 2 / 3 |

- | | |
|-------------------------------|-----------|
| b. Millennial Explorers | 1 / 2 / 3 |
| c. George Fox Network | 1 / 2 / 3 |
| d. Luxury Wine Travelers | 1 / 2 / 3 |
| 4) Lasting impact and utility | 1 / 2 / 3 |

PROMOTIONAL MATERIAL:

All funded projects, programs or events involving promotional materials and websites must be reviewed by the Community Development Director at the draft stage and will need to include the www.newbergoregon.gov/cd/page/tourism web address and a link to www.newbergoregon.gov/cd/page/tourism in the case of a website.

All grant support should be referenced as; **“This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.”**

UNUSED FUNDS:

In the event that awarded funds remain and were not completely used for the project, program, or event intended, the unused funds shall be returned to the City of Newberg.

GRANT CONTRACT:

All grant award recipients must enter into a Destination Development and Marketing Promotion Grant Contract with the City of Newberg. A sample contract is included in the application material.

REPORTING PROCESS:

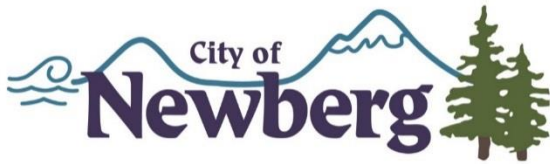
Applicants that are awarded grant funding are required to submit both a Progress Report on a date to be determined and a Final Report within 30 days after the project, program or event to the Newberg Community Development Director.

RECORD KEEPING:

It is requested that all grantees maintain records for the minimum required amount of time set forth by the IRS, including receipts, and make the records available to the City of Newberg upon request for audit purposes.

PERMITTING AND LICENSING:

The award of grant money through this program does not supersede the need for proper permitting and licensing with the City of Newberg and / or other governing agents. Proof of all necessary permits and licenses is required before grant funds can be dispersed.



**City of Newberg 2016 - 2017
Transient Lodging Tax – Destination Development and Marketing
Promotion Grant Program Application Cover Page**

Project Title: _____

Applicant Name: _____

Mailing Address: _____
Street City State Zip

Contact Name: _____

Phone: _____ Email: _____

Amount of total Funding Requested: \$ _____

Please note: Funds not spent on the approved project must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Project, Program or Event Detail:

- A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
- B. Submit an updated Project, Program or Event Detail as your Progress Report.
- C. Within 30 days after project, program or event is complete submit a Final Report. Attach receipts/paid invoices for monies spent and a check to the City of Newberg for any unspent funds.

Any changes to your project must have prior approval to receive funding.

I agree to all terms described on this application and verify that the information provided on this cover sheet is true and accurate.

Print Name: _____

Signature: _____

Title: _____

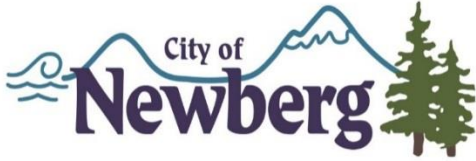
Date: _____

*****FOR OFFICE USE ONLY*****
APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Progress Report Received: _____

Final Report received: _____

Funds returned, received on: _____



**City of Newberg 2016 - 2017
 Transient Lodging Tax – Destination Development and Marketing
 Promotion Grant Program Application**

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

- ❖ Completed application Cover Sheet.
- ❖ Budget for project/program/event being funded that lists all anticipated income and expenses.
- ❖ Board or Owner approved financial statement for most recently completed fiscal year of the organization or business responsible for the project/program/event.
- ❖ Letter signed by officers of the Organizations Board of Directors or Business Owners authorizing this application.
- ❖ Documentation of organization or business existence: Current, valid Oregon Secretary of State Corporation Division registry filing.
- ❖ Letters of support.

