

## **City of Wilsonville**

### **2022 Community Tourism Grant Guidelines**

#### **Grant Information for Applicants**

**Purpose:** This grant is intended to aid organizations that produce projects, programs or events that promote local business and tourism, and for festivals and special events for the benefit of the Wilsonville community.

**Funding:** Funding for this program is \$25,000.00 which is disbursed to multiple organizations. The funds are made available from the City of Wilsonville transient lodging taxes that are assessed to hotels, motels and bed and breakfasts for guests in the City of Wilsonville.

**Process:** The online application for the City of Wilsonville Tourism Grant Program will be the primary way of communicating project funding intentions to the grant review committee. Be sure to include all important information you want the board to be aware of in this application.

- Applicants are strongly encouraged to attend the meeting of the City's Tourism Promotion Committee to make a brief presentation. The presentation will be limited to a maximum of three minutes. The best use of this time is to emphasize the importance or impact of your project, service or program; not to recap or review your written material.

This meeting is scheduled on: Tuesday, April 5<sup>th</sup>, 2022 at 6:00pm

- Please be sure that your request satisfies the conditions of the grant and you provide all the information requested. Incomplete applications will not be considered.

#### **Applicant Criteria**

- 1) Applicant must be a qualified tax exempt or non-profit organization.
- 2) Only one City grant per fiscal year (July – June) will be awarded to any one organization.
- 3) Project/event must take place within the City of Wilsonville city limits:
  - Events that are hosted in Wilsonville are eligible for full funding
  - Projects/events that are not hosted in Wilsonville, but have a portion of their program/event taking place in Wilsonville, are eligible for partial funding as determined by the review committee
  - Projects/events outside of Wilsonville city limits are not eligible for funding
- 4) An organization will only be considered for a grant if the previously awarded grant project has complied with grant procedures, including filing a final financial statement and project evaluation.

#### **Types of Projects to be Considered**

- 1) A project, event or annual festival that would further tourism in the City of Wilsonville, directly benefiting the economy, culture and image of Wilsonville.
- 2) The production of a new product or event to attract tourism and/or convention business to Wilsonville.
- 3) A one-time festival or event attracting community participation and visitors to Wilsonville.
- 4) An annual Wilsonville event with introduction of new or expanded attractions.

- 5) Media advertising, public relations or marketing projects which are directed towards the consumer or travel trade and promote specific event(s) or site(s) for the purpose of destination tourism to Wilsonville.
- 6) Development of Wilsonville destination attractions for tourists and visitors.

### **Evaluation Criteria**

A review committee of the City of Wilsonville Tourism Promotion Committee will review applications and determine awards according to the criteria and the intent of the grant program.

- All decisions of the Tourism Promotion Committee will be final.

### **Please address each of the following items as you prepare your application:**

- 1) The project must demonstrate a clear need for financial assistance. Factors such as all other available financial resources and the organization's total budget will be considered.
- 2) The project must demonstrate potential for tourism promotion and economic development.
- 3) Consideration will be given to the uniqueness and quality of your project.
- 4) Projects receiving grant funds must be completed by December 31, 2022.
- 5) The project must provide evidence of equal matching resources other than the grant.
  - Matched resources may be in the form of in-kind donations, as well as cash.
  - Matching funds must be documented and must be committed prior to the distribution of grant funds.
- 6) Annual events must show continued access to additional supporting funds other than City resources.

### **Important Financial Information**

- 1) The maximum amount to be granted is limited. Full funding is rare due to the number of applicants competing for the available funds.
- 2) If an organization is awarded and accepts funds less than their request, they will be expected to fulfill the project as presented in their application or notify the City of alterations of the goals of the project. If a project is cancelled for any reason, any grant funds must be returned to the City of Wilsonville.
- 3) Upon receipt of grant funds, the administering organization agrees to be bound to the commitments of their application. If it is determined that grant monies are used for any item not specified within the grant application, or in the timeline specified, the funds in question must be returned to the City of Wilsonville.
- 4) The organization receiving grant funds and the officers named in the application are jointly and severally responsible for the final financial report required with approved applications.
- 5) The final report must include financial income and expense statements related to the project and a copy of any publicity or printed materials that include the statement acknowledging the source of funds. List your achievements, and accurately verify attendance and/or people served.

If you have any questions, please contact:

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