



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
FEBRUARY 1, 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 JANUARY 4, 2017 MINUTES**
- IV. UPDATED TLT AD HOC COMMITTEE ROSTER**
- V. AVAILABLE FUNDS**
- VI. DRAFT TLT SMALL GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT**
- VII. DRAFT TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT**
- VIII. MARKETING MATERIAL – WEB, MARKETING MATERIAL ASSESSMENT**
- IX. TOURISM INFORMATION SESSION**
- X. NEXT MEETING MARCH 1, 2017 (open for discussion of possible 2nd meeting in February)**
- XI. 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

January 4, 2017 4:00 pm

Newberg City Hall, 414 East First St

Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:00 p.m.

ROLL CALL:

Members Present:	Dennis Lewis, Chair	Sheila Nicholas, Vice Chair
	Patrick Johnson	Jessica Bagley
	Megan Carda	Rob Felton
	Sheryl Kelsh	Kyle Lattimer
	Ashley Lippard	Lori Louis
	Brian Love	Loni Parrish
	Ron Wolfe	Bob Andrews, Ex Officio
	Joe Hannan, Ex Officio	

Staff Present: Doug Rux, Community Development Director
Matt Zook, Finance Director
Chris Hege, IT Systems Administrator

Guests: Colin Stuab, Newberg Graphic

INTRODUCTIONS:

Members of the Ad Hoc Committee, Ex Officio members, staff and guests introduced themselves and provided a brief background on their interests on being on the Ad Hoc Committee.

TLT AD HOC COMMITTEE ROSTER:

CDD Rux reviewed the roster noting that the members' city email accounts are listed and inquired if phone numbers for the members should also be added. The Ad Hoc Committee members discussed and by consensus agreed to add their phone numbers.

CITY EMAIL ACCOUNTS:

CDD Rux reviewed the protocols for email communications. All communications to Ad Hoc Committee members would be through their City email accounts and not to their private emails. Serial email communications were also discussed and reinforced not to conduct that practice.

Chris Hege, City IT Department indicated he was available to assist Ad Hoc Committee members in setting up their accounts on their computers, and mobile devices.



OVERVIEW OF NEWBRG STRATEGIC TOURSIM PLAN:

CDD Rux provided an overview of the Newberg Strategic Tourism Plan that was adopted by the City Council in June 2016. Ad Hoc Committee members were provided a link to the Executive Summary, Full Plan and Resolution adopting the Plan on their agenda. Members were encouraged to review the plan for goals, background data, and actions to promote tourism in Newberg.

PURPOSE/ROLE OF THE TLT AD HOC COMMITTEE:

CDD Rux reviewed material in the packet on the purpose and role of the Ad Hoc Committee as established by the City Council noting the following:

1. An Ad Hoc Committee be established by the City Council that would operate for no more than two years.
2. The Ad Hoc Committee consist of not more than 13 members drawing from members of the TLT Advisory Group plus a person representing Airbnb/VRBO's, a City Council member, a general at large citizen and Ex Officio members of the Mayor and City Manager.
3. The Ad Hoc Committee would be staffed by existing city staff.
4. The Ad Hoc Committee's role would be to solicit for tourism related facility projects, review proposals and make recommendations to the City Council.
5. The City Council would make the decision on what tourism related facility projects get funded.
6. The Ad Hoc Committee would make recommendations on the small grant program to the City Council.
7. During the two year period the Ad Hoc committee continues the discussion of an organizational model appropriate for Newberg given the funding available and report their recommendations back to the City Council.
8. The City discuss with the Chehalem Valley Chamber additional services that could be provided such as FAM's, Marketing and Destination Development. Funding for these services would come out of the Tourism Promotion expense line.
9. Funds be allocated for a consultant to conduct an assessment of exiting marketing material and provide recommendations for updating or modifying marketing material.

Member Bagley requested that a link to the Newberg Downtown Improvement Plan be sent to all of the members.

