

NWTA
Klootchey Creek

Application for TAC Funding

Contact Information

Organization: Northwest Trail Alliance on behalf of North Coast Trail Alliance

Name: Steven Blakesley



Nonprofit Tax ID #: 86-1130479

Address: PO BOX 1846

Portland, OR. 97207

Telephone: 503-789-1752

Website (if applicable): <http://nw-trail.org> and <http://www.nctrailalliance.com/>

Contact Name: Nell Stamper

Email: nellbero@gmail.com

Name of Event: Klootchey Creek Trail Project

Date of Event: ongoing

Duration of Event: ongoing

Amount of funding you are requesting: \$50,000

Amount of funding from TAC you were given last year: \$0



1) What is the nature and purpose of your event? (Please limit to 1 page or less)

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

- ☒ SB Completed application form, signed by an authorized representative of the organization
- ☒ SB Copy of Board of Directors list
- ☒ SB 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
- ☒ SB A line-item budget for proposed program/project
- ☒ SB A copy of line-item organizational budget for the current fiscal year
- ☒ SB A financial statement for the most recent fiscal year
- ☐ Evaluation for last TAF award received, if applicable
- ☒ SB W-9 for City of Cannon Beach Finance Department (if applying for the first time)
- ☒ SB Initialed copy of this Application Checklist and Receipt
- ☒ SB Metrics Addendum
- ☒ SB **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.

We are building an extensive network of mountain biking trails on Oregon's North Coast, just 4.5 miles from Cannon Beach. The Klootchey Creek Trail System is a new project spearheaded by the North Coast Trail Alliance (NCTA), a Clatsop County-based chapter of the Northwest Trail Alliance (NWTA). NCTA and NWTA finalized an agreement with GreenWood Resources that allows us to build, ride and maintain mountain bike trails on the property that is accessed through the Klootchey Creek County Park. The park is accessed off of Hwy. 26, two miles east from the Hwy. 101 Junction. The park is currently under-utilized, and county authorities are also interested in improving and increasing its usage with additional recreation. Parking has been improved already and plans are underway to upgrade restroom and picnic facilities.

The purpose of this project is to create a sustainable, accessible offroad cycling experience that actively draws visitors and enhances both local recreation opportunities and economies. The plan is to build for all ages and skill levels, and to ensure that the trails appeal to families. Oregon is world-famous for its mountain biking opportunities, but visitors are currently drawn to other places throughout the state, such as the Willamette Valley, Central Oregon, and the Columbia Gorge to experience this type of recreation. While there are some multi-use trails on the coast open to mountain biking, the North Coast lacks a true destination-level trail system that is available and optimized for offroad cycling use. Such a trail system draws significant tourism. For example, studies on the economic impact of mountain biking development in other rural areas of Oregon (such as a 2014 assessment of Oakridge, Oregon) found the following:

- \$2.3-\$4.9 million = the amount of direct spending by mountain bikers
- \$491 = The average amount spent on a 3 night trip by 3 mountain bikers
- Three = the average number of mountain bikers on a mountain biking trip
- .25% = the percent of the Oregon economy that mountain bikers account for
- Three = the average number of nights mountain bikers stay on destination trips

We are confident that the Klootchey Creek trail system will become a destination for visitors to the coast.. Klootchey Creek has many advantages as a mountain biking location. The property is easy to reach from coastal communities and from urban areas in the Willamette Valley. The maritime climate is mild compared to other well-established mountain bike trail systems in the valley, foothills and Cascade areas; it will be rideable year round. Particularly in winter and early spring, the coastal climate will draw mountain bikers from all over Oregon and Washington who are looking for alternatives to trails that are snowed in. Visitors coming to ride at the trail system will be using food, lodging and retail services to support their activities.

2) Is this a new event or has it happened before? With or Without TAC funds?

