



Olympic Peninsula Visitor Bureau
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Clallam County Tourism Enhancement Grant 2020 - Grant Program Guidelines

Objective

The **Olympic Peninsula Visitor Bureau (OPVB)** 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 visitors.

Funds Available

The OPVB has funds available for investment in Tourism Enhancement projects/events and activities for the calendar year 2020 (total amount pending final budget approval). In order to facilitate as many qualified projects/events as possible, grant funding usually will not exceed \$5,000 per project/event. Additionally, there is a cap of \$10,000 per annum per applicant organization.

Appropriate Uses

The Washington State Legislature sets the hotel/motel tax rules. The Legislature has indicated that these funds are to be used solely for tourist promotion, support and operations of special events, and for the acquisition and/or maintenance of tourism-related facilities as specified in the RCW. The OPVB prefers to use Tourism Enhancement Grant funds for tourism promotion.

Ineligible Activities

1. Expenses incurred prior to award date. (Some exceptions may apply.)
2. On-going expenses of web site hosting and web site maintenance.
3. Lobbying and other political activities or initiatives.
4. Research and feasibility studies.
5. Routine operating and administrative expenses, including staff and salaries.
6. Major capital expenditures.
7. Purchased or Leased equipment.
8. Mortgage or rental payments.
9. Projects/events that promote one specific individual private business.

Application Guidelines

1. Grant applications will be reviewed by the OPVB Board of Directors at their scheduled meetings (noted below), until available funds are spent for the year.
2. Grant applications **must be submitted** for consideration by the **due dates outlined below**, prior to a scheduled Board meeting, usually the third Wednesday of the month. For 2020, the grant application deadlines are:

Grant Applications DUE	Grant Committee Review By	OPVB Board Meeting (tentative)
February 7	February 17	February 19
April 3	April 13	April 15
September 4	September 14	September 16
November 6 (for Q1 2021*)	November 13 *	November 18 *

3. (*) For projects / events taking place January 1 – April 30, 2021, contingent on confirmed OPVB funding.
4. The Project Director will be notified if his/her attendance is required at a Grant Committee meeting where the application will be reviewed.
5. Applicants should be aware that the full amount requested might not be funded.
6. Applications must include a list of other organizations from which grant funds are being requested, including date, amount and contact information.
7. To comply with reporting requirements of ESHB 1253 (Washington Law, 2013), applications must include proposed metrics for how attendance will be measured.
8. The November grant reviews will consider grant requests for events in January – April, 2021. Final funding will be contingent on OPVB's approved 2021 budget.

Evaluation Criteria

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

1. Completed application.
2. Appropriate use of funds
3. Goal to attract overnight visitors to Clallam County.
4. Promotion of lodging as part of the project/event.
5. Projects/events marketed off the north Olympic Peninsula and to local communities will be considered. PRIORITY may be given to those attracting overnight visitors with marketing off the Olympic Peninsula.
6. Explanation about the metrics to be used for measuring the economic impacts for tourism as outlined in ESHB 1253 (Washington Law, 2013).
7. Projects/events of any type of media promotion will be considered. PRIORITY may be given to those using print material, ads, digital and social media, and website promotion.
8. Projects/events occurring anytime of the year will be considered. PRIORITY may be given to those occurring September 1 through June 1. (Outside of peak season)
9. Projects/events must take place in Clallam County. PRIORITY may be given to those taking place in unincorporated Clallam County.
10. Projects/events of any length of time will be considered. PRIORITY may be given to those lasting two or more days.
11. Prior funding requests of OPVB Tourism Enhancement Grants.
12. Projects/events funded in 2020 must conclude by March 1, 2021, unless otherwise approved by OPVB in writing.

Selection Process

- Applications will be screened for eligibility by the OPVB staff. Incomplete applications will be referred back to the project/event director for further work, before being reviewed by the OPVB Grants Committee.
- All eligible grant applications will be reviewed by the OPVB Grants Committee for recommendation to the OPVB Board of Directors.
- 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 OPVB Board of Directors meetings as long as funds are available.

Reimbursement Conditions and Process

1. All changes to an approved grant itemized list of expenditures must be submitted to the OPVB Executive Director 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.
2. No more than 25% of the awarded amount of an advertising budget can be used for advertising in Clallam and Jefferson counties. Advertising is meant to be focused "off the Olympic Peninsula."

3. All print materials and/or print ads funded, in part or fully, by a Tourism Enhancement Grant **must contain** the camera-ready Olympic Peninsula Visitor Bureau logo AND OlympicPeninsula.org URL to be eligible for disbursement of funds. Logos are available to download by registering for an account with our Barberstock photo library, which can be found at <https://www.barberstock.com/olympicpeninsula>.
4. No more than \$2500 will be funded for web site development. All web sites funded, in part or fully, by a Tourism Enhancement Grant **must contain** the web-ready **Olympic Peninsula Visitor Bureau logo** and link to the OlympicPeninsula.org URL, displayed either on a lodging page or in a prominent location on the website, in order to be eligible for disbursement of funds.
5. All Tourism Enhancement Grant recipients must cross-link their website(s) to OlympicPeninsula.org.
6. Requests for final or partial payment must include:
 - To request reimbursement, complete the Grant Reimbursement Request, Parts 1 and 2 forms that includes the required documentation for type of promotion, and signed by the project/event director. Reimbursement Request forms are available: OlympicPeninsula.org/page/industry/
 - Finalized Income and Expense Statement
 - Itemized invoices/receipts that contain the name of the vendor/supplier and cannot 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.
 - The Grant Reimbursement Request, Parts 1 and 2, needs to be completed and turned in **within 45 days** following completion of the project/event. Recap **must include**:
 - a. Overview of revenues/expenses
 - b. Descriptions of how the event/project increased overnight stays by providing the following to the best of your ability:
 1. Number of attendees/participants (overall)
 2. Number of tourists who traveled more than 50 miles for the event/activity
 3. Number of overnight tourists who stayed in paid accommodations
 4. Number of overnight tourists who stayed in non-paid accommodations (i.e. stayed with friends or family)
 5. Number of attendees/participants from another country or state
 6. Number of paid lodging room nights generated from the event/activity
 7. Descriptions of the methodology used to determine all calculations.

Granted funds will be disbursed upon receipt of satisfactory documentation.

7. Projects shall be completed by March 1, 2021 and full documentation submitted for payment no later than March 31, 2021 unless this requirement is specifically waived, **in writing**, by the OPVB Executive Director. No funds will be disbursed after April 15, 2021 for the Tourism Enhancement Funds for 2020.
8. The grantee must notify the OPVB Executive Director 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.
9. 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.