

For Staff Use Only: Date Received: _____
Application #: _____

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2011-2012**

Please review the TAC Guidelines, ORS 320.350, Ordinance 10-06, attached criteria and checklist, TAF Award Agreement, and evaluation forms as you complete this application. Completed applications should be sent to the Cannon Beach Tourism and Arts Commission, Attention Stephanie McGuire, P.O. Box 368, Cannon Beach, OR 97110. Electronic applications are available at www.ci.cannon-beach.or.us. All information must be submitted on 8 1/2" x 11" papers. No colored documents please. **Applications must be received at Cannon Beach City Hall by 2:00 p.m., or post marked, Thursday, September 1, 2011.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of September 1, 2011, and will make recommendations to the City Council. A final determination will be made within 75 days of the application closing date. Applicants will be notified by letter of the Tourism and Arts Commission's decision and checks will be disbursed after November 15th.

A Mid-Term evaluation will be due from each TAF recipient by March 15, 2012. A Final Evaluation will be due upon completion of the event/activity/project/program, or by the end of the TAF fiscal year, June 30, 2012. Future ineligibility will result if evaluation forms are not received in timely manner.

Please type or print. Use additional sheets as necessary.

Contact Information

Organization Name _____

Nonprofit Tax ID #: _____

Address _____

Telephone _____ Website (if applicable) _____

Contact Name _____ Email _____

1. **Organization Information** - Provide a brief statement of the history and purpose of your organization:

2. **Event/Activity/Project/Program Information**

a) Duration (Date(s)) of Event/Activity/Project/Program: _____

b) Project Type: (circle any applicable) Special Event Attraction Development Marketing Funding
Other (please describe)

c) Name of Event/Activity/Project/Program: _____



3. Project Description, Scope, and Potential Economic Impact on the City: Be sure to include complete details of this project and the anticipated benefits to be received as it relates to the attraction of tourists to the City through efforts directly related to marketing and enhancing the Arts in Cannon Beach. Please include details on the projected generation of additional overnight visitors or other tourism benefits to Cannon Beach, goals and objectives of the project, marketing plan including collaborative opportunities, organizational structure of project, uniqueness of the project, timelines and readiness to proceed with project, financial sustainability, and compliance with the requirements of ORS 320.350. Attach additional pages as needed.

4. Please describe the attempts you have made with other sources to secure the funding necessary for this project. Also include a statement on your organization's financial need for this project. Include a detailed line-item project budget depicting both revenues, revenue sources, and expenses. Attach copies of the organization's budget for the current year, and the most recent financial statement reviewed by a professional accountant for the most recently completed fiscal year. Attach additional pages as necessary.

5. Describe in detail how you will track, evaluate and report the success of your program.

6. Describe in detail the support of the community for this project, including partners, sponsors, volunteers, or other contributors or collaborators.

7. **Amount of TAF Funds Requested:** _____

Criteria and Checklist
Tourism and Arts Fund (TAF) Application
FY 2011-2012

Application Criteria

The following criteria will be used by the Tourism and Arts Commission (TAC) to evaluate applications for TAF awards:

1. Applicants must be a qualified tax-exempt organization.
2. Advertising or marketing of tourism related facilities, events, and projects (as defined in ORS 320.350 and Ordinance 10-06) included as part of the TAF application for award must be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits may be considered.
3. Applications must be complete and received or postmarked by the deadline advertised.
4. Applicant agrees to provide the City with an evaluation of the program/project within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. Evaluation must include a description of the events and services, audience, number of participants, and a final financial statement showing line-item income and expenses for the project, with supporting documentation attached.
5. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2012.
6. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
7. The TAC reserves the right to recommend to the City Council reimbursement from any organization who has received TAF awards and misrepresented their application or has not utilized the award funds in a manner consistent with their application.
8. Former TAF recipients who have not submitted a completed evaluation will not be considered for future TAF awards.

Evaluation Criteria

The applicant will be further considered for funding and ranked based on the following criteria:

- 1) Does the project comply with ORS 320.350 and Ordinance 10-06?
- 2) What is the economic impact on the City? Will it attract overnight visitors?
- 3) Does the project enhance the arts or tourism in Cannon Beach?
- 4) Is the project feasible?
- 5) What resources are available to the applicant and what is the total budget for the project?
- 6) To what extent is there an effort to collaborate with other organizations?

Application Checklist and Receipt for TAF Funding Request

Please acknowledge receipt of the following documents by initialing each item.

- _____ Receipt of ORS 320.350.
- _____ Receipt of Ordinance 10-06
- _____ Receipt of Tourism and Arts Commission (TAC) Guidelines
- _____ Receipt of Tourism and Arts Funding (TAF) Award Agreement

Please initial to verify that the following items have been included in the TAF application submittal.

- _____ Completed application form, signed by an authorized representative of the organization
- _____ Copy of Board of Directors list
- _____ A copy of organization's IRS statement as evidence of 501(c)3 or 501(c)6 status, or evidence of other non-profit status, and date organization was formed
- _____ A copy of line-item budget for proposed program/project
- _____ A copy of line-item organizational budget for the current fiscal year
- _____ A copy of most recent financial statement, reviewed by a professional accountant, for the most recently completed fiscal year
- _____ Evaluation for last TAF award received, if applicable
- _____ Initialed copy of this Application Checklist and Receipt
- _____ **All information is on 8 ½" x 11" sized paper**