

# **Clallam County Tourism Enhancement Fund 2010 Grant Program Guidelines**

## **Objective**

The **Olympic Peninsula Visitor Bureau** receives funding from room tax revenues generated in unincorporated Clallam County and bears an obligation to promote and enhance lodging nights in and for unincorporated Clallam County. The Tourism Enhancement Fund is designed to encourage tourism-related projects/events in Clallam County that attract overnight destination guests.

## **Funds Available**

The OPVB has funds available for investment in Tourism Enhancement projects/events and activities for the calendar year 2010. In order to facilitate as many projects/events as possible, grant funding usually will not exceed \$5000 per project/event.

## **Appropriate Uses**

The Washington State Legislature sets the hotel/motel tax rules. The Legislature has indicated that these funds are to be used primarily for tourist promotion and for the acquisition and/or maintenance of tourism-related facilities.

## **Ineligible Activities**

- Expenses incurred prior to award date.
- Web site hosting and web site maintenance.
- Lobbying and other political activities or initiatives.
- Research and feasibility studies.
- Routine staff, operating, and administrative expenses.
- Salaries.
- Major capital expenditures.
- Leased equipment.
- Mortgage or rental payments.
- Projects/events that promote one specific individual private business.

## **Application Guidelines**

- Grant applications will be reviewed at the January, March, May, September, and November OPVB Board of Directors meetings for as long as funds are available.
- Grant applications must be submitted for consideration by the first day of the month prior to a scheduled review meeting, usually the third Thursday of the month.
- The Project Director will be notified if his/her attendance is required at the Board meeting where the application will be reviewed.
- Applicant should be aware that the full amount requested might not be funded.
- Handwritten proposals or proposals submitted by electronic media such as facsimile or e-mail will not be accepted.

## Evaluation Criteria

The OPVB Board of Directors will select grant recipients by considering, among other points, the following criteria:

- Completed application.
- Appropriate use of funds.
- Goal to attract overnight destination guests to Clallam County.
- Promotion of lodging as part of the project/event.
- Projects/events marketed off the North Olympic Peninsula and to local communities will be considered.  
PRIORITY may be given to those attracting overnight destination guests with marketing off the North Olympic Peninsula.
- Projects/events of any type of media promotion will be considered.  
PRIORITY may be given to those using print material, ads, and web site promotion.
- Projects/events occurring anytime of year will be considered.  
PRIORITY may be given to those occurring September 1 through June 30.
- Projects/events must take place in Clallam County.  
PRIORITY may be given to those taking place in unincorporated Clallam County.
- Projects/events of any length of time will be considered.  
PRIORITY may be given to those lasting two or more days.
- Projects/Events must conclude by March 1, 2011.

## Selection Process

- Applications will be screened for eligibility by the Executive Director. Incomplete applications will be referred back to the project/event director for further work before being reviewed by the OPVB Board of Directors.
- The OPVB Board of Directors will review all eligible applications.
- Final selection of projects/events to receive funding will be made by the OPVB Board of Directors.
- Board decisions on funding will be made at the January, March, May, September and November OPVB Board of Directors meetings.

## Conditions of Funding Disbursement

- All changes to an approved grant itemized list of expenditures must be submitted to the OPVB for pre-approval to be eligible for disbursement of funds. Changes within the Grant Program Guidelines can be approved by the Executive Director. Changes outside the Grant Program Guidelines must be approved by the Board of Directors.
- Not more than 25% of the funded amount of the advertising budget may be used for advertising in Clallam and Jefferson counties.
- All print materials and/or print ads to be funded, in part or fully, by a Tourism Enhancement Grant must contain one of the camera-ready logos provided with the approval letter to be eligible for disbursement of funds.
- No more than \$1000 will be funded for web site development.
- All web sites to be funded, in part or fully, by a Tourism Enhancement Grant must contain one of the web-ready logos displayed either on a lodging page or in a prominent location and linking to Clallam County lodging to be eligible for disbursement of funds.

- Requests for final or partial payment must include:
  - A completed submission form requesting reimbursement including required documentation for type of promotion and signed by the project/event director.
    - Itemized invoices/receipts that contain the name of the vendor/supplier and may not be a generic receipt from a receipt book. Either a canceled check paid to the vendor or a signature/title of person receiving payment must accompany the invoice/receipt.
    - Granted funds will be disbursed upon receipt of satisfactory documentation.
- Projects shall be completed by March 1, 2011 and full documentation submitted for payment no later than March 31, 2011 unless this requirement is specifically waived, in writing, by the OPVB Board of Directors. No funds will be disbursed after April 15, 2011 for the Tourism Enhancement Funds for 2010.
- The grantee must notify the OPVB Board of Directors, in writing, if the project for which funding has been granted, will not be completed. Failure to report the withdrawal of an approved project may affect the grantee's application for funds in a future year.
- A recap form needs to be completed and turned in within 30 days following completion of the project/event. Recap should include:
  - Brief overview of revenues/expenses.
  - Number of people that attended, if applicable.
  - Estimated number of room nights generated from the project/event.
  - Comments on grant process and feedback on how the OPVB can help with projects/events in the future
- The OPVB reserves the right to call for full or partial repayment of all grant funds from any grantee who does not fully or partially comply with the terms and conditions.