AVAILABLE FUNDS:

FD Zook provided an overview of the TLT Revenue and Uses Analysis contained in the packet. He highlighted the Gross Operator Receipts and the projection for a 3% increase annually in FY 2017/18, 2018/19, 2019/20 and 2020/21. He also reviewed the breakdown on the 9% TLT tax and when the 6% and 3% went into effect and the split requirements that must be spent on tourism from the TLT tax collected. He additionally reviewed the revenue breakdown for Tourism and City Services and the expenditure of funds for items such as Visitor Center and unallocated Tourism Activity.

TOURISM INFORMATION SESSION:

Member Louis outlined the opportunity for Travel Oregon to provide an information session to the Ad Hoc Committee and the community on tourism laying out the facts of what tourism is. She indicated in



conversations with community members they were unclear that tourism spending does not come from their property tax dollars but is paid by visitors staying in lodging accommodations. She also noted that community members are not aware of what TLT revenues are spent on currently or historically.

Member Lattimer inquired if Airbnb and other third party providers have issues with the TLT amount that must be paid.

Member Parrish noted that at Lion's Gate they have had some issue with the amount of the TLT in the past with patrons.

Member Carda noted that most people are used to paying a TLT, that Airbnb taxes out the 1% State tax but not the local tax.

Member Kelsh noted that Airbnb can take out the local tax, you would need to work with them to set it up.

Member Lippard questioned how do you market an approach to the public about an information session on tourism?

Member Love inquired if an information session should be done every year with the public.

Member Louis noted that the Graphic may be able to run an article or information about a session could be pushed out on Facebook.

Member Nicolas inquired if a quarterly progress report could be published on tourism activities. She also noted she would like to have Travel Oregon talk to the community about tourism.

Chair Lewis suggested a venue may be the City Club for a presentation.

Member Kelsh noted that on February 6 Travel Oregon will be conducting a Tourism 101 session at the Cultural Center. She also noted that with the increase in the State Tourism tax there will be additional dollars, possibly over \$2 million, that Newberg could apply for grants to leverage local dollars. Finally she noted that on February 7 The Oregon Tourism Commission meeting will be in Newberg.

Member Felton raised the issue of promotion for tourism through the web, web optimization, online marketing and the need to do better in this arena.

Member Parrish indicated that the Willamette Valley Winery Association brings her the most business and it would be good to have a web site with all relevant information when dealing with tourism.

Chair Lewis and Member Felton discussed the Romantic Road concept from Germany and have a similar concept for Newberg with a Romantic Wine Road. There currently is one from Forest Grove to Yamhill.

Member Parrish indicated one project like a website might be a focus.

Member Felton noted that the primary issue is driving people to a website.

Member Lippard indicated a need for a discussion on a web site that is Newberg.



CDD Rux suggest members think about marketing and tourism related projects before our next meeting.

MARKETING MATERIAL ASSESSMENT:

This time was tabled to the next meeting.

FUTURE MEETING SCHEDULE:

Chair Lewis asked the Ad Hoc Committee members when they would like to meet again indicating that for the next 3-4 months they should probably be meeting on a monthly basis. The Committee members agreed to meet the first Wednesday of each month at 4 p.m.

ADJOURNMENT: Chair Lewis adjourned the meeting at 5:56 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 1st day of February, 2017.

Dennis Lewis,
TLT Ad Hoc Committee Chair

Doug Rux, Community Development Director

Transient Lodging Tax Ad Hoc Committee Roster

Committee Members

Dennis Lewis, Chair	dennis.lewis@newbergoregon.gov	503.538.1190
Sheila Nicholas, Vice Chair	sheila.nicholas@newbergoregon.gov	503.537.9150
Patrick Johnson, City Council	patrick.johnson@newbergoregon.gov	503.538.3850
Jessica Bagley	jessica.bagley@newbergoregon.gov	503.538.3850
Megan Carda	megan.carda@newbergoregon.gov	971.832.3399
Rob Felton	rob.felton@newbergoregon.gov	503.554.2129
Sheryl Kelsh	sheryl.kelsh@newbergoregon.gov	503.538.2014
Kyle M. Lattimer	kyle.lattimer@newbergoregon.gov	503.487.6133
Ashley Lippard	ashley.lippard@newbergoregon.gov	971.226.1865
Lori Louis	lori.louis@newbergoregon.gov	503.476.0631
Brian Love	brian.love@newbergoregon.gov	503.538.3613
Loni Parrish	loni.parrish@newbergoregon.gov	503.537.8121
Ron Wolfe	ron.wolfe@newbergoregon.gov	971.281.8002

