

# **Washington County Visitors Association**

2008-2009 Proposal Packet

## **Tourism Development Grants**

Call for Proposals  
Deadline: Tuesday, April 1, 2008  
4:00 PM received at

Washington County Visitors Association Office  
11000 SW Stratus Street, Ste 170  
Beaverton, Oregon 97008

This packet is for **2008-09 TOURISM DEVELOPMENT GRANTS** to be funded by Washington County Visitors Association from a set aside portion of the funds collected in Washington County from hotel/motel tax.

If you are in Washington County, this Tourism Development Fund is intended to support initiatives that are aligned with the "Tourism 2015" strategy. These enhancement funds are intended to invest in the development of attractors that are going to directly lead to an increase in visitor arrivals. The funds, however, are not intended to be allocated as an ongoing subsidy to organizations, with the exception of supporting visitor information centers.

The term "tourism product" could be used to capture a broad range of elements that comprise a particular tourism experience. These may include physical attributes, services, personalities, places, organizations, packages, staff and events. In order to develop an expanded range of new products and establish them in marketing channels, Washington County should introduce Product Development Partnerships for the priority product or experience themes. The partnerships could include:

- Nature
- Sports
- Wine
- Arts and Culture as it pertains to Cultural Tourism
- Events

It is envisioned that these funds will provide a mechanism for tourism groups, non-profit associations, government and business organizations to collaborate closely to attain their shared vision.

There is really no limit to the type of activities and the role that these funds may support. Some of the more common activities are:

- Attraction development and enhancement
- Conduct a product audit and inventory
- Creation of touring routes and interpretation
- Development of off-season and off-peak business
- Enhance service quality
- Feasibility studies
- Integration of non-traditional tourism partners
- Improve the access, quality, and scope of information available to customers
- Information and knowledge transfer
- Infrastructure developments
- Interpretation of significant sites
- Market research
- Marketing communications
- Packaging
- Strategic planning

## **PROPOSAL GUIDELINES FOR TOURISM DEVELOPMENT GRANTS**

The Washington County Visitors Association Grant Committee is accepting proposals for projects or programs intended to increase visitor arrivals or enhance the development of tourism in Washington County.

- Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete proposals will not be considered by the Grant Committee.
- Proposals are to be for tourism projects/programs during fiscal year July 1, 2008- June 30<sup>th</sup>, 2009.
- Programs or special events supported by these funds must be open to the public.
- The WCVA will not provide funding support to an organization for the conduct of any religious or political activity.
- Expenses must be incurred and paid by an organization before the WCVA will release funding to the organization.
- Expenses must be incurred during the fiscal year July 1 – June 30 for which the program is funded.
- WCVA funds may not be used for alcoholic beverages. In addition, funds may not be used for travel, meals, or lodging expenses.
- WCVA funds will not be used for capital or equipment outlay, for the purchase of awards, trophies, gifts, or uniforms, or for the buildup of reserves.

**To be considered, a fully completed and signed original application PLUS SEVEN (7) complete copies with supporting documents must be received at the** Washington County Visitors Association Office,  
11000 SW Stratus Street Ste. 170  
Beaverton, OR 97008, by no later than  
4 pm, Tuesday, April 1, 2008

## **PROJECT DISCRIPTION**

Please provide a description of your proposed program. As part of your description, you may wish to address some or all of the criteria listed below, this will be the basis for review of your application. Your description is limited to two typed 8.5"X 11" pages single-sided. Font size used must be a minimum of 10 pt. and margins a minimum of 1".

Your program/project description must include: a complete description of how this program/event will be implemented, the proposed event date, how other revenue will be generated, community involvement, publicity/marketing plans, etc.

Criteria:

Efforts to Attract Tourists:

How do outreach activities specifically target tourists?

To what extent could this program increase tourism or the length of tourists' stays in Washington County?

Efforts to Develop Tourism:

How does this development affect the long term growth of tourism in Washington County?

Outreach Efforts:

Who is the targeted audience?

How is this audience being reached?

Benefit to County Residents:

Which population groups might participate or benefit from this activity?

How many people might be reached?

How might this activity contribute to the well-being of the community culturally, promotionally, economically, and/or recreationally?

Are there any long-term benefits derived from funding this program?

Community Support:

What efforts have been made to receive other sources of funding?

How successful has this organization been in receiving community support as evidenced by contributions and volunteer efforts by the community?

Fiscal Planning and Cost-Effective Budgeting:

Is the budget realistic for the type of activity and number of persons to be served?

