



**TRANSIENT LODGING TAX AD HOC COMMITTEE AGENDA  
APRIL 5, 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 MARCH 1 AND MARCH 15, 2017 MINUTES**
- IV. APPROVED MINUTES OF THE FEBRUARY 16, 2016 MARKETING SUBCOMMITTEE**
- V. UPDATE ON TLT SMALL GRANT PROGRAM**
- VI. REVISIT OF THE TLT DESTINATION DEVELOPMENT-MARKETING GRANT PROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT**
- VII. MARKETING SUBCOMMITTEE UPDATE**
- VIII. TOURISM INFORMATION SESSION**
- IX. NEXT MEETING MAY 3, 2017**
- X. ADJOURNMENT**

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



**TRANSIENT LODGING TAX AD HOC COMMITTEE**  
**March 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 4:06 p.m.

**ROLL CALL:**

Members Present: Dennis Lewis, Chair  
Patrick Johnson (arrived 4:17)  
Kyle Lattimer  
Loni Parrish  
Lori Louis  
Brian Love  
Rob Felton  
Sheryl Kelsh  
Ashley Lippard  
Bob Andrews, Ex Officio

Absent: Sheila Nicholas, Vice Chair (excused)  
Megan Carda  
Joe Hannan, Ex Officio  
Ron Wolfe (excused)  
Jessica Bagley

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

Guests: Aaron Knapp

**APPROVAL OF MINUTES:**

Approval of the February 1, 2017 Transient Lodging Tax Ad Hoc Committee meeting minutes.

**MOTION:** Love/Lattimer to approve the Transient Lodging Tax Ad Hoc Committee minutes for February 1, 2017.  
Motion carried (8 Yes/0 No).

**TLT AD HOC COMMITTEE ROSTER:**

CDD Rux went over the updated Committee roster.

**AVAILABLE FUNDS:**

CDD Rux provided an overview on the revised budget FY 2016/2017 and the proposed budget for FY 2017/2018. The Committee discussed holding off on established the subset numbers of tourism until the Marketing Subcommittee completes their work. There may be a desire for more dollars for marketing than shown in the draft proposal

**UPDATE ON SMALL GRANT PROGRAM:**



CDD Rux indicated that 5five applications had been received totaling \$26,000 prior to the commencement of the TLT meeting. The application deadline closes at 4:30 PM today.

## **DRAFT TLT DESTINATION DEVELOPMENT-MARKTING GRANT POROGRAM GUIDELINES, APPLICATION MATERIALS AND SAMPLE CONTRACT:**

CDD Rux provided an overview as the Committee reviewed the various pages of the material. There was a general discussion amongst the TLT Committee members on modifications that needed to occur to the document including:

### Guidelines

1. Funding minimum amount would be \$10,001 and maximum based on available funding for the fiscal year.
2. Under Grant Application Process that applicants would be notified by July 30, 2017. A three month solicitation period would need to occur.
3. Activities not Eligible. 4) The word “solely” was added to the sentence and 11) was deleted on marketing projects and expenses.
4. Match requirement was re-written to a 1:1 match for Non-Profit and Government with cash or in-kind and For-profit was a 1:1 ratio with only a cash match.
5. Under Evaluation Framework the criteria score was established as 1/2/3 with 1 low and 3 high. Subsection 4) was deleted on completion with XXX months.

### Cover Sheet

1. No changes.

### Application

1. Deleted the dollar amount on the second page and replaced with funding available in that fiscal year.
2. Project Narrative section 13 was deleted and replaces with “What is the timeframe for completion of your project?”

### Program Reports

1. Change question 5 by adding the text “based on collected zip codes of attendees” to the end of the existing sentence.

### Contract

1. General discussion that staff and City Attorney come up with language on the disbursement of funds such as 50% at time of contract and a disbursement schedule for the second half of the funds.
2. Include in the resolution that the City Manager is authorized to sign the contracts.

CDD Rux indicated he would share all of the changes with the City Council in his report to them on March 13, 2017.

## **MARKETING SUBCOMMITTEE UPDATE:**

Member Lippard recapped the activities of the first Subcommittee meeting noting the wide variety of material and that much of it looks the same, and different communities are trying to attract the same visitor. She noted Travel Oregon, Travel Portland, Willamette Valley Visitor Association, Yamhill Valley, and Chehalem Valley. There was a general discussion on the various marketing materials and websites. Topics discussed included:

Page 3



Assets  
Possibilities  
Negatives  
Who are we?