Ex Officio Members

Bob Andrews, Mayor	bob.andrews@newbergoregon.gov	503.537.1276
Joe Hannan, City Manager	joe.hannan@newbergoregon.gov	503.537.1207

Staff

Doug Rux, Community Development Director	doug.rux@newbergoregon.gov	503.537.1212
Matt Zook, Finance Director	matt.zook@newbergoregon.gov	503.537.1216

BUDGET TLT CITY AD HOC MODEL

2/1/17


Revenue	FY 16/17		FY 17/18		FY 18/19		FY 19/20		FY 20/21	
	Budget	Dec '16 Projection	Projection		Projection		Projection		Projection	
Gross Operator Reciepts	11,994,410	11,864,684	12,220,625		12,587,244		12,964,861		13,353,807	
Beginning Fund Balance	207,113	148,896	0		0		0		0	
Tax Revenue -Restricted for Tourism	359,617	355,727	366,399		377,390		388,712		400,373	
Tax Revenue City Services	665,905	658,703	678,465		698,819		719,784		741,377	
Interest Revenue-Restricted for Tourism	897	897	897		897		897		897	
Interest Revenue- City Services	1,667	1,667	1,667		1,667		1,667		1,667	
Estimated Additional Funds										
Total	1,235,199	1,165,890	1,047,428		1,078,773		1,111,060		1,144,314	
Expenses										
Transfers out General Fund	665,905	660,370	680,132		700,486		721,451		743,044	
Visitor Center Contract	137,548	137,548	141,674		145,924		150,302		154,811	
Unallocated Tourism Activity	431,746	433,062	225,622		232,363		239,307		246,459	
Tourism Consultant		40,000								
Staff - Meetings, Travel, Networking		5,000	5,000		5,000		5,000		5,000	
Tourism Marketing		10,000	10,000		10,000		10,000		10,000	
Fundraising		10,000	10,000		10,000		10,000		10,000	
Subtotal		65,000	25,000		25,000		25,000		25,000	
Tourist Related Facilities (Large Grant)	346,746	347,972	180,622		187,363		194,307		201,459	
Small Grant Program (pilot program)	20,000	20,000	20,000		20,000		20,000		20,000	
Total	1,235,199	1,165,890	1,047,428		1,078,773		1,111,060		1,144,314	
Ending Balance Restricted for Tourism		0	0		0		0		0	

Doug Rux

From: Joe Hannan
Sent: Thursday, January 19, 2017 7:58 AM
To: Newberg City Council
Cc: Rosa Olivares; Doug Rux
Subject: Lodging Tax Committee

Mayor/Council: FYI Joe

Talks begin on \$370,000 tourism fund

Created on Wednesday, 18 January 2017 | Written by [Colin Staub](#) | 

Tourism committee holds its first public meeting to establish priorities for going forward

The group that will have primary say over how Newberg's tourism dollars should be spent held its first meeting this month, a mostly introductory session that offered a few hints at what the new committee's priorities will be as it heads deeper into the process.

Formed by City Council action last fall, the 13-member board is officially dubbed the transient lodging tax ad hoc committee and is tasked with hearing funding requests for projects that will draw more tourists to town. The group will decide which projects have merit and will make a recommendation to the council, which has the final say on funding approval.

The pot of money comes from the transient lodging tax, which is collected from local hotels, motels, bed and breakfasts and vacation rentals. State law says that a portion of the revenue collected, a complicated equation that in Newberg comes down to about one-third, must be spent on local tourism development efforts. Locally that amount has grown into a substantial pool of money for three main reasons: the opening of the Allison Inn and Spa, the city's 2014 increase of its local lodging tax and a 2015 cap on funding to the Chehalem Valley Chamber of Commerce, which previously received all the dedicated tourism funds from the lodging tax.

