

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2016-2017**

Dear Applicant,

Since the funds you are requesting have rules, legal restrictions, as well as a desired purpose attached to them, you should make sure you have an understanding of what these are. Please read the following handouts:

1. TAC Guidelines
2. ORS 320.350
3. Ordinance 10-06,

Now that you have read and understand the TAC Guidelines and Ordinance you should review the following forms that explain what you will be required to do in regards to your request for funds for your event or project:

4. Tourism and Arts Fund (TAF) Application criteria, evaluation criteria, and checklist
5. The TAF Award Agreement
6. The TAF evaluation forms that you will turn in to us once your project has happened

Now you are ready to fill out the actual application:

7. TAF Application for Funding

Completed applications should be sent to:

Cannon Beach Tourism and Arts Commission,
Attention: Assistant City Manager,
P.O. Box 368
Cannon Beach, OR 97110.

Electronic copies of the application forms are available at www.ci.cannon-beach.or.us. All information must be submitted on 8 ½” x 11” paper, single sided. No colored documents please. **Applications must be received at Cannon Beach City Hall by 2:00 p.m., or post marked, Wednesday, May 4, 2016.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 4, 2016**, 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 email of the Tourism and Arts Commission’s recommendation, after the recommendation has been approved by the City Council. Applicants will be required to sign the TAF Award Agreement prior to any funds being distributed,



preferably within 14 days of their notification of award. The award check for the 1st Quarter funding will be disbursed on or about November 15th and then every 3 months after that.

A Mid-Term evaluation will be due from each TAF recipient by March 15, 2017. 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, 2017. Future ineligibility will result if evaluation forms are not received in timely manner.

Application for TAC Funding

Contact Information

Organization Name _____

Nonprofit Tax ID #: _____

Address _____

Telephone _____ Website (if applicable) _____

Contact Name _____ Email _____

Name of Event _____

Date of Event _____ Duration of Event _____

Amount of funding you are requesting \$ _____

Amount of funding from TAC you were given last year \$ _____

- 1) What is the nature and purpose of your event? (Please limit to 1 page or less)
- 2) Is this a new event or has it happened before? With or Without TAC funds?
- 3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?
- 4) If this is a repeat event how many room nights did the event generate the previous year?
- 5) Do you have a collaboration plan with the Chamber of Commerce or another non-profit or your own volunteers to do an accurate and credible survey of hospitality venues when your event is over, in order to determine how many overnight stays from people living more than 50 miles away your event generated?
- 6) What is the total budget for your event? Please attach a detailed budget to this application.

- 7) What is the percentage of your budget you are asking for from TAC?
- 8) If the funding requested is not for an event, how will it be used?
- 9) Are you seeking other sources of funding?
- 10)What is your marketing plan?
- 11)What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words do you have a well thought out plan of action to accomplish your event?
- 12)Please describe how this event will attract tourists and enhance the arts in Cannon Beach.
- 13) Do you plan to do this event every year and if so when do you feel it would no longer need TAC Funding and be self sufficient if ever?

** Make sure your event is in compliance with the requirements of ORS 320.350

Acknowledgment

I understand that, should TAF funding be awarded to me by the City of Cannon Beach, I will be expected to sign a TAF Award Agreement and complete a summary report and evaluation (form provided by the City) within thirty (30) days of completion of the project/event/program, or the end of the fiscal year, whichever occurs first. Further, I understand that I will be expected to provide a Mid-Term Evaluation by March 15, 2015.

By signing this application, I certify that the facts, figures, and representations made in this application are true and correct, that I am an authorized representative of the organization listed on this application, and that this application is made with the authorization and approval of the organization's Board of Directors.

Signature

Date

Print Name and Title

**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2016-2017**

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. Priority will be given for events within Cannon Beach during the shoulder and winter tourist season. 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 shall be for facilities located within the City limits of Cannon Beach. Funds for events or projects within 5 miles of the City limits of Cannon Beach may be considered.
3. All event promotional materials must specifically recognize the City of Cannon Beach's Tourism and Arts Commission (TAC) and the Tourism and Arts Fund (TAF).
4. Applications must be complete and received or postmarked by the deadline advertised.
5. Applicant agrees to provide the City with an evaluation of the program/event/project within 30 days of completion of the program/event/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. Empirical evidence of "heads in beds" or tourists that traveled more than 50 miles.
6. Applicant understands that a Mid-Term Evaluation is required to be submitted by March 15, 2017.
7. Applicant understands that a TAF Award Agreement must be signed by the Applicant prior to receipt of any TAF award disbursements.
8. 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.
9. 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 tourists or bring tourists to the City from a distance of more than 50 miles?
- 3) Does the project enhance the arts or tourism in Cannon Beach?
- 4) Is the project feasible?
- 5) Does the program/event take place during the shoulder or winter tourist season?
- 6) What resources are available to the applicant and what is the total budget for the project?

Application Checklist and Receipt for TAF Funding Request

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

- _____ Receipt of Ordinance 10-06
- _____ Receipt of ORS 320.350
- _____ Receipt of Tourism and Arts Commission (TAC) 2013 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 line-item budget for proposed program/project
- _____ A copy of line-item organizational budget for the current fiscal year
- _____ A financial statement for the most recent fiscal year
- _____ Evaluation for last TAF award received, if applicable
- _____ Initialed copy of this Application Checklist and Receipt
- _____ **All information is on white 8 ½" x 11" sized paper, single sided, and black ink only.**

Please type or print. Use additional sheets as necessary.