**TOURISM INFORMATION SESSION:**

Member Louis noted that Travel Oregon is willing to come to Newberg and give a presentation on the benefits of tourism.

**ADJOURNMENT:** Chair Lewis adjourned the meeting at 5:58 p.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee this 5<sup>th</sup> of April, 2017.**

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Dennis Lewis,  
TLT Ad Hoc Committee Chair

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Doug Rux, Community Development Director





Member Louis asked if this is a request after the fact.

Ms. Ragland indicated the request is for additional things to the program.

Mr. Stewart indicated the event can go forward, but the request is for additional things like transportation.

Ms. Ragland identified additional things in gift bags that promote Newberg.

Member Wolfe about the potential down the road to attract visitors and would be the next convention.

Ms. Ragland responded possibly in 10 years would be the next convention.

Erin Padillia, Chehalem Cultural Center – Reviewed the Camilla Festival Run/Walk noting that it has good reach in town and into Beaverton. The hope is to expand outside 50 miles through targeted marketing. Rack cards for 2017, banners (new). Hope to utilize funds for the whole year to market for 2018 festival, looking at ad in the American airlines magazine.

Mr. Stewart commented that the Bloom Show is the center of activities and the American Camellia Society Convention.

Ms. Padillia they are looking at Black Tie tours, events and an evening of flowers and wine.

Member Louis inquired about information on people from outside 50 miles.

Ms. Padillia noted that they have zip code information from the past. Mr. Stewart add that they have logs on zip codes from participants. Ms. Padillia noted that she did not know where in the application materials to include information on attendees from outside 50 miles. She also noted that they would like to pay vendors (musicians) with the funds.

Chair Lewis asked the Committee if they wanted to score the two applications.

Member Nicholas inquired about how much in funds were available. Chair Lewis responded \$20,000. He also noted that the Committee could look at 58% funding for all of the applications based on the application requests of \$34,400.

Ember Parrish inquired if an application met more criteria and our goals could they score higher.

Member Lippard asked for a clarification on Assets. CDD Rux responded that Assets are identified in the Tourism Plan.

Kimberly Zoutendijk, Newberg Old Fashioned Festival – There request was based on the Fire Works Celebration. The event brings in 20,000 people to the community. For the Geocaching event people come from Washington and Canada. For the Fire apparatus activity people come from out of state. She noted they have a 37 year relationship with organizations and businesses.

Chair Lewis noted that the event is a main season event.

Member Louis noted the event happens at the same time as the Pinot Noir event.



Ms. Zoutendijk noted people come from out of state to attend and the NOFF Court works for many months in advance of the festival.

Member Louis inquired about lost funding in the past.

Ms. Zoutendijk noted that for one year the City did not provide funding.

Member Lattimer inquired if the funding is to cover fireworks.

Ms. Zoutendijk noted that the fireworks display cost \$15,000.

Member Felton inquired if the City was funding the fireworks this year.. Ms. Zoutendijk indicated no.

Member Felton inquired if NOFF could show that people come from 50 miles or more or spend the night. Ms. Zoutendijk noted that people come from Washington, Canada and Idaho.

Member Lattimer inquired that if the Committee underfunded their request could NOFF come up with the difference.

Mr. Blodget commented that the festival is a strong part of the community and has community support.

Member Louis inquired if NOFF is promoting fireworks outside of the city.

Ms. Zoutendijk noted that marketing will occur on TV stations, community calendar. She also indicated that they bring people in from outside Newberg for the sound crew, fire apparatus, car show and can get data on people staying overnight.

Shannon Buckmaster, Tunes on Tuesday – She introduced Leslie Bank her co-chair. Ms. Buckmaster noted this was an interesting process to write a grant for. Tunes on Tuesday is in its 12<sup>th</sup> year, is a regional draw, bands come from San Francisco and Portland. She noted a weakness in that they have not tracked data on overnight stay and distance traveled. She noted people do come from Seattle, the Oregon Coast and south Willamette Valley. She also noted they work with a variety of organizations. Because they changed their operational model they have new OLCC requirements. She also stated that storage of materials is a part of their request.

Chair Lewis noted that this is a Tuesday event during the summer.

Member Louis commented that it feels more like a bricks and mortar project, should CPRD be funding it and should it be part of a large grant request. SH also noted liking the sharing of the fencing with other organizations.

