TOURISM GRANT PROGRAM
2020-2021 PROGRAM OVERVIEW

The City of Seaside Visitors Bureau invites tourism-project funding requests from businesses and organizations that produce programs or events designed to increase overnight visits to the area, promote tourist attractions in the region or develop programs targeted to visitors, especially in the shoulder and winter months (October 1 – May 31 of the funding year or October 1 – December 31 of subsequent year).

For fiscal year 2020-2021, it is anticipated that up to $50,000 will be available for tourism development in Seaside. This figure includes a running commitment of $25,000 the City has earmarked towards the annual 4th of July fireworks celebration and labeled as a Signature Event that city leaders and tourism officials see as a vital economic stimulator for Seaside.

All program funds are generated from transient room tax (TRT) collected from overnight lodging facilities in Seaside, and are administrated by the Director of Tourism Marketing.

The Director of Tourism Marketing is the fiscal administrator of these funds on behalf of the City with the assistance of the Tourism Advisory Committee. We are accepting applications from Seaside organizations for projects or events to be completed between July 1, 2020 and December 31, 2021.

Who May Apply

Non-profit organizations and businesses with a project, program or event in Seaside aimed at tourism development or marketing that promotes local tourism attractions, brings visitors or has the potential to bring visitors to Seaside that will create overnight stays in Seaside's commercial lodging properties.

Eligible Projects and Activities

The goal is to coordinate attraction and event development needed to ensure that Seaside can exceed visitor expectations as a destination and derive the greatest possible economic impact from visitor spending. Priority will be given to projects and events that occur during the shoulder seasons and winter months with a strong potential of generating local room nights. No more than $3,000 (excluding the annual fireworks program) will be awarded to events or projects happening between June 24 and September 9.

Grant funds are intended to be "seed money" or start-up funds with a limit of $5,000 granted for each project and a five-year limit of receiving funds based on the scope and audience of the festival, event or project. All applicants must include a written business/financial plan that shows a plan for eventual self-sufficiency through such sources as vendors, sponsors, admission, parking, etc.

These funds cannot be used as the match for any other City of Seaside funding program; however, it is strongly encouraged to use the funds as leverage with non-City of Seaside funds whenever possible.

The City of Seaside Visitors Bureau funds an extensive marketing program to promote the entire city. This overall destination-marketing plan is in addition to the projects funded under the grant program. Grant funding for projects that duplicates the overall destination-marketing program is strongly discouraged.

A. Program Overview

The City of Seaside Visitors Bureau has set aside a portion of the funds collected from the Transient Room Tax (TRT) to partner in the delivery of local visitor services and development of tourism attractions, activities and events through the implementation of this grant program. Successful applications will promote the local destination to potential visitors with an emphasis on creating (or the strong potential for creating in the future) overnight stays in commercial lodging facilities, especially in the shoulder and winter months. The level of funding from the grant program is intended to be start-up funds helping to implement the project and is not expected to be the sole source of funding received for projects. This grant program may not be used as a match for other City of Seaside Awards.

It is the Visitors Bureau's intention that this program will remain in place with funding from room tax for the next several years. We will however evaluate the program each year and adjust as necessary to changes in the TRT.

B. Grant Application Process

In order to be considered for grant funds from the City of Seaside Visitors Bureau:

- A completed application must be delivered to the Director of Tourism Marketing by Friday, May 8, 2020 for projects completed between July 1, 2020 and December 31, 2021. Application forms are available at seasideOR.com/tourism-grant-program or by contacting the Visitors Bureau. If you have multiple projects or events, you will need to submit separate applications (unless the project or event has multiple dates over the course of the fiscal year).

- All application forms (and supporting documents) must be typed and sent as an email attachment to the Director of Tourism Marketing at jheineman@cityofseaside.us. No other forms of submission will be accepted.

- All applicants will be notified of their funding decisions no later than June 1, 2020.

- Approved funding will be awarded and funds disbursed no later than July 31, 2020.

- Should you apply for funds for an event or program that will happen between July 1, 2021 and December 31, 2021, you will receive 50% of your funding by July 31, 2020 and the additional 50% by May 31, 2021. A mid-term report MUST be received by May 1, 2021 in order to receive the final 50% of funding. Failure to submit report by deadline will mean a forfeiture of final funds and prior funds will be required to be returned.

- Reports on activity, spending and results are to be submitted to the Director of Tourism Marketing on December 15 and May 1 in each year funding is received. Release of funding for future years is dependent on receiving these reports.

C. Grant Projects

Below is a sample list of grant projects. Actual projects are not limited to only what is listed below. All projects must generate overnight stays in Seaside or have the potential to generate overnight stays.

1. Development assistance to non-profit or government-owned visitor attractions and sites.
2. Funding for development projects by "for profit" businesses/organizations will be considered, but not for brick-and-mortar types of projects or programs that duplicate City marketing efforts.
3. Festivals, events or activities that accentuate, depict, or complement Seaside.

D. Promotional Materials

All funded projects involving promotional materials and websites must be reviewed by the Director of Tourism Marketing at the draft stage and will need to include the Visitors Bureau's web address and a link to seasideOR.com in the case of a website.

All grant support should be referenced as:

A portion of this project was made possible through a grant from the City of Seaside Tourism Advisory Committee, funded by room tax dollars.

Please note: The grant-support statement must mirror exactly the statement above.

Funding will be denied if this review process and the required identification are not included.

E. Activities Not Eligible for Funding

The following is a partial list of activities that are **not eligible** for grant fund consideration.

1. Grant funds to cover general administrative costs.
2. Grant funds to cover operational expenses.
3. Commercial or for-profit organizations requesting funds for capital improvements or projects.
4. Projects promoting tourism outside the Seaside area.
5. Projects directed at the residents of Seaside.
6. Applicants who did not complete the required reports in previous year.
7. Award requests for more than $5,000.00.
8. Used as a match for other City of Seaside funding awards.

F. Selection Process

Proposals received in approved electronic form by May 8, 2020 will be reviewed by the Tourism Advisory Committee at its next regularly scheduled meeting. Organizations will be notified of the status of their funding request no later than Monday, June 1, 2020. The Tourism Advisory Committee reserves the right to not award promotion funds if the projects do not meet necessary requirements. In such instances, funds not awarded will be returned to the general advertising budget of the City of Seaside Visitors Bureau. The Committee also reserves the right to award funds to projects that have received funds for more than five years if monies are warranted and will result in overnight room stays in the city of Seaside.

G. Reporting Process

Applicants that are awarded grant funding are required to submit both a status report by December 15 and a final report by May 1, or 60 days after the completion of the event – whichever is sooner, to the Director of Tourism.

H. Unused Funds

In the event that awarded funds remain and were not completely used for the project intended, it is at the discretion of the Director of Tourism Marketing and the Tourism Advisory Committee to request the funds be returned to the City of Seaside Visitors Bureau department or allocated to be used for the following year's project.

I. 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 Seaside upon request for audit purposes.

J. 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 Seaside, Oregon State Parks and / or other governing agents. Proof of all necessary permits and licenses is required before grant funds can be dispersed.