



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA
MARCH 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 FEBRUARY 1, 2017 MINUTES**
- IV. UPDATED TLT AD HOC COMMITTEE ROSTER**
- V. BUDGET FOR FY 2016/2017 AND 2017/2018**
- VI. UPDATE ON TLT SMALL GRANT PROGRAM**
- VII. DRAFT TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT**
- VIII. MARKETING SUBCOMMITTEE UPDATE**
- IX. TOURISM INFORMATION SESSION**
- X. NEXT MEETING MARCH 15, 2017**
- 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

February 1, 2017 4:00 pm

Newberg City Hall, 414 East First St

Permit Center Conference Room

Chair Dennis Lewis called the meeting to order at 4:04 p.m.

ROLL CALL:

Members Present: Dennis Lewis, Chair Jessica Bagley
 Patrick Johnson (arrived 4:37) Rob Felton
 Megan Carda (arrived 4:10) Kyle Lattimer
 Sheryl Kelsh Loni Parrish
 Ashley Lippard (arrived 4:37) Ron Wolfe
 Brian Love Bob Andrews, Ex Officio
 Joe Hannan, Ex Officio

Absent: Sheila Nicholas, Vice Chair (excused) Lori Louis (excused)

Staff Present: Doug Rux, Community Development Director
 Matt Zook, Finance Director

Guests:

APPROVAL OF MINUTES:

Approval of the January 4, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

<p>MOTION: Kelsh/Wolfe to approve the Transient Lodging Tax Ad Hoc Committee minutes for January 4, 2017. Motion carried (8 Yes/0 No).</p>

TLT AD HOC COMMITTEE ROSTER:

CDD Rux went over the updated Committee roster. Chair Lewis noted that the phone number for Member Johnson and Member Bagley was the same and needed to be corrected.

AVAILABLE FUNDS:

CDD Rux provided an overview on the budget for FY 2016/2017 and a proposed breakdown of the Unallocated Tourism Activity line. This is similar to the information shared with the City Council on October 17, 2016. The TLT Ad Hoc Committee members discussed the expenditure distribution.

Member Bagley indicated she was not supportive of the Tourism Consultant expenditure line.

Member Parrish noted that there is talent within the group to do an assessment of existing marketing material.



Member Kelsh reviewed what the Chehalem Valley Chamber of Commerce has for a marketing plan, days the Visitor Center is open (May-October 7 days a week, November – April 5 days a week), Tourism Guide, Print advertising, Travel Oregon Visitor Guide, Online presence, Facebook, the revamping of the web, Destination Development (working on Farm Tour program), Truffle Festival, and American Camellia Festival in April.

Member Parrish noted the group could build its own marketing material. She also noted that a website could be developed and would rather see the \$40,000 to go to website development.

Member Bagley commented that she did not want to see an outside group to say how to develop marketing material. She would rather hire a public relations firm with the funds.

Chair Lewis suggested that a subcommittee be convened to evaluate existing marketing material. Additionally he indicated that maybe an extra meeting of the full Committee may be necessary to get up to speed.

By consensus the TLT Ad Hoc Committee agreed to use the \$40,000 in the Tourism Consultant line in house.

Member Parrish suggested reducing the Tourist Related Facilities line down to \$250,000 and use the reduction by adding it to Tourism Marketing.

Member Bagley that marketing should be funded like Travel McMinnville.

Member Lattimer noted he does not know what the amount of funding is for Visit McMinnville.

Ex Officio Member Andrews commented that you do not have to spend all of the funds that have been budgeted.

There was a general discussion on the Unallocated Tourism Activity subline items. By consensus it was agreed to the following:

Consultant	\$ 5,000
Staff – Meetings, Travel, Networking	\$ 2,000
Tourism Marketing	\$ 80,972
Fundraising	\$ 10,000
Tourist Related Facilities (Large Grant)	\$250,000
Small Grant Program	\$ 20,000

CDD Rux indicated he would share the expenditure adjustments with the City Council in his report to them on February 6, 2017.

FD Zook reviewed the Newberg Graphic article from January 18, 2017 clarifying that approximately 35% of Transient Lodging Tax revenue must go to tourism and the Graphic article had incorrectly captured that information.

Ex Officio Member Hannan clarified that people had made comments about a concern of not becoming a tourist town and noted that 65% of Transient Lodging Tax revenue goes to the general fund for services police, fire and general government services.