These factors created a new pot of unallocated money that must be spent on tourism promotion. In the 2016-2017 budget, about \$220,000 is projected to be generated in that fund, and when combined with money left over from previous years that means there is projected to be nearly \$370,000 available for tourism spending by the end of this budget year.

This month's meeting was mostly introductory, as Community Development Director Doug Rux rehashed the details of the tourism strategy adopted by the council over the summer. The entire 101-page strategy includes figures, interviews and guidance from the consultants who prepared it, and lays out a general roadmap the city can follow to bring more people from targeted audiences to town.

For instance, to attract more visitors from the "millennial explorers" category of 21- to 36-year-olds who live in Portland and the Willamette Valley, the tourism strategy advises creation of a "curated itinerary of relevant

shops/makerspaces/restaurants geared to this audience." Cash from the tourism fund could be used toward such an effort.

But beyond a general introduction, the discussion portion of the meeting clarified exactly what the committee's role and focus would be.

Beyond downtown?

Committee member Brian Love, owner of Krohn's Appliance, asked whether the group would focus solely on downtown Newberg or if it would try to work on areas along Portland Road outside of the downtown area. He noted it may be easier for a luxury hotel developer to build outside the downtown core.

Rux responded that from a tourism-specific perspective, the committee would be looking at the city as a whole, not restricted to a certain area.

But from a planning and development perspective, which is separate from tourism promotion although there might be some overlap, given the downtown traffic reduction opportunities anticipated with the Newberg-Dundee bypass, and the mill closure spurring new plans about how to redevelop that site next to the river, the community development department is prioritizing planning around those two areas first, Rux said.

"The Portland Road corridor, right now that's not on the immediate horizon," he said, adding that "a lot of the property that's out on Portland Road is already developed. So it's looking at redevelopment, so it's really taking down buildings, which gets a lot more expensive for somebody to come in and buy up a building ... tear it down and build something new."

Meanwhile, although the downtown area doesn't have an abundance of vacant land, "we've got a lot of vacant parking lots," Rux said, which could potentially be developed into buildings.

Clearing things up

Although the transient lodging tax dollars have been a subject of discussion at council meetings for years, their function and use is not fully understood by the public, committee member Lori Louis of The Allison Inn & Spa told the group.

"People in Newberg, our community, don't understand this, and they're forming opinions based on information and just about tourism in general," she said. Some people think the lodging tax revenue comes from property taxes rather than tourists, and don't understand that a certain portion legally has to be spent on tourism promotion, she continued.

The committee is well-aware — and Rux noted in his introductory remarks during the meeting — that there is a desire among Newberg residents that the city not turn into a "tourism town" without a real soul of the people who live here. Some members brought up the stereotype of wealthy Californians coming to town and changing everything, which other members acknowledged is a reality at times.

But Louis pointed out that more than 60 percent of the lodging tax dollars go into city services which benefit local residents. If they understood the benefit the city receives from tourism dollars, citizens might feel more open to expanding tourism efforts, Louis said.

Committee members floated the idea of an information session that would bring Travel Oregon representatives to town to answer questions from the public.

First and foremost

Most of the group members agreed that the first tourism promotion priority should be to build a central website that will rate high on the list when potential visitors search for Newberg on the Internet.

When consultants studied local tourism last spring, one problem they highlighted was the "chaotic visitor information network" created by the numerous local and regional groups working to bring people to the area. Besides the Chehalem Valley Chamber, there's Travel Dundee, Travel Yamhill Valley, multiple winery associations, and other entities that all end up competing, perhaps inadvertently, for visitors' attention.

The group favored the idea of a central website that would then refer visitors to those resources based on their interests. But whether to create a new website — which could be seen as just one more addition to the "chaos" — or to improve on one of the existing sites such as the Chamber's, was not quite as clear. After all, the Chamber represents the entire Chehalem Valley which also includes Dundee, St. Paul and Dayton. The tourism dollars, on the other hand, have to be spent promoting Newberg, so the group's focus is solely on people who will be visiting Newberg.