Project Title: _____

Applicant Name: _____

Mailing Address: _____
 Street City State Zip

Contact Name: _____

Phone: _____ Email: _____

Website Address: _____

Secretary of State Business Registry Number: _____

Non Profit _____ Government _____ For-Profit _____

Amount of total Funding Requested: \$ _____

Please note: Funds not spent on the approved project, program or event must be returned to the City of Newberg by check with the Final Report due 30 days after completion of the project, program or event.

Classify how funds will be used for your project/program/event: *check all that apply*

New Project

New Program

New Event

Existing Project

Existing Program

Existing Event

Has this project, program or event received these grant funds in the past?

If so when and for how much?

Prior year grant award through this program does not guarantee additional funding in subsequent years. All returning projects, programs or events must reapply and are subject to approval. This program has limitations of funding available in the fiscal year in total amount of funds requested. All required reports must be in good standing at the time of application for future funding by a past grant recipient.

Budget Summary (this format must be used):

Project/Program/Event Budget: This budget provides the detail of the project, program or event that the grants funds would be applied to. This should include how the funds from this grant will be spent. Expenses must be explicitly defined. Please include in-kind and cash match.

Fiscal Year: _____ to _____

Income Sources	Amount
Total Project/Program/Event Income	

Expenses – Must be explicitly defined.	Amount
Total Project/Program/Event Expense	

Organization Budget: This budget shows how this project, program or event fits into your organization. Your project, program or event should be shown as a line in this budget.

Fiscal Year: _____ to _____

Income Sources	Amount
Total Organization Income	

Expenses	Amount
Total Organization Expense	

Project Narrative:

1. Project description:

2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?

3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)?

4. How does your project, program or event promote or create experiences for: Outdoor Recreation Visitor, Experiential Arts, Wayfinding, Downtown Enhancement?

5. How does your project, program or event appeal to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)

6. How will your project, program or event create or enhance an experience for shoulder or off-season visitors?

7. Is the project, program or event a priority for the partner organization? (if yes, why?)

8. Does the project, program or event build on existing assets? (if so how?)

9. How does your program, program or event leverage funding?

10. What is the ratio at which Transient Lodging Tax funds will be matched?

11. How will your project, program or event connect visitors to existing assets (Strength of existing assets and Strength of connecting assets)?

12. How does your project, program or event align with target markets of Wine Country Adventures, Millennial Explorers, George Fox Network, and Luxury Wine Travelers?

13. What is the timeframe for completion of your project?

14. What is the lasting impact and utility of your proposed project, program or event?

15. What is the estimated room nights that would occur from this project, program or event?

Signature and Certification Letter:

I hereby certify that all facts, figures and representations made in this application, including all attachments, are true and correct. This application is made with the written approval of my Board of Directors or Owners, which is attached to this application.

I agree that all publicity, press releases, publications, materials and or media advertising produced as part of this proposed project/program/event will acknowledge the grant program as follows:

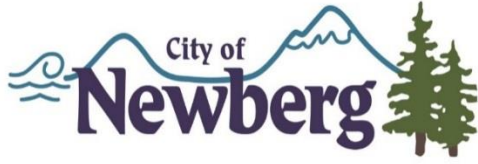
“This project/program/event is made possible in part by a grant from Newberg transient lodging taxes and the City of Newberg.”

A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

Date

Print Name of Authorizing Official



**City of Newberg 2016 - 2017
 Transient Lodging Tax – Destination Development and Marketing
 Promotion Grant Program Reports**

To be completed and returned: Progress Report by _____.

To be completed and returned by _____: Final Report 30 days after project, program or event.

Attach receipts, paid invoices for monies spent and a check to the City of Newberg for an unspent funds.

Project Title: _____

Name of Organization requesting funds: _____

Mailing address: _____

Contact name: _____

Phone: _____

Email: _____

1. Detail of Income and Expenses as compared to budget submitted (must be as detailed as possible)

NOTE: Please attach receipts or a spreadsheet that documents both income and expenses

Budgeted Income Sources	Amount	Actual Income Sources	Amount
Total Budgeted Project/Program/Event Income		Total Actual Project/Program/Event Income	

Budgeted Expenses	Amount	ACTUAL EXPENSES	Amount
Total Budgeted Project/Program/Event Expenses		Total Actual Project/Program/Event Expenses	

2. Do you have unused City funds remaining? If so how much?

3. Date project, program or event was (or will be) completed:

4. Results achieved with project, program or event. Did you reach your target audience or goal? Discuss your measurement of success.