This is a new project.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

We are projecting 1000 room nights in 2019, and we anticipate a significant rise of this metric of economic vitality as a direct result of our work. Returning to the example of Oakridge, which is considered an outstanding destination for mountain biking, the 2014 study found that mountain biking tourism contributed directly towards 10,700 to 15,900 annual visitor trips. If the creation of a destination-level trail system adjacent to Cannon Beach drew 10% of the low estimate occurring in Oakridge, that would still be over 1,000 room nights per year. According to Oregon's Outdoor Recreation Economy Report in 2017, 620,000 Oregonians ride mountain bikes, mountain bikers on average spend \$491 for a weekend mountain biking trip, and \$28 million is generated annually from off road cycling.

4) If this is a repeat event how many room nights did the event generate the previous year?

N/A

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?

Northwest Trail Alliance is an existing non-profit. Though registered in Portland, their 'home region' extends from the western slopes of Mt. Hood to the Pacific Ocean. North Coast Trail Alliance is a Clatsop County based subchapter of NWTA and will serve as the lead entity for local development, engagement and stewardship of the this project.

NWTA and NCTA plan to install remote trail counters as part of this project which will serve to provide data on trail usage. From this data we will be able to extrapolate the number of overnight stays generated by this project. Last May, 2018 we worked with the county to install a traffic counter on the north side of the bridge for a ten day period to start establishing a baseline. The traffic counter is scheduled to go in again the same period of time this year. We will be able to use established estimates from Travel Oregon for this work. Additionally, we expect that this trail system will evolve into a destination for mountain bike events such as races and festivals, at which we can survey attendees to find out about stays. It is our intention to continue to work collaboratively with the Cannon Beach Chamber of Commerce to help us in additional work analyzing the impact of this trail system. We have presented to them twice already this spring and have received enthusiastic responses.

6) What is the total budget for your event? Please attach a detailed budget to this application.

The first phase of this project will include completion of all system trail planning and the construction of 10 miles of trails via combination of professional contractors and volunteers. As a result, our initial fundraising goal is \$200,000. We are hoping to achieve this through grants from the Cannon Beach Tourism and Arts Commission, Seaside Visitors Association, the Oregon Coast Visitors Association, Travel Oregon, and both

private and individual contributions.

NWTA and NCTA are entirely run by volunteers, and we have already logged 1,085 volunteer hours at Klootchey Creek in 2019. However, trail building by volunteers is effective but slow, and in order to sustain momentum and complete Phase 1, we seek funding to support professional trail construction. All costs incurred for the Klootchey Creek project are directly related to building trail; all funding received from TAC will be dedicated to that purpose, at the approximate rate shown in the below table. (Trail construction estimates provided by the International Mountain Bicycling Association)

Project	Cost
Trail planning and design	\$500-\$1000/mile
Trail Construction by Machine	Easy Conditions: \$1/foot-\$5,000/mile Typical Conditions: \$2.50/ft-\$13,000/mile Hard Conditions: \$5/ft-\$26,000/mile
Trail Construction by Hand	Easy Conditions: \$1/foot-\$5,000/mile Typical Conditions: \$5/ft-\$26,000/mile Hard Conditions: \$10/ft-\$52,000/mile
Switchback Construction	\$300 to \$1,000 per switchback
Trail Marker	\$5 to \$20 apiece

7) What is the percentage of your budget you are asking for from TAC?

We completed a master plan in February 2019 (funded by a generous grant from the Oregon Coast Visitors Association) that includes over forty miles of trail design. Phase 1 focuses on the main trails out of Klootchey Creek County Park that extend up to Twin Peaks. This connects almost 6 miles of logging roads for climbing with nearly 10 miles of single track trail. Phase 1 is estimated to cost \$200,000 with a lot of volunteer help. Currently volunteers have been working at an incredible pace and have built 3 miles of trail. Nearly 3.5 miles of trail will be finished by the official opening in June. The area is currently open to the public as we build and is already seeing a significant number of visitors.

We are requesting \$50,000 from TAC which will cover 25% of the estimated costs for Phase 1.

8) If the funding requested is not for an event, how will it be used?

These funds will be used to build trails, purchase some necessary trail building tools for volunteers and install a system to count rider usage.

9) Are you seeking other sources of funding?