"This group wants (visitors) to filter down into Newberg, and the word Chehalem Valley is like a roadblock: it makes it more confusing," group member Ashley Lippard said. "Our final destination with (the tourism committee) is Newberg and we've just got to make sure that's clear."

No decisions were made on the website, but it will likely come up at the next meeting, which will touch on tourism marketing materials.

One-eighty

Also of note, the group's first meeting made clear that the format of the committee is almost opposite of what was recommended by hired tourism consultants last spring. They had recommended an independent board separate from the city to avoid bureaucracy and politics entering into the picture, but that raised some concerns over whether the group's meetings would be subject to public notice and public meetings laws.

As it stands now, with the group set up as a city committee, it was publicly noticed beforehand with agendas made available, it was open to the public, it was recorded, each member was given a city email address, and they were all briefed on Oregon public records laws.

The committee plans to meet the first Wednesday of each month, with the next meeting scheduled for Feb. 1. The solicitation process, or how people will present their tourism project ideas to the committee, will be on the agenda for that meeting.

How does Newberg's lodging tax formula work?

Before fiscal year 2014-2015, the city's allocation of lodging tax dollars was fairly simple. State law said 17.6 percent of the money collected from lodging businesses had to be dedicated to tourism, and the rest was left open for city spending. At that time the city spent 25 percent of its lodging revenue on the Chamber's visitor's center, meaning the city was actually spending more than it was required to on tourism promotion.

But it became much more complicated when the city decided to raise the local lodging tax in 2014. State law had changed several years earlier and the changes said that any lodging tax increase must follow a new formula: instead of 17.6 percent tourism dedication, the new tax must dedicate 70 percent of its revenue to tourism promotion.

Newberg increased its local tax between 2014 and 2015, bringing it from 6 to 9 percent. That meant the 3 percent increase followed the new formula, while the existing 6 percent followed the old.

This created a complicated formula that essentially means the city has to spend about 35 percent of its lodging tax revenue on tourism — but it doesn't have to spend that money the year it comes in: it can build up in the fund from year to year.



Community Development Department
P.O. Box 970 ▪ 414 E First Street ▪ Newberg, Oregon 97132
503-537-1240 ▪ Fax 503-537-1272 ▪ www.newbergoregon.gov

MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee
FROM: Doug Rux, Community Development Director
SUBJECT: TLT Small Grant Application Material
DATE: February 1, 2017

At the January 4, 2017 Transient Lodging Tax (TLT) Ad Hoc Committee staff outlined the roles and responsibilities of the Committee. In part it included:

4. The Ad Hoc Committee's role would be to solicit for tourism related facility projects, review proposals and make recommendations to the City Council.
5. The City Council would make the decision on what tourism related facility projects get funded.
6. The Ad Hoc Committee would make recommendations on the small grant program to the City Council.

Attached to this memorandum is a draft packet containing Guidelines, Coversheet, Application, Report and Sample Contract for a Small TLT Grant Program. In discussions with City Council in October 2016 the financial models identified a Small Grant Program with an amount of \$20,000 in this fiscal year for destination development and marketing. The material is prepared under the context of a matching grant program. It draws from the elements listed in the Newberg Strategic Tourism Strategy. Staff also looked at a variety of other communities grant program materials such as Hermiston, McMinnville, Baker County, Jacksonville, Enterprise, Milwaukie, Port Orford, Shady Cove, Salem, Clackamas County, Washington County and Bend in Oregon and Vancouver and Edmonds in Washington to provide insight. The TLT Ad Hoc Committee is asked to review this material and be prepared to provide your feedback at the meeting on any modifications that could or should be made to the material. Questions you may want to consider during your review are:

Guidelines:

1. Should this be an upfront grant or a reimbursable grant?
2. Is the minimum grant amount of \$1,000 and the maximum of \$10,000 the appropriate range?
3. Is the listing of eligible applicants of governmental entities, 501 (c)(3) and (6) non-profit organizations, and for-profit private entities appropriate?
4. What should be the length of time for a solicitation to occur? Two weeks, Three weeks?
5. Are the types of projects, programs or events adequately identified?
6. Is the listing of activities that are not eligible for funding appropriate? Should it be shortened or expanded?