5. Please include data that supports how many tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

SAMPLE CONTRACT ONLY

**CITY OF NEWBERG
TRANSIENT LODGING TAX
DESTINATION DEVELOPMENT AND
MARKETING PROMOTION GRANT CONTRACT**

This Grant Contract is made and entered into by and between the City of Newberg ("CITY") and _____ ("RECIPIENT").

RECITALS

Whereas, in 1976 the City of Newberg implemented a transient lodging tax (TLT) of 6%;

Whereas, in 2014 the City of Newberg increased its TLT to 7.5%;

Whereas, in 2015 the City of Newberg increased its TLT to 9%TLT;

Whereas, HB 2267 in 2003 requires increases in the TLT after July 2, 2003 dedicate 70% of collected tax be used for tourism promotion or tourism related facilities;

Whereas, the funds provided under this Grant Contract were derived from TLT funds and designated for use on tourism promotion, or tourism related facilities;

Whereas, the City of Newberg has reviewed RECIPIENT'S application, submitted on _____ (the "Application") and determined the Project, Program or Event, as hereafter defined, is feasible and merits funding.

NOW THEREFORE, the parties agree as follows:

1. Contract. This Grant Contract shall include the following, which in the event of any inconsistency are to be interpreted in the following order of precedence:
 - A. This Grant Contract without any Exhibits.
 - B. Special Conditions of Award, attached as Exhibit A.
 - C. A description of the Project, Program or Event approved by the CITY (the "Project"), attached as Exhibit B.
 - D. Approved Project budget showing a breakdown of sources of funds, attached as Exhibit C. This Exhibit supersedes the Project budget submitted in RECIPIENT'S Application; and
 - E. RECIPIENT'S application, which by this reference is incorporated herein.
2. Grant. In reliance upon RECIPIENT'S Application and covenant to comply with all local, state and federal laws, rules and regulations and terms of this grant as set forth herein, the CITY agrees to provide the RECIPIENT'S funds in the amount of \$_____, the use of which shall be expressly limited to the Project and the activities described in Exhibit B. The use of these funds shall also be subject to the approved Project budget in Exhibit A, if any.

Subject to the terms and conditions of this Grant Contract, the CITY shall disburse the grant funds to RECIPIENT according to the attached Exhibit D (such as 50% at signing of Grant Contract and remaining funds per the schedule in Exhibit D).

