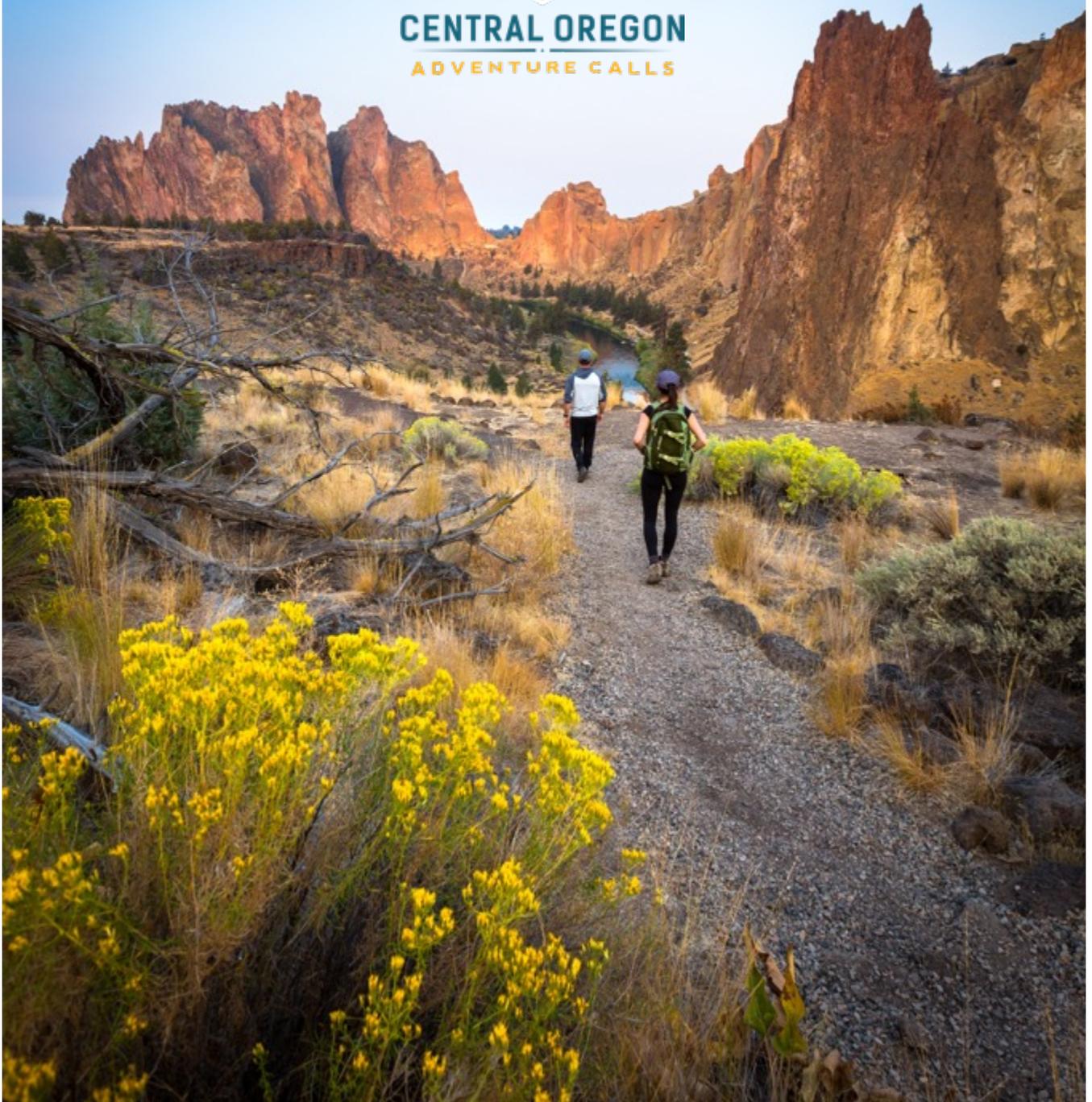




CENTRAL OREGON
ADVENTURE CALLS



CENTRAL OREGON MATCHING GRANTS PROGRAM
2019 – 2020 GUIDELINES

I. PROGRAM INTENT

CENTRAL OREGON MATCHING GRANTS PROGRAM (COMGP)

The mission of Visit Central Oregon (COVA) is: **"To generate overnight visitation to support an enduring economy"**.