7. What should be the minimum match requirement for government, non-profit and for-profit organizations or entities?
8. Is the evaluation framework and criteria section clear? Does it align with the Newberg Strategic Tourism Plan?
9. What should the scoring points be for the listed criteria?
10. When should Progress and Final Reports be required to be submitted?

Coversheet:

1. Does the one page cover Sheet collect the correct information?

Application:

1. Are we capturing all the necessary information in the application?
2. Does the requested budget information make sense? Is it too detailed or too generic?
3. Are the correct questions being asked in the narrative section based on the Newberg Strategic Tourism Plan?

Reports:

1. Are we capturing all the necessary information?
2. Is the correct budget information being captured?
3. Are the right questions being asked to gauge if a project, program or event was successful?

Contract:

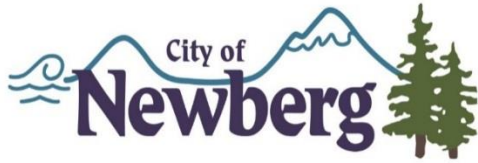
1. General thoughts on the content of the contract requirements?

The hope is that we can come to a final resolution on the format and content of the Small Grant application materials and have the TLT Ad Hoc Committee formulate a recommendation to the City Council on the material.

Attachment

1. Draft Small Grant Program Application Materials

ATTACHMENT 1



City of Newberg 2016 - 2017 Transient Lodging Tax - Small Grant Program Guidelines

INFORMATION FOR GRANT APPLICANTS

PURPOSE:

This grant program is intended to aid organizations and businesses that further the Newberg Tourism Plan adopted in June 2016, <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 \$20,000 which may be disbursed to multiple organizations or businesses. The minimum grant amount is \$1,000 and the maximum \$10,000. 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 Newberg aimed at tourism development or marketing 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 requests no later than _____, 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 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;
- 11) Marketing projects/expenses; or
- 12) 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 Small Grant Program requires the following minimum cash or in-kind match from the applying organization or business:

- 1) Non-Profit/Governmental: XX% (applicant)/XX% (City of Newberg)
- 2) For-Profit: XX% (applicant)/XX% (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 | XX points |
| 2) Project will connect visitors to existing assets: | |
| a. Strength of existing assets | XX points |
| b. Strength of connecting assets | XX points |
| 3) Alignment with target market: | |
| a. Wine Country Adventures | XX points |
| b. Millennial Explorers | XX points |
| c. George Fox Network | XX points |

- | | |
|--------------------------------------|-----------|
| d. Luxury Wine Travelers | XX points |
| 4) Can be completed in 6 – 12 months | XX points |
| 5) Lasting impact and utility | XX points |

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 _____ web address and a link to _____ 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 Small Grant Contract with the City of Newberg. A sample contract is included in the application material.

REPORTING PROCESS:

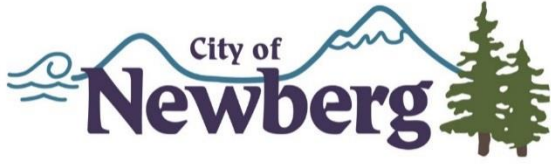
Applicants that are awarded grant funding are required to submit both a Progress Report by XXX and a Final Report by XXX to the Newberg Community Development Director.

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 - Small 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, 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.

Project Detail:

- A. To apply, attach a completed application to this cover sheet along with any required supporting materials.
- B. By _____, submit an updated Project, Program or Event Detail as your Progress Report.
- C. By _____ (or 30 days after project 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*****

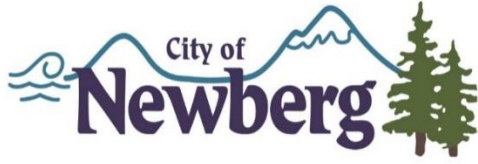
APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Check number: _____

Check in amount of: _____
Sent on: _____

Final Report received: _____
Funds returned, received on: _____

DRAFT



City of Newberg 2016 - 2017 Transient Lodging Tax - Small 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: _____

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

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 \$10,000 in total amount of funds requested and a project, program or event may only be eligible* for up to five years of funding through this program. All required reports must be in good standing at the time of application for future funding by a past grant recipient. *(Dependent on requests and TLT Ad Hoc Committee/City Council goals for the fiscal year).