DRAFT SMALL GRANT PROGRAM GUIDELINES, APPLICATION MATERIAL AND SAMPLE CONTRACT:

CDD Rux reviewed the memo in the packet relating the roles and responsibilities of the Committee as it relates to the Small Grant Program. He briefly reviewed the series of questions to consider in reviewing the Draft Small Grant Program materials. There was a general discussion amongst the TLT Committee members on modifications that needed to occur to the document including:

Guidelines

1. Under Grant Application Process that applicants would be notified by March 31, 2017.
2. Eligible applicants must be within the Newberg zip code area of 97132.
3. Matching Requirement that Non-Profit/Government match ratio would be .5:1 and For-Profit would be a ratio of 1:1.
4. Evaluation Framework and Criteria, under the Criteria section that a scoring system of 1/2/3 be used with 1 as low and 3 as high rather than a points system.
5. Reporting Process that staff enter the correct dates.

Cover Sheet

1. Staff fixing the text on Progress Reports and Final Reports.

Application

1. Adding the requirement for a URL
2. Adding Existing Project, Existing Program and Existing Event to the section on classify the type of program.
3. Deleting text related to a project, program or event may only be eligible for up to five years.
4. Adding a new question 15 under the Project Narrative that states "What is the estimated room nights that would occur from this project, program or event?"

CDD Rux indicated he would share all of the changes with the City Council in his report to them on February 6, 2017.

DRAFT TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT

This item was held over to the March 1, 2017 meeting.

MARKETING MATERIAL – WEB, MARKETING MATERIAL ASSESSMENT:

Chair Lewis asked again if a subcommittee should be formed to discuss marketing. A general discussion occurred that a subcommittee should be established which would include Members Parrish, Bagley, Lattimer, Lippard, Felton, Kelsh, Johnson, Louis and Carda. The meeting date would be February 16, 2017 at 8:30 AM at the Chehalem Valley Chamber of Commerce office.

TOURISM INFORMATION SESSION:

This item was held over to the March 1, 2017 meeting.



ADJOURNMENT: Chair Lewis adjourned the meeting at 6:27 p.m.

Approved by the Transient Lodging Tax Ad Hoc Committee this 1st day of March, 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	503.724-3525
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

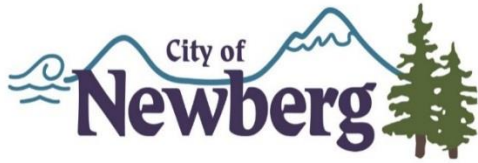
Staff

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

3/1/17

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 Tourisn	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	367,972	225,622		232,363		239,307		246,459	
Consultant		5,000								
Staff - Meetings, Travel, Networking		2,000	2,000		2,000		2,000		2,000	
Tourism Marketing		80,972	13,000		13,000		13,000		13,000	
Fundraising		10,000	10,000		10,000		10,000		10,000	
Subtotal		97,972	25,000		25,000		25,000		25,000	
Tourist Related Facilities (Large Grant)	313,774	250,000	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	



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 \$XXXX and the maximum \$XXXXXXXX. 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 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 ratio from the applying organization or business:

- 1) Non-Profit/Governmental: 3 (applicant)/ 1 (City of Newberg)
- 2) For-Profit: 3 (applicant)/ 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 | 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 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:

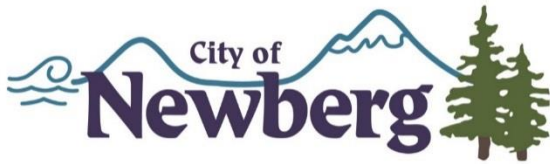
Applicants that are awarded grant funding are required to submit both a Progress Report on a date to be determined and a Final Report within 30 days after the project, program or event to the Newberg Community Development Director.

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: _____

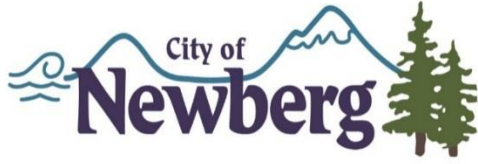
Title: _____

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 \$250,000 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	
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?

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 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.”

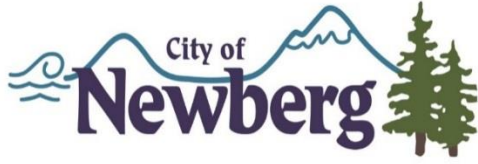
A agree to carry out this project/program/event as outlined within the application. Further, I understand that failure to do so will invalidate this agreement and necessitate the immediate return of all Transient Lodging Tax grant monies to the City of Newberg.

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