We are currently seeking funding from the Seaside Visitors Association, Clatsop County, the Oregon Coast Visitors Association, and Travel Oregon, in addition to private and individual contributions, and marketing opportunity offerings. Moreover the North Coast Trail Alliance and Northwest Trail Alliance have committed to provide all necessary maintenance and upkeep to the trail system (stewardship), in addition to defraying costs by building some of the trails through volunteer efforts.

10) What is your marketing plan?

NCTA has produced fliers, posters, stickers, and t-shirts (with donated time and materials). The Klootchey Creek project has already started to receive attention from social and traditional media, including two newspaper articles and a radio profile. NCTA publishes regular newsletters and emails, with a member distribution of 1500 in the greater Portland area and beyond, and is actively supporting the marketing and fundraising for this project. Once the first phase of this project is complete we will hold a grand opening celebration and invite and recognize all funding organizations and individuals. It is our intention to notify and invite members of the local and regional media to this event. We will also issue press releases to regional media and associated organizations. Trail maps and data will be made available to potential users via commonly used social trail mapping applications. Pelican, Public Coast and Fort George are brewing a special collaborative beer to help raise funds for the Klootchey project, but it will also market the project. We have a growing social media presence with the Oregon mountain biking community. This spring we are producing a promotional video for our website and YouTube.

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?

Northwest Trail Alliance (NCTA) is a volunteer-powered trail advocacy and stewardship organization that creates, enhances and protects mountain bike riding opportunities. The North Coast Trail Alliance (NCTA) is a group of volunteers working to improve mountain biking opportunities on the North Coast for residents and visitors for generations to come. Both of these organizations value equity, integrity and promote the building and riding of sustainable trails.

Northwest Trail Alliance is managed by a board of directors. The North Coast Trail Alliance operates under that umbrella with a set of officers elected by local membership. (please see attachments) NCTA will act as the fiscal sponsor for this project, with NCTA providing local project oversight.

12) Please describe how this event will attract tourists and enhance the arts in Cannon Beach.

Cycling, and mountain biking in particular has been identified as one of the emerging and priority product areas for development by Travel Oregon. In its most recent survey (2012) on the travel impacts of cycling, Runyan and Associates noted that the Oregon Coast ranked 4th (out of 7 regions in Oregon) in Total Bicycle-Related Trip Expenditures by Region, despite being ranked 2nd total trip expenditures. This provides credence to the previous assertion; that there isn't the infrastructure available in our

region to capitalize on this type of tourism.

Travel industry research suggests that cyclists wish to travel to unique destinations and seek out new riding experiences. As no such destination-level trail system for mountain bikes currently exists on the coast, this project would allow Cannon Beach to capitalize on such a vacuum and become a true pioneer. It is the intention of NWTA and NCTA to work with local businesses, the Chamber of Commerce, the Oregon Coast Visitors Association and Travel Oregon to highlight this project once complete and allow all of those entities to professional market this tourism asset.

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?

Our goal is to complete phase one by the summer of 2020. Phase 2 and Phase 3 will follow, and our aggressive goal is to complete the build out of the master plan by 2026. This project has gained momentum faster than anticipated, reinforcing the level of interest in coastal mountain biking that exists locally and across the Pacific Northwest. Because this project is almost entirely on private timber lands we are not eligible for federal or state recreation funds. Therefore our fundraising efforts will need to be focused more locally. We are confident that a positive economic impact will become apparent to our community members and business owners in a relatively short period of time due to the popularity of the project and the sport. In addition, we feel it will become easier to raise money from within the mountain biking community as more trails become accessible. For example, race events and shuttle days are popular with mountain bikers. Once we have enough trail built (Phase 1) we can charge to shuttle riders in vehicles to the top of Twin Peaks. This is a model used successfully at other trail systems to raise significant amounts of money, and we look forward to implementing it to support Phase 2 and beyond.