DRAFT

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. Can your project, program, event be completed in 6 – 12 months?

14. What is the lasting impact and utility of your proposed 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.”

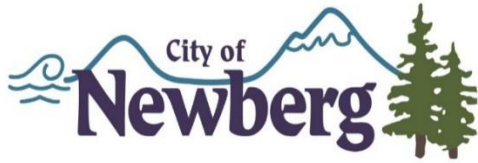
A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate the Transient Lodging Tax Small Grant contract and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

Date

Print Name of Authorizing Official

DRAFT



City of Newberg 2016 - 2017 Transient Lodging Tax - Small 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 room nights you believe this project, program or event helped generate.

SAMPLE CONTRACT ONLY

**CITY OF NEWBERG
TRANSIENT LODGING TAX
SMALL 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 that 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 the terms of this grant as set forth herein, the CITY agrees to provide the RECIPIENT 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 upon execution of the Grant Contract.

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 RECIPIENT 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 LEAGL FORM

Truman A. Stone, City Attorney

- Exhibit A – Special Conditions of Award
- Exhibit B – Project Description
- Exhibit C – Approved Project Budget

SAMPLE CONTRACT ONLY



Community Development Department
P.O. Box 970 ▪ 414 E First Street ▪ Newberg, Oregon 97132
503-537-1240 ▪ Fax 503-537-1272 ▪ www.newbergoregon.gov

MEMORANDUM

TO: Transient Lodging Tax Ad Hoc Committee
FROM: Doug Rux, Community Development Director
SUBJECT: TLT Destination Development and Marketing Promotion Grant Application Material
DATE: February 1, 2017

At the January 4, 2017 Transient Lodging Tax (TLT) Ad Hoc Committee staff outlined the roles and responsibilities of the Committee. In part it included:

4. The Ad Hoc Committee's role would be to solicit for tourism related facility projects, review proposals and make recommendations to the City Council.
5. The City Council would make the decision on what tourism related facility projects get funded.
6. The Ad Hoc Committee would make recommendations on the small grant program to the City Council.

Attached to this memorandum is a draft packet containing Guidelines, Coversheet, Application, Report and Sample Contract for a Destination Development and Marketing Promotion TLT Grant Program. In discussions with City Council in October 2016 the financial models identified a Tourist Related Facilities Program with an amount of approximately \$289,490 in this fiscal year for destination development and marketing. The current estimate is \$347,972. The material is prepared under the context of a matching grant program at a ratio of 3:1. It draws from the elements listed in the Newberg Strategic Tourism Strategy. Staff also looked at a variety of other communities grant program materials such as Hermiston, McMinnville, Baker County, Jacksonville, Enterprise, Milwaukie, Port Orford, Shady Cove, Salem, Clackamas County, Washington County and Bend in Oregon and Vancouver and Edmonds in Washington to provide insight. The TLT Ad Hoc Committee is asked to review this material and be prepared to provide your feedback at the meeting on any modifications that could or should be made to the material. Questions you may want to consider during your review are:

Guidelines:

1. Should this be an upfront grant or a reimbursable grant?
2. What should be the minimum and maximum grant amount?
3. Is the listing of eligible applicants of governmental entities, 501 (c)(3) and (6) non-profit organizations, and for-profit private entities appropriate?
4. What should be the length of time for solicitation to occur? Three weeks, one month?
5. Are the types of projects, programs or events adequately identified?
6. Is the listing of activities that are not eligible for funding appropriate? Should it be shortened or expanded?

7. What should be the minimum match requirement for government, non-profit and for-profit organizations or entities?
8. Is the evaluation framework and criteria section clear? Does it align with the Newberg Strategic Tourism Plan?
9. What should the scoring points be for the listed criteria?
10. When should Progress and Final Reports be required to be submitted?