With passage of HB4146 Travel Oregon, the statewide tourism marketing organization was required to establish a Regional Cooperative Tourism Program (RCTP) to invest 20% of the statewide lodging tax in Oregon's seven designated tourism regions. COVA serves as the appointed Regional Destination Management Organization (RDMO) for the Central Oregon region and will implement the RCTP on behalf of the region. A Central Oregon stakeholders group was formed to advise and collaborate with COVA on its RCTP.

A key component of the Central Oregon RCTP is to make grant awards "to eligible applicants for projects that contribute to the development and improvement of Central Oregon communities by means of the enhancement, expansion and promotion of the visitor industry."

Central Oregon Matching Grants Program applicants may apply for grants on an annual basis. The maximum ask for any project is \$40,000, and the Grant Program is funded with \$228,000* in total for all projects awarded for the FY19-20 cycle. Each project requires its own application. Applicants must demonstrate at least a 25% cash match. **REV. post third-party financial assessment from FY17-19.*

PROGRAM KEY INITIATIVES

Applicants will need to identify in your application which of the following key initiatives your project aligns with. (Projects that do not align with at least one of the initiatives below will be ineligible for funding.)

1. Maximize the economic return on public and private investments in Central Oregon
2. Drive year-round destination-oriented travel from Central Oregon's key domestic¹ and international² markets by aligning and optimizing local opportunities
3. Develop destination-based products that are in concert with Central Oregon's natural environment and support the stewardship of regional resources
4. Provide strategic industry professional development and training opportunities

INVOLVING YOUR LOCAL DMO or CHAMBER of COMMERCE

COVA works closely with our community Destination Marketing Organization (DMO) and Chamber of Commerce partners in Central Oregon through the Regional Cooperative Tourism Program. Central Oregon communities with active DMO or Chamber of Commerce partners include Bend, La Pine, Madras (inclusive of all of Jefferson County), Warm Springs, Maupin (inclusive of South Wasco County), Prineville (inclusive of all Crook County), Redmond (inclusive of Crooked River Ranch and Terrebonne), Sisters (inclusive of Camp Sherman and Metolius) and Sunriver.

Each Applicant must work with and align grant projects with their local DMO or Chamber of Commerce. Grant project ideas should be aligned with and vetted by the community DMO or Chamber of Commerce. Applications must include a letter of support from their local DMO or Chamber of Commerce and at least three related industry partners with their overall application.

¹Domestic – San Francisco Bay Area, Los Angeles, San Diego, Las Vegas, Phoenix, Seattle, Chicago, Denver, Salt Lake City and Oregon's I-5 corridor contribute as primary source markets.

²International - Canada, Netherlands, Germany, France, United Kingdom, China, Japan, Australia and New Zealand contribute as primary source markets due to direct flights into Portland International Airport (PDX) as gateway into Oregon.

II. ELIGIBILITY

ENTITY ELIGIBILITY

Eligible applicants include those listed below that are *doing business* in Central Oregon, including Deschutes, Jefferson, Crook and So. Wasco counties, and can demonstrate direct work in support of improving the economic impacts of Oregon's travel and tourism industry:

- Non-profit entities
- Local government
- Federally recognized tribal entities

ENTITY INELIGIBILITY

Ineligible applicants include those listed below:

- Entities that have a bankruptcy or other financial discrepancies within the past five years.
- Entities that fail to fulfill past grant award requirements within past three years (includes: project completion, submission of required grant reporting, proper use of grant funds).
- Entities requesting a grant without written letter(s) of support from local DMO or Chamber of Commerce and at least three related industry partners with their overall application.

PROJECT ELIGIBILITY

Eligible projects or initiatives must be new or enhanced, and must provide for the improvement or expansion of the tourism economy in Oregon and Central Oregon.