**** Make sure your event is in compliance with the requirements of ORS 32**


**NORTHWEST
TRAIL ALLIANCE**
[\(http://nw-trail.org/\)](http://nw-trail.org/)

Leadership

Trail stewardship and advocacy from the slopes of Mt. Hood and Mt. Adams to the rugged coastline of the Pacific takes many bodies and many brains. Northwest Trail Alliance relies on countless volunteers to move the dirt and get your tires moving. Our all-volunteer Board of Directors each wear many hats, but all share a central passion and drive for providing the absolute best mountain biking experiences in the region.

Feel free to reach out if you have a question and give them a wave out on the trail!

Board of Directors	directors@nw-trail.org (mailto:directors@nw-trail.org)	
President	Bob Lessard – bobl@nw-trail.org (mailto:bobl@nw-trail.org)	president@nw-trail.org (m
Vice President	Juntu Oberg – juntu@nw-trail.org (mailto:juntu@nw-trail.org)	vp@nw-trail.org (mailto:vp
Treasurer	Paul Hobson – paulh@nw-trail.org (mailto:paulh@nw-trail.org)	treasurer@nw-trail.org (m
Secretary	Owen Rodabaugh – owenr@nw-trail.org (mailto:owenr@nw-trail.org)	secretary@nw-trail.org (m
Board Members	Erin Chipps – erinc@nw-trail.org (mailto:erinc@nw-trail.org) Jocelyn Gaudi – jocelyng@nw-trail.org (mailto:jocelyng@nw-trail.org) Chris Negri – chrisn@nw-trail.org (mailto:chrisn@nw-trail.org) Lori Sills – loris@nw-trail.org (mailto:loris@nw-trail.org)	
:: Committee Directors ::		
Membership	Lori Sills	
Communications	Erin Chipps	communications@nw-trail.org (mailto:communications@
Advocacy	Andy Jansky – andyj@nw-trail.org (mailto:andyj@nw-trail.org)	advocacy@nw-trail.org (m
Volunteering	Juntu Oberg	volunteer@nw-trail.org (m
Sponsorship	Chris Negri	sponsorship@nw-trail.org (m
Community rides	Lori Sills	m (mailto:andyc@nw-trail.org) (mailto:membership@nw-trail.org)
Technology	Jameson Watts	webmanager@nw-trail.org (m
Newsletter (http://archive.constantcontact.com/fs083/1102733644987/archive/1108350923273.html)	Erin Chipps	news@nw-trail.org (mailto:news@nw-trail.org)
Stewardship	Owen Rodabaugh	owenr@nw-trail.org (mailto:owenr@nw-trail.org)

Columbia Level Sponsors



Leadership Team:

