SILVERTON TOURISM PROMOTION GRANT APPLICATION

The Silverton Tourism Promotion Committee (TPC) is a standing committee of the City of Silverton, formed in 2008. The primary funding source for the TPC is the transient occupancy tax. By City ordinance, 70 percent of the transient occupancy tax proceeds are designated for tourism promotion. All TPC meetings are open to the public. The 2023-2024 Grant Cycle coincides with the City of Silverton's fiscal year:

1st Grant Cycle 2023-2024

Informational Session for Applicants
Monday, October 9, 2023
6:00 p.m.
421 S Water Street/Zoom

Grant Application Deadline **
Wednesday, November 3, 2023
5:00 p.m.

Tourism Promotion Committee Meeting –
Application Presentations ***
Committee Grant Recommendations/
Review of Exit Reports
Monday, November 13, 2023
6:00 p.m.
421 S Water Street/Zoom

City Council Meeting –
Allocation of Grant Awards
Monday, December 4, 2023
6:30 p.m.
421 S Water Street/Zoom

2nd Grant Cycle 2023-2024

Grant Application Deadline **
Wednesday, April 3, 2024
5:00 p.m.

Tourism Promotion Committee Meeting –
Application Presentations ***
Committee Grant Recommendations/
Review of Exit Reports
April, 2024
6:00 p.m.
TBD/Zoom

City Council Meeting –
Allocation of Grant Awards
Monday, May 6, 2024
6:30 p.m.
TBD/Zoom

** <u>APPLICATIONS RECEIVED AFTER THE DEADLINE WILL NOT BE ACCEPTED.</u>

Submit ten (10) completed original application forms. Applications need **typed** responses. An electronic copy of the application is available on the City of Silverton website at www.silverton.or.us or call the Assistant to the City Manager/HR Coordinator at 503-874-2204 for assistance.

This application should be hand-delivered or mailed to: The Silverton Tourism Promotion Committee, c/o Assistant to the City Manager/HR Coordinator, 306 S. Water St.,Silverton, Oregon 97381

*** The Committee will hear presentations from each grant applicant via Zoom and in person at a location in Silverton to be determined. The grant application representative will have the opportunity to present the merits of the event or project, and answer any Committee questions that may arise.

SILVERTON TOURISM PROMOTION GRANT APPLICATION

Project or Event
Name_____

Sponsor
Name/Organization_____

Mailing Address_____

City, State, Zip_____

Project Coordinator/Contact Person_____ Daytime Phone_____

Contact Person Email_____

Total Cost of Project: $_____   Sponsor Dollar Match: $_____

Grant Amount Requested $_____   In-kind Labor Match: $_____

<u>TOTAL POSSIBLE POINTS = 60</u>

The Tourism Promotion Committee will give preferential consideration to grant applications that
have a minimum score of 30 points.

1) **Brief Project or Event Description: 5 Points**
   Provide a detailed description of the proposed event or project and targeted audience.

2) Project or Event Return on Investment: 15 Points Total
    a) Number of Overnight Stays: 5 Points
Demonstrate how many overnight stays your project will generate. Explain how you will track the overnight stays generated by your project.

    b) Preference for Off-Season Projects: 5 Points
Demonstrate how your project will increase the number of overnight stays during Silverton's off-season (November – March).

    c) Positive Rate of Return: 5 Points
Currently, each overnight stay generates approximately $13 in transient occupancy tax revenue. Demonstrate how the requested grant amount equals or exceeds the transient tax generated by the proposed project.

3) Project or Event Personnel: 5 Points
Briefly describe your organizational structure.   List the primary people involved, their positions, qualifications and experience.

4) Project or Event Timeline: 5 Points
Use of grant funds is limited to 12 months unless a longer period of time is requested and approved by City Council. Describe the schedule and timeline for the project or event.

5) Project or Event Objectives: 15 Points
Describe how this project or event promotes tourism and economic development (directly and indirectly) in Silverton.

6) Event/Project Budget: 15 Points

On a separate page, provide a total budget for the event or project, including at a minimum, the following information:

a) List all funding sources for the project. In-kind labor and donated services can also be built into the total cost of the project and used as a funding source. The value of volunteer time for this grant period is $19.51 per hour according to the Independent Sector and The U.S. Bureau of Labor Statistics.

b) Items that will be purchased with the requested grant funding (for example, if the request is to purchase radio or newspaper advertising for the event—list the specific stations or newspapers, size of advertisement, number of times the advertisement will be featured and any other pertinent details). If awarded funding, the grant agreement will require that the project or event be identified as sponsored by a Silverton Tourism Promotion Grant. Any equipment proposed to be purchased or rented by grant funds must be identified and its use must be explained in narrative form.

c) List sources of in-kind (volunteer hours), donated services and other grant sources for this event/project.

[This table shows suggested budget items and is not inclusive of possible event/project costs.]

	Requested Grant Amount	Real Dollar Match	In-kind Labor and Donated Services	Total
Personnel Services				
Project Administration Costs				
Materials				
Equipment/Supplies				
Construction Costs				
Event Costs				
Transportation Costs				
Insurance Costs (if needed)				
Additional Expenses (List)				
Totals				

TOURISM PROMOTION GRANT TERMS

- Once the grant agreement is executed, 50% of the awarded grant funds will be distributed to the applicant.

- In order for the Project to be eligible for full distribution of awarded funds, the Project must be completed by the specified deadline in the grant agreement (12 months from date of receiving the grant award).

- In order to receive final payment for the awarded grant, and be considered for future Tourism Promotion Grants, the Project Coordinator must submit an Exit Report (please limit to two pages) within thirty days (30) of completing the grant project. The Exit Report must include:

    (1) Brief description of the projects.
    (2) Description of project accomplishments.
    (3) A final budget.
    (4) Measures of performance. (i.e., number of people served, effect of the project on the City)
    (5) Narrative stating how funds were spent.
    (6) Listing of additional sponsors of the project.
    (7) Before and after photos of grant project, if applicable.
    (8) Any promotional material samples. (advertisements, flyers, posters, etc…)

- Exit Reports will be reviewed and approved during the following Tourism Promotion Committee meetings:

Exit Report Review Schedule and Meeting Calendar 2023-2024

Month Exit Report Submitted	Exit Report Review Meeting Date
March, 2024 – August, 2024	Fall, 2024
August, 2024– March, 2025	Spring, 2025

Office Use Only

Date Application Submitted_____

Action Taken/Date of Action_____