Project should create an enhancement to the visitor experience in Central Oregon and is intended to increase the likelihood of overnight visitation from out of state or international visitors. The project application should demonstrate how the program will lead to an increase of overnight stays in local lodging facilities. Partnerships with tourism entities and businesses, economic development and/or government entities are looked upon favorably and strengthen an application.

Preference will be given to projects that enhance the community or region during fall, winter and/or spring seasons.

INELIGIBLE PROJECTS AND ACTIVITIES

The following activities are **not** eligible for grants:

- Activities that are not new efforts, initiatives or offerings
- Mobile app development
- Costs of staff, feasibility studies or consultant salaries, mileage or associated fees that are *already* budgeted to execute a particular area of work within an entity.
- Projects that emphasize private profitability and/or investments that could be considered a regular cost of doing business.
- Deferred, regular or ongoing maintenance and upkeep
- Cannabis or tobacco tourism-related projects

III. DEVELOPING A STRONG APPLICATION

PROJECT BUDGET

The grant project budget must be submitted using the Excel template provided by COVA. Grant recipients are required to keep the project budget updated throughout the lifetime of the grant, unless the project is for professional development training (see Section V. for more information on reporting requirements). COVA reserves the right to request a copy of and/or audit the project budget throughout the lifetime of the grant. A final budget, including documentation for expenses incurred, will be a required upload in the Grant Accomplishment Report.

MATCHING FUNDS

Grant applicants must provide a minimum of 25% cash match of the total amount awarded. Additional match above the required 25% cash match (cash and/or in-kind) will enhance your overall application.

Travel Oregon grant funds **may not** be used as matching funds for any grant application submitted by the recipient of those Travel Oregon grant funds.

SIGNAGE

Grant projects that involve signage of any kind require approval letters from each organization or entity involved in permitting or approving signage installation. Evidence of approval must be on official letterhead and be included with any other support letters when submitting the application.

Applications will not be considered unless evidence of approvals have been submitted.

HISTORICAL STRUCTURES

Local, state and federal compliance approval processes need to be followed. Additional documentation may be required depending on the scope of the project. Project or structure must demonstrate being a cultural, historical tourism asset in the community. If applicable, include evidence that the historic structure is part of a certified local government community, designated Main Street area, or local or National Register historic district or place.

IV. REVIEW OF APPLICATIONS

DECISIONS TO AWARD

The application process and grant awards will be opened on an annual basis, as funds remain available. Applications will be reviewed and decisions to award will be made based on the following:

- Direct non-profit organization projects will be preferentially considered
- Projects taking place in fall, winter and/or spring will be preferentially considered
- Degree to which grant project aligns with and furthers the identified key initiatives (as defined in Section I of these guidelines)
- Includes intended outcomes and return on investment for positive economic impact on the community and/or region as a direct result of the project
- Demonstrates clear viability, integrity and long-term sustainability of the project
- Demonstrates that applicant and project meet the eligibility requirements of Section II, and that the application is complete and contains all information required by these grant guidelines

IV. REVIEW OF APPLICATIONS (Cont.)

DECISIONS TO AWARD (Cont.)

COVA is responsible for contractual and fiduciary oversight of the Central Oregon Matching Grants Program and reserves the right for final decisions in awarding grant funds:

- beyond the recommendation(s) of the Matching Grants Program Advisory Committee, and/or in amounts totaling less than all funds that are available under the Matching Grants Program
- to award an amount different than requested in a grant application (up to \$40,000)
- to make changes to the Grant Guidelines or to cancel the Matching Grants Program in its entirety

V. GRANT CONTRACTS

Applicants who are awarded a grant will enter into a contract with COVA, which includes agreements to comply with all guideline requirements and to complete project as approved.

BUDGET MONITORING; TIMELINES

Projects will be monitored by COVA. Grant recipients shall maintain accurate records and will use provided report templates for submission of all required information. Grant recipient will be required to keep an ongoing, updated timeline and budget throughout the lifetime of the grant. COVA reserves the right to request copies of the working budget throughout the lifetime of the grant. COVA will provide access to all reports and additional forms required.