Steven Blakesley, President

Chris Quackenbush, Vice President

Ben Plummer, treasurer

Nell Stamper, Fundraising

Carly Dye, Marketing

Sydney Halsen, volunteer coordinator

Jill Quackenbush, administrative assistance

Bridgette Blakesley media

Budget for NCTA Grant

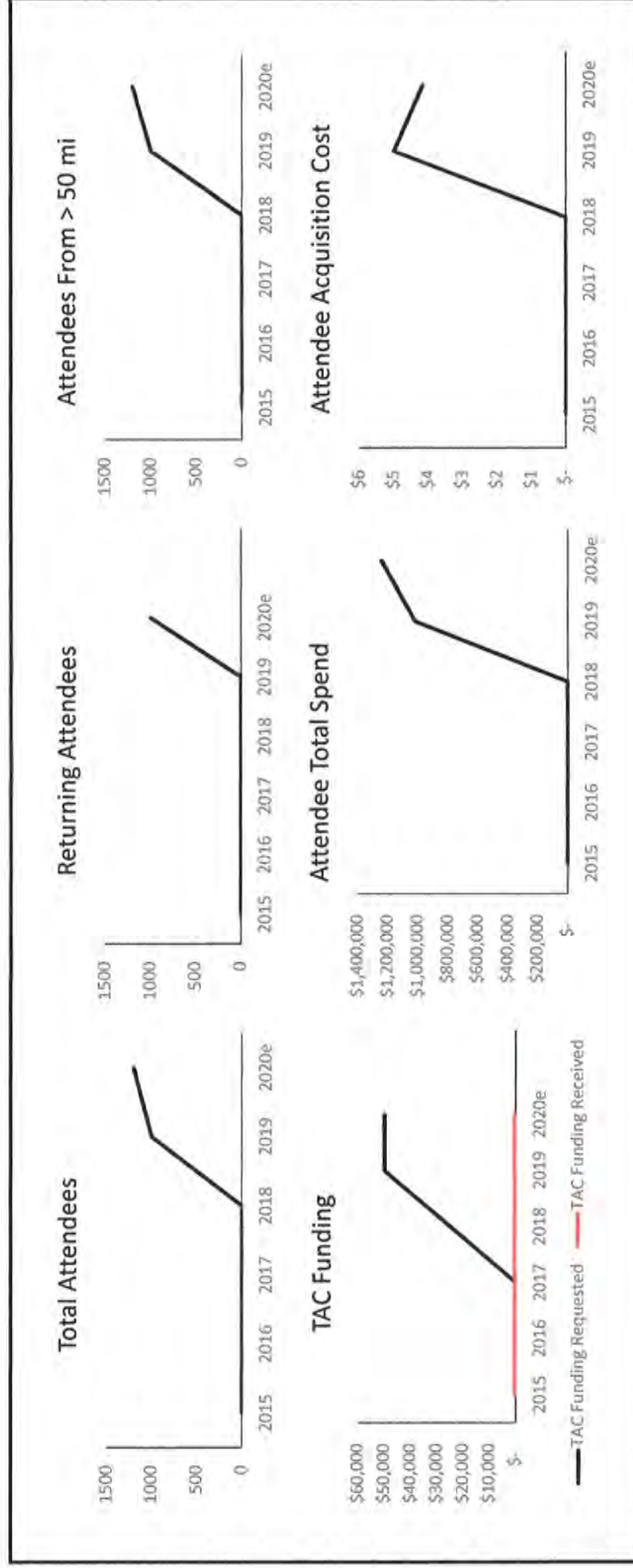
Insert Format Data Tools Add-ons Help

View only

	G	H	I	J	K	L	M	N	O	P	Q	R	S
North Coast Trail Alliance													
Level	2019 Budget												
0	\$59,000												
1	\$0												
1	\$20,000												
1	\$30,000												
2	\$0												
2	\$15,000												
2	\$0												
2	\$10,000												
2	\$5,000												
2	\$0												
1	\$1,500												
1	\$7,500												
2	\$0												
2	\$0												
2	\$0												
2	\$5,000												
2	\$2,500												
Program	1 \$0												

Revenue Expense Calculations

Kloutchy Creek Trails



Northwest Trail Alliance, Inc.

BALANCE SHEET

As of December 31, 2018

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
1000 Bank of America	62,744.12
1001 Restricted Funds- BofA Savings	34,084.23
1010 Paypal	9,329.79
Other Expenses	0.99
Other Income	-0.99
Total Bank Accounts	\$106,158.14
Accounts Receivable	
1200 Accounts Receivable	1,047.67
Total Accounts Receivable	\$1,047.67
Other Current Assets	
1300 Merchandise	1,028.00
1350 Employee Loan	14.95
1499 Undeposited Funds	230.00
Total Other Current Assets	\$1,272.95
Total Current Assets	\$108,478.76
Fixed Assets	
1400 Equipment	141,480.21
Total Fixed Assets	\$141,480.21
TOTAL ASSETS	\$249,958.97
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
2010 Promissory Note	0.00
Total Other Current Liabilities	\$0.00
Total Current Liabilities	\$0.00
Total Liabilities	\$0.00
Equity	
3000 Opening Bal Equity	1,502.01
3900 Retained Earnings	223,596.72
Net Income	24,860.24
Total Equity	\$249,958.97
TOTAL LIABILITIES AND EQUITY	\$249,958.97



Department of the Treasury
Internal Revenue Service

P.O. Box 2508, Room 4010
Cincinnati OH 45201

In reply refer to: 4077556534
Feb. 10, 2010 LTR 4168C 0
86-1130479 000000 00

00043949

BODC: TE

NORTHWEST TRAIL ALLIANCE INC
PUMP
PO BOX 1846
PORTLAND OR 97207-1846



022933

Employer Identification Number: 86-1130479
Person to Contact: SHARON LENARD
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Jan. 22, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in December 2005.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

**Request for Taxpayer
Identification Number and Certification**

► Go to www.irs.gov/FormW9 for instructions and the latest information.