Is a plan proposed to modify the activity if the full request for funding is not received?

Experience of Organizers:

What experience do the organizers have in either organizing the program for which they are requesting funding and/or with organizing civic special promotional programs or tourism development?

Washington County Visitors Association

A. Proposal Form and Questions.

To be eligible for consideration by the Lodging Tax Grant Committee, a proposal MUST BE:

- Received and date stamped at WCVA Executive office by the deadline.
- Complete with answers to all questions and all requested documents filed with the proposal form.
- Signed and dated by the proposing agency's representative.
- Accompanied by seven (7) duplicate copies of the proposal (plus signed original) and all supporting documents.

The WCVA will post on its website all of the proposals awarded by the Washington County Visitors Association Grant Committee by July 1, 2008.

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Washington County Visitors Association location:

11000 SW Stratus Street Ste.170

Beaverton, OR 97008

Contact for additional information:

Ruthie Reinert, CEO

Washington County Visitors Association

Phone: 503-644-5555

Email: [ruthie@wcva.org](mailto:ruthie@wcva.org)

**The Washington County Visitors Association is committed to the non-discriminatory treatment of all persons in the employment and delivery of services and resources.**

## 2008-09 Tourism Development Grant Proposal Checklist

Organization Name \_\_\_\_\_  
Project Name, \_\_\_\_\_  
if different \_\_\_\_\_  
Amount of request: \$ \_\_\_\_\_

Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete proposals or proposals submitted after the deadline will not be considered by the Washington County Grant Committee.

To be eligible for consideration, your application must be signed, dated, and include the following items in the listed order. Please sequentially number all of the pages in your proposal on the upper right hand side of each page. On the blank line next to each item, please indicate the page number(s) within your proposal for the requested items.

1. \_\_\_\_\_ Proposal Checklist (this sheet)
2. \_\_\_\_\_ Signed and Dated Proposal Summary Sheet
3. \_\_\_\_\_ Section 1 – Name and description of the project
4. \_\_\_\_\_ Section 2 - Proposal Questions
5. \_\_\_\_\_ Section 2 - A supplemental one or two page narrative.
6. \_\_\_\_\_ Section 3 - Proposed 2008-09 *detailed* project budget (the project for which you are requesting a grant)
7. \_\_\_\_\_ Section 3 - Current year-to-date income and expense statement for project
8. \_\_\_\_\_ Section 3 - Prior year actual income and expense statement for project (if applicable)
9. \_\_\_\_\_ Section 3 - Current year-to-date income and expense statement for the organization (if applicable)
10. \_\_\_\_\_ Section 3 - List of names and addresses of the organization's current Board of Directors and name and contact information for event chairperson, if applicable
11. \_\_\_\_\_ Section 3 - Printed work samples such as promotional materials, reviews, news/magazine articles, etc. (maximum of 5 separate pieces)

To be considered, a fully completed and signed original application PLUS SEVEN (7) complete copies with supporting documents must be received at the WCVA Office, 11000 Stratus Street, Ste. 170, By 4:00 PM, Tuesday, April 1, 2008.

## 2008-09 Tourism Development Proposal Summary Sheet

Proposal Deadline: Tuesday April 1, 2008 – 4:00 PM (received, not postmarked)

Address To: Washington County Visitors Association Grant Committee

Mailing Address: 11000 SW Stratus Street Ste. 170, Beaverton, OR 97008

Delivery Address: Same as above

Please type (10 point or larger) or legibly print in ink.  
 To be considered: all questions must be answered; all requested documents provided; this form must be signed and dated; and the original plus seven (7) complete duplicate sets filed by the deadline

Organization Name \_\_\_\_\_  
 Organization Address \_\_\_\_\_  
 Contact Name \_\_\_\_\_  
 Contact Address \_\_\_\_\_  
 Contact Day Phone No. \_\_\_\_\_ Contact Evening No. \_\_\_\_\_  
 E-Mail Address \_\_\_\_\_  
 Project Name \_\_\_\_\_  
 Requested Amount: \$ \_\_\_\_\_  
 Budget for the project: \$ \_\_\_\_\_  
 Current year organizational operating budget \$ \_\_\_\_\_

List other cash funding sources and dollar amounts budgeted for this project.	Funding Source	Dollar Amount
NOTE: Requested Section #3 budget and financial documents must also be provided.		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Project Revenue Budget		\$

Did your organization have a Tourism Promotional Grant contract in 2007? \_\_\_\_yes \_\_\_\_no