Ms. Buckmaster noted other events have issues with storing their equipment.

Member Felton notes that storage rental is an operational expense and is not eligible.

Julie Miller, Yamhill Community Action Partnership – Ms. Miller recapped the Lite the Fire event which occurs on October 1 and is the third year of the event. She noted the event touches the target audiences identified in the Tourism Plan and that the event benefits the Youth Outreach Program. She state they want to grow the street aspect of the event, will have fire dancers, more chef time and that the event attracts a wide audience.



Member Felton what the funds would be used for.

Ms. Miller noted the funds would be for a band, marketing, attracting more national and regional acts.

Chair Lewis inquired about the number of overnight stays.

Ms. Miller noted their estimate is 30 overnight stays and are going after the four target audiences in the Tourism Plan.

A break was taken. CDD Rux collected and calculated scores. Based on conflicts or potential conflicts Member Love did not score the Newberg Old Fashioned Festival application, Member Lattimer did not score the YCAP application, Member Kelsh did not score the Tunes on Tuesday application and Member Wolfe did not score the Tunes on Tuesday application.

CDD Rux provide the results of the scoring and noted all the math would have to be double checked.

Chair Lewis suggested a weighted scoring as some members had a conflict and could not score some of the proposals. A weighted score was applied to all of the applications.

Member Lippard commented that the Tunes proposal could get dollars from the large grant. The Committee suggested that the Tunes on Tuesday group apply for the large grant program. Member Parrish suggested partnering with other organizations on an application.

CDD Rux noted that the large grant applications would not like go before the City Council until August.

Chair Lewis noted that if they defer the Tunes request then down to \$24,400 in requests.

The Committee discussed funding the Hoover-Minthorn House Museum request at 100%.

The Committee discussed the YCAP proposal. Member Bagley noted that the event is not promoting other businesses. Member Parris noted she sees it as seed money to build the program.

The Committee discussed the Oregon Camellia Society proposal. Member Lippard likes the idea, the event is coming this year and will be happening soon. People will come back when the conference is not being held in Newberg, and people are coming from out of State.

Chair Lewis noted this could build on people coming back for future year festivals.

The Committee discussed the Newberg Old Fashioned Festival. Member Lippard noted it is a local event. Member Wolfe inquired on how to fund raise to fil the gap. Member Parris noted that City said to apply for the TLT grant rather than the City funding it. Ex Officio Member Hannan noted the City is not funding this type of project. Member Love noted maybe more focus should be on the car show and fire apparatus to draw people into the city.

Member Parrish suggested the following:

Hoover-Minthorn	\$1,400
Camellia Society	\$6,000





CCC Run/Walk	\$2,000
YCAP	\$6,000
NOFF	\$3,500

Total of \$18,900

Member Wolfe suggested adding \$550 to the CCC Run/Walk and \$550 to YCAP.

**MOTION:** Parrish/Wolfe to approve TLT Small Grants for:  
Oregon Camellia Society - \$2,000; Chehalem Cultural Center Run/Walk - \$6,550; Hoover-Minthorn House Museum - \$1,400; Newberg Old Fashioned Festival - \$3,500; and Yamhill Community Action Partnership - \$6,550.  
Motion carried (11 Yes/0 No). Absent Kelsh/Carda

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

**Approved by the Transient Lodging Tax Ad Hoc Committee this 15<sup>th</sup> day of March, 2017.**

\_\_\_\_\_  
Dennis Lewis,  
TLT Ad Hoc Committee Chair

\_\_\_\_\_  
Doug Rux, Community Development Director



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

The meeting called to order by Dennis Lewis at 8:30 a.m.

**ROLL CALL:**

Members Present:	Dennis Lewis	Sheila Nicholas
	Jessica Bagley	Megan Carda
	Rob Felton	Sheryl Kelsh
	Kyle Lattimer	Ashley Lippard
	Lori Louis	Loni Parrish

Staff Present: Doug Rux, Community Development Director

Guests: Liz Colman

**ELECTION OF CHAIR AND VICE CHAIR:**

Member Lewis set the stage on the process of for election of a Chair and Vice Chair for the Marketing Subcommittee. Member Nicholas inquired as to why the Subcommittee was created. Member Parrish explained that at the last Ad Hoc Committee meeting as it was discussed having a subcommittee to work on the marketing aspect of tourism and that the budget was adjusted to allocate \$80,000 to the effort. Today CDD Rux will recap the Strategic Tourism Plan and Member Lippard will discuss what marketing material is out there on Newberg.