Give Form to the
requester. Do not
send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line. Do not leave this line blank.
Northwest Trail Alliance

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC

☒ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ►

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ►

4 Exemptions (codes apply only to certain entities; not individuals; see instructions on page 3).
Exempt payee code (if any) _____
Exemption from FATCA reporting code (if any) _____
(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
P.O. Box 1846

6 City, state, and ZIP code.
Portland, OR 97207

7 List account number(s) here (optional)

8 Requester's name and address (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

or

Employer identification number

8 6 - 1 1 3 0 4 7 9

Part II Certification

Under penalties of perjury, I certify that:

1 The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

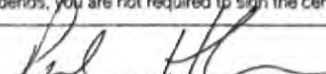
2 I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3 I am a U.S. citizen or other U.S. person (defined below); and

4 The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here

Signature of U.S. person ► 

Date ► **2018-08-28**

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding*, later.

Application for TAC Funding



Contact Information

Organization Name: Cannon Beach Arts Association

Nonprofit Tax ID #: 94-3027883

Address: PO Box 684, 1064 S Hemlock Street, Cannon Beach, OR 97110

Telephone: 503-436-0744 Website (if applicable) cannonbeacharts.org

Contact Name Cara Mico, Program Director Email director@cannonbeacharts.org

Name of Event Art Exhibits, Receptions, and Artist Workshops

Date of Event Repeating monthly during shoulder season

Duration of Event: 4 to 5 weeks per exhibit, 2-6 hours per workshop, one reception per month

Amount of funding you are requesting \$27,950

Amount of funding from TAC you were given last year \$ 23,500

1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The Cannon Beach Arts Association (CBAA) supports the arts and artists in and around Cannon Beach with exhibits, events, and education. Our goal is to provide an exhibition space for upcoming and established artists in our midtown gallery and to educate the public and artists about the local and regional art through exhibits and workshops.

Exhibit Program Overview

CBAA offers three exhibiting opportunities: invited artist exhibit; juried community exhibit; and 4 day pop-up exhibits. The invited artist exhibit program consists of 9 exhibits per year with at least 3 exhibiting artists. There are 4-8 pop-up exhibits annually. All exhibits has an artist reception which are held the first Saturday of the exhibit.

Invited Artist Exhibits

There are 5 to 6 invited artist exhibits annually, and each invited exhibit showcases the work of 3 to 30 local and regional artists from as far away as Seattle. About half of our exhibiting artists are either part time or full time residents and many of our artists have been travelling to Cannon Beach for 20 years or more.

Juried Community Artist Exhibits

There are at least 3 juried community exhibits annually and anywhere from 25 to 85 local and regional artists submit work to exhibit based on a theme. The rate of overnight stays for this type of exhibit is strongly driven by the weather. Many of our community exhibiting artists from Portland choose to stay overnight for the receptions.

Pop-up Artist Exhibits

The pop-up exhibit program showcases local, regional, and travelling exhibitions and showcases 1-3 artists (except for the children's exhibit). Although it is not common for artists or visitors to stay overnight for these events, this is a new program and we expect it to grow in popularity given the trend of the first year.

Workshop Program Overview

Our workshop program is evolving with response to attendee and volunteer feedback. Excluding the workshops which were cancelled due to weather or due to instructor illness, the overwhelming majority of our workshops hosted enough students to break even. We are decreasing the number of offerings to scale back based on our capacity and using the last three years of the program to tailor workshops to our audience. Our goal is to host three types of workshops; exhibit and travelling artist workshops; environmental art series workshops; and member volunteer workshops. We anticipate no more than 30 workshops annually.

2) Is this a new event or has it happened before? With or Without TAC funds?