Coversheet:

1. Does the one page cover Sheet collect the correct information?

Application:

1. Are we capturing all the necessary information in the application?
2. Does the requested budget information make sense? Is it too detailed or too generic?
3. Are the correct questions being asked in the narrative section based on the Newberg Strategic Tourism Plan?

Reports:

1. Are we capturing all the necessary information?
2. Is the correct budget information being captured?
3. Are the right questions being asked to gauge if a project, program or event was successful?

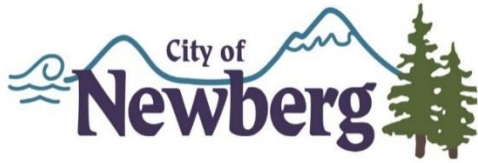
Contract:

1. General thoughts on the content of the contract requirements?

Staff anticipates that it will take two meetings to get the content of the finalized and have the TLT Ad Hoc Committee formulate a recommendation to the City Council on the material.

Attachment

1. Draft Destination Development-Marketing Promotion Grant Program Application Materials



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 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 \$XXXXXXX which may be disbursed to multiple organizations or businesses. The minimum grant amount is \$XXXX and the maximum \$XXXXXXX. 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 Newberg 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 requests no later than _____, 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 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;
- 11) Marketing projects/expenses; or
- 12) 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 3:1 cash or in-kind match from the applying organization or business:

- 1) Non-Profit/Governmental: XX% (applicant)/XX% (City of Newberg)
- 2) For-Profit: XX% (applicant)/XX% (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 | XX points |
| 2) Project will connect visitors to existing assets: | |
| a. Strength of existing assets | XX points |
| b. Strength of connecting assets | XX points |
| 3) Alignment with target market: | |
| a. Wine Country Adventures | XX points |
| b. Millennial Explorers | XX points |
| c. George Fox Network | XX points |

- | | |
|---------------------------------------|-----------|
| d. Luxury Wine Travelers | XX points |
| 4) Can be completed in XX – XX months | XX points |
| 5) Lasting impact and utility | XX points |

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 _____ web address and a link to _____ 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:

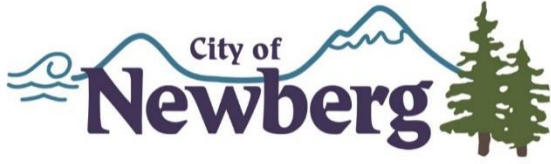
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RECORD KEEPING:

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. By _____, submit an updated Project, Program or Event Detail as your Progress Report.
- C. By ____ (or 30 days after project 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: _____

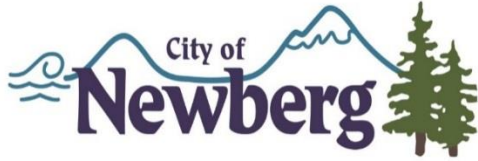
*****FOR OFFICE USE ONLY*****

APPROVED/NOT APPROVED/REVISED (ATTACH DETAILS) _____

Check number: _____
Check in amount of: _____
Sent on: _____

Final Report received: _____
Funds returned, received on: _____

DRAFT



**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: _____

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

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 \$XXXXXX in total amount of funds requested and a project, program or event may only be eligible* for up to five years of funding through this program. All required reports must be in good standing at the time of application for future funding by a past grant recipient. *(Dependent on requests and TLT Ad Hoc Committee/City Council goals for the fiscal year).

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	
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. Can your project, program, event be completed in XX – XX months?

14. What is the lasting impact and utility of your proposed 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 Ownrs, 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.”

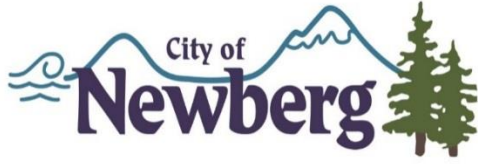
A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

Signature of Authorizing Official

Date

Print Name of Authorizing Official

DRAFT



**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 room nights you believe this project, program or event helped generate.

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 upon execution of the Grant Contract.

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 LEAGL FORM

Truman A. Stone, City Attorney

- Exhibit A – Special Conditions of Award
- Exhibit B – Project Description
- Exhibit C – Approved Project Budget

SAMPLE CONTRACT ONLY