Member Kelsh provided an overview on various marketing efforts for tourism including Wine Country license plates, Travel Yamhill Valley (Guide and Website), Visit McMinnville (possibly invite them to a meeting to talk about what they are doing), Willamette Valley Visitor Association (social media and San Jose Airport marketing program), Wine Country Trail. CVCC spends roughly 40% of the funds received from the City for the Visitor Center on marketing.

Member Louis noted the Allison Inn uses LDPR for marketing.

Member Bagley nominated Member Lippard as Chair. Member Lippard nominated Member Felton as Vice Chair. Vote passed 10-0

**OVERVIEW OF NEWBERG STRATEGIC TOURISM PLAN:**

Subcommittee members provided a brief summary of their backgrounds.

CDD Rux reviewed the Tourism Plan noting the Advisory Group efforts in coordination with the City Manager in the plan preparation, the hiring of consultants (Lookout and Jon-Paul Bowls), the Plan's vision, and efforts on



Organization Structure, Destination Development and Marketing. He then reviewed the target audiences of Outdoor Adventurers, Millennials, Georg Fox Network and Luxury Travelers. He also reviewed aspects on marketing.

#### **TOURISM MARKETING MATERIAL:**

Chair Lippard initiated the discussion on marketing material noting the wide variety of material and that much of it looks the same, and different communities are trying to attract the same visitor. She noted Travel Oregon, Travel Portland, Willamette Valley Visitor Association, Yamhill Valley, and Chehalem Valley. There was a general discussion on the various marketing materials and websites.

Member Louis asked what makes Newberg different? Gateway to Wine Country?

Chair Lippard noted that AVA's are doing their own marketing.

Member Parrish asked if we could advertise Newberg in private magazines.

Chair Lippard asked who is our audience?

Liz Coleman asked if there is an agenda to market Newberg as Newberg.

Chair Lippard noted that the Chehalem Valley includes Newberg, Dundee and St. Paul. We are not branding now, need to fix system before we do branding.

Member Kelsh noted the McMinnville is promoting a 20 mile radius around that community.

Member Lewis noted that we have identity crises of what Chehalem Valley is.

Member Kelsh noted that outside of the area people don't recognize Chehalem Valley. People are just learning over the last five years about the Willamette Valley.

Chair Lippard asked how to deal with St. Paul and Dundee with the dollars they provide the Chamber for marketing. It was noted Dundee has their own Board and is marketing Travel Dundee.

Member Kelsh indicated that the Chamber has two sides to their website.

Members Parrish and Carda on why not say "Visit Newberg" and what is the difference between "Travel" and "Visit". Liz Coleman indicated "Travel" would be better. Member Carda thought "Travel" would be better.

Member Felton noted people do not know Newberg or where it is and that we need to think bigger.

Member Parrish stated we need to be branding Newberg. Member Felton noted it takes a lot of money to brand.

Chair Lippard raised the concept of the Oregon Wine Trail with Newberg as the starting point.

Member Nicholas noted we have a downtown Newberg Walking Wine Trail.

Members Kelsh, Lippard and Liz Coleman noted there is an emerging beer and spirits sector.



Member Parrish noted she likes the idea of trails. Member Carda also likes the trail concept for wine, beer, heritage and recreation.

Member Bagley noted Newberg has a little bit of everything, breweries, Skate Park, blue chip restaurants.

Member Kelsh raised the idea of the Travel Oregon Tourism Studio and should we apply for a grant.

Flip charts captured the following information:

Assets

Allison Inn, Skate park, Golf Course, festivals, St Paul Rodeo, Dundee, hot air balloons, helicopter rides

Possibilities

Craft beer, spirits, farm to table

Negatives

To many "Valleys" (Chehalem Valley, Yamhill Valley)

Who are We?