This is a continuing program and has been previously supported by TAC funds. We are improving our marketing plan to become more cost effective and increase our reach. We have made several changes for the 2020 fiscal year including shifting staff and volunteer responsibilities. Our board will manage the workshop program increase staff capacity to manage and market programs.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

We have multiple goals for our exhibit and workshop program:

- 700 overnight stays for exhibit and receptions
- 50 overnight stays for the workshop program
- Increase overnight stay average to 30%
- Increase number of travelling artists and invited guests

4) If this is a repeat event how many room nights did the event generate the previous year?

Overview

- The majority of our exhibit and reception attendees are visiting artists and their families, members of CBAA, and invited guests. A small proportion of walk-in visitors attend the events.
- About 25% of our reception attendees stay overnight and our receptions alone generate over 100 overnight stays annually (based on surveys before and during the receptions).
- During poor weather, 20 to 40 people attend receptions
- Receptions during good weather have an average of 40 to 60 attendees, with as many as 120 visitors
- Up to 25% of artists who travel from greater than 50 miles away will travel three times for community exhibits; to drop off artwork; for the reception; and to pick up unsold art.
- Our workshop program has a somewhat higher rate of stay although fewer total visitors than our exhibit program. To calculate overnight stays for workshops we ask people via email where they travelled from, how far they travelled, why they came, and where they are staying.

Total Exhibit Overnight Stays = 572

Exhibit Program

- 7 shoulder season exhibits with an average of 7 artists (community juried exhibits and invited artist exhibits), bringing at least one person (typically more) and staying overnight three times (to drop off, to attend reception, and to pick up work = **294 overnight stays for artists**
- 7 shoulder season exhibits with an average of 45 attendees per reception = 315 :: 25% overnight stay average = **78 overnight stays for reception attendees**
- An annual average of at least 50 exhibiting artists inviting 5 people each with 25% staying overnight = **60 overnight stays for monthly exhibit attendees who travel specifically for each exhibit**
- 20 additional people (mailing list) per month travelling from greater than 50 miles away and staying overnight specifically for the exhibit and gallery = **140**
- **Our gallery serves over 10,000 people annually.**

Total Workshop Program Overnight Stays = 52

Workshop Program

- 30 workshops with an average of 6 attendees and 25% staying overnight = **45 workshop attendee room stays**
- Up to 15 visiting instructors with 50% staying overnight = **7 workshop instructor overnight stays**

- 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?

Our volunteers and staff conduct a verbal and written survey during and after our events to collect information regarding visitor origin, length of stay, and place of stay. We also calculate averages and compare year to date totals.

6) What is the total budget for your event? Please attach a detailed budget to this application. Total expenses for this program are expected to be \$117,855 for the shoulder season with \$117,125 in income for the same time frame.

7) What is the percentage of your budget you are asking for from TAC?

- TAC request as proportion of total projected shoulder season program expense 24%
- TAC request as proportion of total projected grant income 32%
- TAC request as proportion of total projected income 15%

8) If the funding requested is not for an event, how will it be used?

N/A - This funding is specifically for the marketing of our monthly reception events and for our workshop events.

9) Are you seeking other sources of funding?

Yes, we are seeking additional foundation and city/state grants, as well as user fees, sales of artwork, and donations.

10) What is your marketing plan?

Our marketing plan includes direct mail, print, word of mouth, digital advertising, and social media. From the past three years, the best way to get people in the door to our events is to invite them directly. There is a strong direct relationship between the number of artists participating in our exhibits and the number of event attendees. For this reason, our marketing efforts have been focused on artist recruitment for community and invited exhibits, and to our existing membership.

Direct Mail and Print Advertising

- Postcards - Sent monthly to our mailing list of 330 people
- Newsletters - Sent twice annually to our members (180 people on average annually)
- Seaside Signal High School Scholarship Sponsored Content
- Press releases to Astoria Hip Fish, to Cannon Beach Gazette, and to other regional papers

Digital Advertising

- Local and regional arts focused newspapers (Willamette Week, Portland Mercury)
- Website (direct google search for things to do in Cannon Beach)
- Other websites (Cannon Beach Chamber paid advertisement)

Social Media

- Facebook (Events and posts, boosted content)
- Instagram (Photos of artwork and interaction with artists online)
- Youtube (Artist interviews, we have a backlog of recordings that are waiting to be processed and uploaded but can't because of staff capacity and time)

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?