3. Project Completion Date. The approved grant activities must be completed by _____ from the date of this Grant Contract (“Project Completion Date”). By the Project Completion Date, all Project activities must be completed, including submission of the Project Final Report 30 days after the Project Completion Date.
4. Recipient’s Covenants – Compliance with Laws.
 - A. The RECIPIENT agrees to comply, and cause its agents, contractors and subgrantees to comply, with all applicable local, state and federal laws, regulations, policies, guidelines and requirements with respect to the use of and the administration, distribution and expenditure of the funds provided under this Grant Contract.
5. Default and Remedies.
 - A. Default. RECIPIENT shall be in default under this Grant Contract upon occurrence of any of the following events:
 - (1) Key RECIPIENT actions are not completed in accordance with the Project Schedule or CITY’s approval of a Progress Report provided for in this Grant Contract.
 - (2) Any representation, warranty or statement made by RECIPIENT herein or in any documents or reports relied upon by CITY is untrue in any material respect when made.
 - (3) Any other significant breach of the terms and conditions of this Grant Contract.
 - B. Remedies upon Default. If RECIPIENT’S default is not cured within a reasonable term, as defined by CITY, or such longer period as CITY may authorize at its sole discretion, CITY may pursue any remedies available under this Grant Contract either at law or in equity. Such remedies include, but are not limited to, termination of this Grant Contract.
6. Termination.
 - A. CITY reserves the right to terminate this Grant Contract immediately upon notice to the RECIPIENT:
 - (1) if RRECIPIENT fails to perform or breaches any of the terms of this Grant Contract; or
 - (2) if the RECIPIENT is unable to commence the Project within _____ () months from the date of this Grant Contract; or
 - (3) if federal or state laws, regulations or guidelines are modified or interpreted in such a way that either the grant made pursuant to the terms of this Grant Contract or payments to be made hereunder are prohibited.
 - B. CITY and RECIPIENT may mutually agree in writing to terminate this Grant Contract.
 - C. In the event of termination prior to Project completion, CITY will have no further obligations or liabilities under this Grant Contract, including that it will not reimburse any Project costs incurred by RECIPIENT.
7. Indemnification. To the extent permitted by the Oregon Constitution and the Oregon Tort Claims Act, RECIPIENT shall indemnify, defend, and hold harmless CITY and its officers, employees, and agents from all claims, suits, actions, losses, damages, liabilities, costs and expenses of any nature resulting from, arising out of or relating to the activities of the RECIPIENT or RECIPIENT’S officers, employees, sub-contractors, or agents under this Grant Contract.

8. Miscellaneous.

A. This Grant Contract shall be null and void if this Grant Contract is not executed and returned to CITY by the RECIPIENT by _____ (Date).

B. CITY and the RECIPIENT are the only parties to this Grant Contract and are the only parties entitled to enforce its terms. Nothing in this Grant Contract gives, is intended to give, or shall be construed to give or provide any benefit or right, whether directly, indirectly or otherwise, to third persons unless such third persons are individuals identified by name herein and expressly described as intended beneficiaries of the terms of this Grant Contract.

C. Except as otherwise expressly provided in this Grant Contract, any communications between the parties hereto or notices to be given hereunder shall be given in writing by personal delivery, facsimile, or mailing the same, postage prepaid, to CITY or the RECIPIENT at the address or number set forth on the signature page of this Grant Contract, or to such other addresses or numbers as either party may hereafter indicate. Any communication or notice so addressed and mailed shall be deemed to be given five (5) days after mailing. Any communication or notice delivered by facsimile shall be deemed to be given when receipt of the transmission is generated by the transmitting machine.

D. This Grant Contract shall be governed by and construed in accordance with the laws of the State of Oregon without regard to principles of conflicts of law. Any claim, action, suit or proceeding (collectively, "Claim") between CITY and RECIPIENT that arises from or relates to this Grant Contract shall be brought and conducted solely and exclusively within the Circuit Court of Yamhill County for the State of Oregon; provided however, if a Claim must be brought in a federal forum, then it shall be brought and conducted solely and exclusively within the United States District Court for the District of Oregon.

E. This Grant Contract and attached exhibits constitute the entire agreement between the parties on the subject matter hereof. There are no understandings, agreements, or representations, oral or written, not specified herein regarding this Grant Contract. No waiver, consent, modification or change of terms of this Grant Contract shall bind either party unless in writing and signed by both parties and all necessary CITY approvals have been obtained. Such waiver, consent, modification or change, if made, shall be effective only in the specific instance and for the specific purpose given. The failure of CITY to enforce any provision of this Grant Contract shall not constitute a waiver by CITY of that provision or any other provision.

This Grant Contract is hereby executed by the Parties on the dates set forth below.

CITY OF NEWBERG

RECIPIENT

By: _____

By: _____

Date: _____

Date: _____

Address: 414 E. First Street
Newberg, OR 97132

Address: _____

By Authority of Resolution No. _____

ATTEST AS TO LEGAL FORM

Truman A. Stone, City Attorney

Exhibit A – Special Conditions of Award

Exhibit B – Project Description

Exhibit C – Approved Project Budget

Exhibit D – Grant Fund Disbursement Schedule

SAMPLE CONTRACT ONLY