Newberg, Travel Dundee, Chehalem Valley (Newberg Dundee, St Paul)

Art – Cultural Center

Hops

Willamette River – Kayaks, trails

History – Minthorn House, Champoeg, St. Paul

Wine

Culinary

Agri-Tourism – Fruit, Veggies

Golfing

Blue Chip restaurants

**ADJOURNMENT:** Chair Lippard adjourned the meeting at 11:00 a.m.

**Approved by the Transient Lodging Tax Ad Hoc Committee Marketing Subcommittee this 16<sup>th</sup> day of March, 2017.**

Ashley Lippard  
TLT Ad Hoc Committee  
Marketing Subcommittee Chair

Doug Rux, Community Development Director



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

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TO: Transient Lodging Tax Ad Hoc Committee  
FROM: Doug Rux, Community Development Director  
SUBJECT: TLT Destination Development-Marketing Grant Criteria  
DATE: April 5, 2017

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Questions have been raised about the criteria to review the Destination Development-Marketing Grants by several members of the Committee. In discussions with Chair Lewis and the City Manager it was determined to bring back the Destination Development-Marketing Grant material so that the Committee can discuss and look at possible retooling of the criteria.

To help inform this discussion the following questions have been captured for your consideration.

1. Return on investment (a small investment with a big lasting return is likely more valuable than a big ask with a modest return)
2. Demonstrated history of attracting tourists / overnight guests
3. Predicted # of tourists attracted / overnight guests
4. Does it engage and energize local tourism partners? 0-3
5. Does it enhance Newberg as a destination of artisan makers and doers? 0-3
6. Does it catalyze downtown development? 0-3
7. What is the projected return on investment? 1-5
8. Has the applicant demonstrated a history of attracting tourists/overnight guests? 0-3
9. How many tourists/overnight guests are expected to be attracted by project? 0-5
10. Is it likely to increase visitor spending? 0-5
11. Does it enhance shoulder season visitation? (September through June) 0-5
12. Does it create unique wine country experiences that distinguish Newberg from nearby destinations? 0-5
13. Does this project align with at least one of the four target audiences (Wine Country Adventurers, Millennial Explorers, George Fox Network, Luxury Wine Travelers) 0-5
14. Can be completed within 12 months? 0-3
15. Will it have lasting impact and utility? 0-5
16. Staff review applications to determine if all required documents are provided and applications are complete before sending applications to the committee. If applications are not complete then the application should not be reviewed or receive funding. Go back to the applicant and give 24 hours to provide?

17. Staff to consult with City Attorney to determine whether or not an application qualifies for TLT funding and prior to the committee review period. Committee should not review applications that do not qualify.
18. Committee members should have the opportunity to review applications and request applicants to change or clarify applications as needed and in writing before making a final recommendation.
19. Can the TLT committee hold a work session not open to public before the scoring session?
20. Should only the applications that present projects that support the tourism goals / tourism plan receive funding? Even if they qualify technically by law?

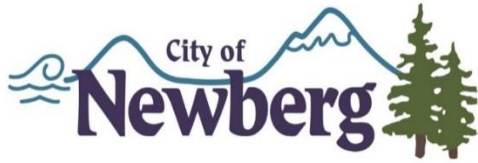
You will also find attached a copy of the Draft Destination Development-Marketing material that the TLT Committee reviewed on March 1, 2017 as background material.

#### Attachment

1. Draft Destination Development-Marketing Grant Program Application Materials



# ATTACHMENT 1



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

### INFORMATION FOR GRANT APPLICANTS

#### PURPOSE:

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

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

#### DEFINITIONS:

The City of Newberg utilizes the state definition of tourism which is aligned with Oregon’s legal definition: “Tourism” means economic activity resulting from tourists.

“Tourist” is a person who, for business, pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from, and unrelated to the person’s community of residence, and that trip:

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

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

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

“Tourism Related Facility” is:

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

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

### **FUNDING:**

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

### **ELIGIBLE APPLICANTS:**

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

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

### **GRANT APPLICATION PROCESS:**

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

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

### **TYPES OF PROJECTS/PROGRAMS/EVENTS TO BE CONSIDERED:**

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

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



**ACTIVITIES NOT ELIGIBLE FOR FUNDING:**

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

**MATCHING REQUIREMENT:**

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

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

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

**EVALUATION FRAMEWORK AND CRITERIA:**

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

**Framework**

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

**Criteria**

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

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

**PROMOTIONAL MATERIAL:**

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

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

**UNUSED FUNDS:**

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

**GRANT CONTRACT:**

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

**REPORTING PROCESS:**

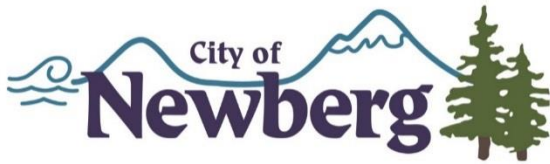
Applicants that are awarded grant funding are required to submit both a Progress Report on a date to be determined and a Final Report within 30 days after the project, program or event to the Newberg Community Development Director.