I understand that I am submitting a grant request from the Washington County Visitors Association during fiscal year 2008-09, and that if awarded, my organization intends to enter into a Tourism Services Contract with the WCVA. I understand that WCVA will reimburse only those costs actually incurred by my organization in providing the contracted services up to the maximum contract amount, and only after the service is rendered (and paid for, if provided by a third party vendor), and I (or another designated representative of my organization) have sent an invoice, expense and payment documentation, and a project report to the WCVA.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Print or Sign Name \_\_\_\_\_

Here: \_\_\_\_\_

## Section 1. Name of Tourism Development Project

Name:

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### Section 1. Description of Tourism Development Project

In the following space or on a separate sheet of paper, provide your project description. The description must include: how this project will be implemented; dates of the project, how other revenue will be generated, community involvement, publicity/marketing plans etc.

The primary target audience of the promotion or event/activity must be potential tourists who live outside Washington County.

The Washington County Visitors Association can only reimburse for actual expenses. Documentation of expense, staff hours (if authorized in the contract), and vendor payment will be required before WCVA reimbursement occurs.

### Section 2. Proposal Questions.

*Please confine your answers to no more than one page for each question. In addition to the requested information, up to two (2) printed pages maximum of supplemental narrative information for Section 2 may be submitted.*

1. Provide a general description of the organization as it relates to the project (its purpose, history, etc).
  - Describe your organization's area of expertise and track record. Do you provide a unique service?
  - Describe your organization's experience in developing tourism-related promotions/projects that were completed within or under budget and which achieved projected results. Include information about past attendance (projected vs. actual), including numbers of attendees from outside Washington County.
  - Describe how you intend to market/promote your event/facility to potential tourists who reside outside Washington County.
  
2. Please provide the following information in your answer to Question #2:
  - If an event, the date of the event.
  - The timeline for the tourism promotion activity you are proposing (e.g. July through July, 2009)
  - Target Audience (outside Washington County only), with description (e.g. an estimated 15,000 jazz enthusiasts in the metro Seattle area; or the 1 million subscribers to XYZ magazine; etc)
  - Promotion methods you intend to use to reach the target audience. Please be specific.
  - If you intend to collaborate with another agency on cooperative marketing/promotion, or a joint/cooperative event package, please state the name of the agency or agencies and describe the nature of the collaborative marketing.
  - What economic impact can we expect in the Washington County area from your proposed event/activity?

(Note: If you have a formal marketing plan for your event/facility/tourism promotion agency, please attach a copy in addition to answering Question #2).

3. Please address the following points in your answer to Question #3:
- Actual or estimated number of tourists at your event/facility last year (2007).
  - Estimated number of tourists who will attend your event/facility this year (2008-09).
  - Projected economic impact in Washington County from your event/facility (e.g. number of tourists who will stay overnight in Washington County-based lodging establishments; economic impact for Washington County restaurants, community facilities, amenities, events, and businesses). Please be as specific as possible.
  - Describe how you will promote overnight stays at Washington County lodging establishments.
  - Describe how you will promote Washington County and other attractions in the Washington County area to entice tourists to extend their visit to Washington County beyond your event/facility.

Note: The WCVA (as of June 2007) estimates that the average day-trip leisure visitor to Washington County spends \$101 per day. The average leisure visitor who stays overnight spends \$162 per day.

4. Describe how you will document and report to WCVA the economic impact from your project. If you are awarded a grant, you must be prepared to report to the WCVA the economic benefit from tourists attending your event/facility.
5. Describe how your project will help achieve one or more of the Washington County Council's goals, which are:
- Invest in the County so that more people live, work, learn, shop, play, and enjoy Washington County.
  - Put sustainability into action so that we save our planet.
  - Focus on Washington County to preserve and enhance our identity and economy.
  - Improve the effectiveness of government so that we deliver high quality service that satisfies citizens at a reasonable price.
6. If only partial funding is available this year, what portion of your proposal should the Committee consider? What tourism outcome should the WCVA expect if only partial funding is available? Please be specific and identify services that will not occur or how you will promote the event in a different way.

### **Section 3. Background Information about Your Organization**

Attach the following items to your proposal in the order listed:

Note: To be considered by the Committee, all of the listed information must be included with your proposal.

If your organization is newly formed, please contact Ruthie Reinert, at the Washington County Visitors Association, (503) 644-5555 ext 103, to discuss suitable alternate financial information.