NOTE: Grants for professional development (conference or training participation) do not need to maintain an ongoing budget and timeline. However, grant recipient will be required to submit an initial budget and timeline stating anticipated travel costs and registration costs. Detailed information on required reporting can be found in the Grant Reports section of these guidelines.

CENTRAL OREGON REGIONAL ALIGNMENT

COVA operates with a regional style guide for use by tourism businesses and destination marketers. Grant recipients are encouraged to adopt these guidelines in order to better align with consistent regional and statewide tourism communication efforts. The COVA marketing team will be available to consult on specific design needs.

Grant recipient shall visibly display on all finished grant projects (publications, websites and other significantly visible project activities) Central Oregon's regional logo and/or related tag line. COVA will work with grant recipient to ensure proper usage and placement of the Central Oregon logo and/or tag line.

PROJECT DESIGN

Grant recipient shall allow at least fifteen business days for COVA to review the project design and provide feedback (timing will depend on the complexity of the project). Grant recipient must cease further grant project design work until feedback from COVA has been delivered. While grant recipient is not required to make all recommended changes COVA may provide, grant recipient must adhere to all grant program requirements. Required recognition will be included in grant recipient's contract or determined while working with grant recipient.

MARKETING PROJECT TYPES

All marketing collateral must be approved by COVA prior to finalizing a published piece.

V. GRANT CONTRACTS (Cont.)

GRANT REPORTS

All required reports will be submitted through COVA's grant management system.

MID-PROJECT REPORT

Mid-Project Report is only required for projects over \$20,000 in grant awards, or as required by the COMGP Grant Facilitator or Advisory Committee. Mid-project report and an updated project budget must be submitted to COVA as assigned in the grant contract.

NOTE: All Grants that involve construction of any kind are required to complete a Mid-Project Report.

GRANT ACCOMPLISHMENT REPORT AND FINAL BUDGET

Project must be completed and Grant Accomplishment Report submitted to COVA within 12 months of grant project notification date. The final budget along with copies of detailed project expenses must be uploaded as part of the report. No further reimbursement will be provided after submission of this report.

NOTE: Grants for conference or training attendance do not require a Grant Accomplishment Report or final budget. However, recipient must submit a post-conference testimonial on the value of attending the conference or training.

GRANT FUNDS DISBURSEMENT

Any grant funds not used as approved shall be returned to COVA pursuant to the grant contract. Projects must be completed within the approved grant timeline. Following approval and execution of contract, an initial disbursement of up to \$10,000 will be sent to recipient. Recipients are eligible to receive up to 90% of the remaining awarded funds through a reimbursement system, upon invoice and with documentation of expenses. These funds may only be used for costs related to the project and clearly identified in the grant budget. Final disbursement of funds will be sent once the project is complete and the Grant Accomplishment Report and final budget have been submitted, reviewed and approved by COVA.

You may submit reports earlier than required dates if your project timeline allows. Failure to submit reports by their deadline may result in ineligibility for any future grant programs offered by COVA.

NOTE: COVA will not reimburse a grant recipient for any costs associated with a grant project that are incurred before a grant contract has been signed.

GRANT TIMELINE

Below is the timeline for the FY19-20 cycle of the Central Oregon Matching Grants Program:

- ✓ September 16, 2019 – Announcement of FY19-20 COMGP cycle opening
- ✓ November 1, 2019 (5 PM) – Online application closes
- ✓ December 2, 2019 – Matching grant application status notification
- ✓ December 16, 2019 – Matching grant signed contract due to COVA
- ✓ January 2, 2020 – Initial funds released

ANY QUESTIONS and/or SEND SUBMISSIONS VIA EMAIL TO:

Kristine@VisitCentralOregon.com

ATTN: CENTRAL OREGON MATCHING GRANTS PROGRAM
c/o Visit Central Oregon
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Sunriver, OR 97707