**RECORD KEEPING:**

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

**PERMITTING AND LICENSING:**

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



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

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

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

Mailing Address: \_\_\_\_\_  
Street City State Zip

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

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

Amount of total Funding Requested: \$ \_\_\_\_\_

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

Project, Program or Event Detail:

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

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

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

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

Signature: \_\_\_\_\_

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

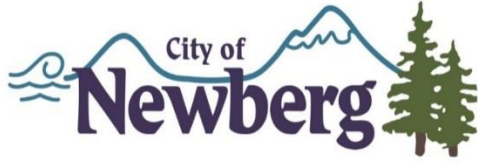
Date: \_\_\_\_\_

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

Progress Report Received: \_\_\_\_\_

Final Report received: \_\_\_\_\_

Funds returned, received on: \_\_\_\_\_



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

THE FOLLOWING ITEMS MUST BE INCLUDED WITH YOUR APPLICATION:

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

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

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

Mailing Address: \_\_\_\_\_  
Street City State Zip

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

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

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

Secretary of State Business Registry Number: \_\_\_\_\_

Non Profit \_\_\_\_\_ Government \_\_\_\_\_ For-Profit \_\_\_\_\_

Amount of total Funding Requested: \$ \_\_\_\_\_

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

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

\_\_\_\_\_ New Project

\_\_\_\_\_ New Program

\_\_\_\_\_ New Event

\_\_\_\_\_ Existing Project

\_\_\_\_\_ Existing Program

\_\_\_\_\_ Existing Event

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

If so when and for how much?

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





**Project Narrative:**

1. Project description:
  
2. How will your project, program or event further the Newberg Strategic Tourism Plan goals?
  
3. How does your project, program or event align with Transient Lodging Tax regulations (Tourist, Tourism Promotion, Tourism Promotion Agency, Tourism related facility)?
  
4. How does your project, program or event promote or create experiences for: Outdoor Recreation Visitor, Experiential Arts, Wayfinding, Downtown Enhancement?
  
5. How does your project, program or event appeal to designated audiences in the Newberg Strategic Tourism Plan (Wine Country Adventures, Millennial Explores, George Fox Network, and Luxury Wine Travelers)
  
6. How will your project, program or event create or enhance an experience for shoulder or off-season visitors?
  
  
7. Is the project, program or event a priority for the partner organization? (if yes, why?)
  
  
8. Does the project, program or event build on existing assets? (if so how?)



9. How does your program, program or event leverage funding?
  
10. What is the ratio at which Transient Lodging Tax funds will be matched?
  
11. How will your project, program or event connect visitors to existing assets (Strength of existing assets and Strength of connecting assets)?
  
12. How does your project, program or event align with target markets of Wine Country Adventures, Millennial Explorers, George Fox Network, and Luxury Wine Travelers?
  
13. What is the timeframe for completion of your project?
  
14. What is the lasting impact and utility of your proposed project, program or event?
  
15. What is the estimated room nights that would occur from this project, program or event?

**Signature and Certification Letter:**

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

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

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

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

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Signature of Authorizing Official

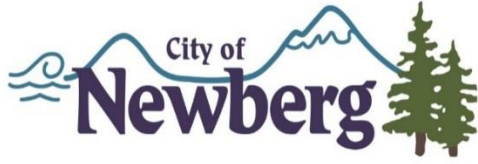
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Date

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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 tourists and room nights you believe this project, program or event helped generate based on collected zip codes of attendees.

**SAMPLE CONTRACT ONLY**

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

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

**RECITALS**

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

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

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

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

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

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

NOW THEREFORE, the parties agree as follows:

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

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

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

8. Miscellaneous.

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

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

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

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

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

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

CITY OF NEWBERG

RECIPIENT

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

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

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

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

Address: 414 E. First Street  
Newberg, OR 97132

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

\_\_\_\_\_

By Authority of Resolution No. \_\_\_\_\_

ATTEST AS TO LEGAL FORM

\_\_\_\_\_  
Truman A. Stone, City Attorney

Exhibit A – Special Conditions of Award  
Exhibit B – Project Description  
Exhibit C – Approved Project Budget  
Exhibit D – Grant Fund Disbursement Schedule

**SAMPLE CONTRACT ONLY**