**Attachments:**

- Proposed 2008-09 project budget (the project for which you are proposing a tourism promotion service).
- Year-to-date 2006-07 income and expense statement for the project.
- Actual 2006-7 income and expense statement for the project.
- Current year-to-date income and expense statement for the organization.
- List of names and addresses of the organization's Board of Directors as of the date the proposal is filed.
- If the proposal is for the marketing of an event and there is a chairperson for the event (either volunteer or paid), list that individual's name, address and phone number.
- Samples of previous promotion materials such as, promotional materials, reviews, new/magazine articles, etc (maximum of five separate pieces).
- A supplemental one or two page narrative with additional information about the project.

## **PROPOSAL PROCESS**

The Washington County Tourism Grant Committee solicits service proposals from March 1, to April 1 each year. The proposal form is posted on the Washington County Visitors Association's Web site, [www.wcva.org/industry](http://www.wcva.org/industry), and may also be requested by calling Marie Prins at Washington County Visitors Association, (503) 644-5555.

This year, the Committee is scheduled to review proposals April & May, 2008.

The results will be available by July 1, 2008, and may be viewed on the Washington County's website, [www.wcva.org/industry](http://www.wcva.org/industry).

Each agency will be notified of the status of their proposal in mid-June after the Tourism Grant Committee reviews its proposals.

Contracts are prepared by the WCVA and sent to agencies by mid-July

The Tourism Grant funds available to be awarded are up to \$200,000 for 2008-09.

### ***Definitions of tourism***

The organization utilizes the state definition of tourism which is aligned with Oregon's legal definition\*

\* "Tourism" means economic activity resulting from tourists.

\* "Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip:

- Requires the person to travel more than 50 miles from the community of residence; or
- Includes an overnight stay.

## PROPOSAL EVALUATION CRITERIA

Washington County Visitors Association Policy Statement for Use of the Grant Funds

Washington County's Visitor Association Grant Fund will be the primary source of funding for projects/development designed to increase tourism. The Washington County Visitor Association's grant committee does not make any multi-year commitments with funds. However, service providers are not limited or prohibited from making repeat annual requests of the same nature. The Washington County Visitors Association has created a Tourism Grant Committee to conduct an annual process to solicit and recommend funded services to increase tourism.

The Fund will ONLY be used for the following purposes:

- The promotion of emerging or on-going tourism development, events, and activities so as to attract and draw tourists from outside the Washington County area.
- The marketing of special events and festivals designed to attract tourists from outside the Washington County area.

Other Criteria - **HIGH PRIORITY** will be given to tourism activities that ~

- Promote Washington County and/or events, activities, and places in Washington County to potential tourists from outside Washington County.
- Have demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within Washington County.
- Have demonstrated potential or high potential from the Committee's perspective to result in documented economic benefit to Washington County.
- Have a demonstrated history of success in Washington County, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Help accomplish one or more of the Washington County Tourism Goals.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Have success in securing additional matching funds for this tourism project.

## **TOURISM DEVELOPMENT GRANT COMMITTEE REVIEW CONSIDERATIONS**

In developing its recommendations, the Grant Committee considers:

- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Projected economic impact within Washington County, in particular projected overnight stays to be generated in Washington County lodging establishments.
- The applicant's history of promotion success and financial stability.
- Organizers' general knowledge of the community and tourism-related activities.
- The proposed means of tracking.

**NOT CONSIDERED** are requests for ~

- Services to be provided beyond fiscal year 2008-09.
- Promotional activities that reach a target audience primarily located within Washington County.

## **PROGRAM PERFORMANCE MEASURES FORM – INSTRUCTIONS**

1. **Program Goal** – Please describe the specific goal of the program/event.
2. **Performance measures** – Using measurable objectives, indicate how you will measure the success or progress of the program in achieving its goal. Include information in Current FY 2006-07 if the program/event was held in the current year. Attach additional sheets, if necessary, to provide details on the indicated performance measures. DO NOT complete the final FY 2008-09 column at this time. You will be asked to complete this column if you are awarded funding by the committee.
3. **Documents to Substantiate Performance** – List the documents that will substantiate the outcome of your program performance measures.

**PROGRAM PERFORMANCE MEASURES**

Program Goal (please be as specific as possible):

Program Performance Measures	Current FY 2006-07	Proposed FY 2008-09	Final FY 2008-09
Economic Impact			
Return on Investment			
Motel Room Nights			
Jobs Created			
Value of Media			
Program Participants			
Program Attendance			
Number of Paid Staff			
Number of Volunteers			
Others (specify): visitor inquires			

Documents to substantiate performance:

- 1.
- 2.
- 3.