Our Board consists of nine individuals who assist with marketing and promotion, set up and tear down of events, volunteer coordination, and financial oversight of the organization. We have a gallery committee of artist volunteers who assist in the selection and exhibition of the art. We also have 10 regular volunteers who assist in the gallery monthly to help people interpret the exhibit and inform visitors about upcoming receptions, workshops, and events. We have an education committee that helps to select workshop artists and distribute fliers for the workshops. We have one part time program director who implements marketing, outreach, artist coordination, and fundraising activities. We are also in the process of hiring a part time marketing assistant to help with social media advertising, direct mail, and other marketing collateral development. We have two board members who are taking on the implementation of the workshop program to reduce costs and shift staff capacity to K12 children's arts programming.

12) Please describe how this event will enhance the arts and attract tourists to Cannon Beach.

Our gallery program serves and has served multiple generations of Cannon Beach residents, visitors, and artists. We showcase emerging and established artists and provide a unique space for local and regional artists to exhibit their new works. Our receptions are often timed to either coincide with or complement

other regional and local arts events such as the Gallery Group Spring Unveiling Festival, Stormy Weather, or Savor Cannon Beach. By hosting regular artist receptions on or near these events we are also bringing more visitors to other TAC supported events. CBAA supports a collaborative model of arts programming where our exhibits are artistically unique and support the work of other galleries and nonprofits within the community.

- 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?

The sales of artwork in the gallery provides generates on average \$50,000 and \$75,000, with 60% of that going directly to local and regional artists. Often, exhibiting artists who travel for the exhibit spend 100% of what they earn from the sale of their artwork on room and board, and travel expenses. Artists who earn more typically visit Cannon Beach 2 to 3 times per year to showcase their work in the retail side of our gallery and come specifically to change their art out at CBAA.

While we would like to increase the sale of artwork as well as donations and sponsorships, CBAA will likely always rely on grants to keep our programming fresh and unique. In the last fiscal year CBAA has brought in over \$70,000 in grants. Local grants show other foundations that the community is invested in the program and allows CBAA to secure other sources of funding using TAC funds as match.

One goal is to grow our endowment so that we can use the revenue generated from that to pay for the operating support for the program. In this case we would likely not use TAC funding for our exhibits but rather focus more on one-time events such as a music festival.

**** 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, 2020.

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

5/1/2019

Date

Cara Mico, Program Director
Print Name and Title

Lila Wickham, President: Lila retired after 40 years in public health, most recently as the Environmental Health Director for Multnomah County. Her dream to live on the Oregon Coast was manifested in May 2014. She remains committed to her passions by volunteering for the national Public Health Accreditation Board as a reviewer and as Co-Coordinator of the Cannon Beach Medical Reserve Corps. In 2015 she joined the Cannon Beach Arts Association as a board member to support arts and artists in the community. Phone: (503)-504-0193.

Linda Gebhart, Vice-President: Linda is a retired mathematics teacher working most recently at St. Helens High School and Portland Community College. Upon retirement in 2014 Linda moved to Cannon Beach full time. She served as the Treasurer for the Trails End Art Association through 2016. She is currently a watercolor artist but has worked in other media in the past. Linda joined the Board in 2017 to help make the Cannon Beach Arts Association the best place to showcase local talent along with talent from farther away. Linda also volunteers at the Library and Trails End. Phone: (503)-351-0145.

Brigitte Wahlbeck, Treasurer: Brigitte worked in Law Enforcement for 18 years, until recently when she decided to follow her heart and retire from her "you are just a number, Government Law Enforcement job", and relocated to Cannon Beach in 2013. This transition enabled her to create and live a more mindful and heartfelt existence. She is now creating metal art that promotes Love, Encouragement, and a Human connection. All of which are inspirational, motivational, and decorative! Phone: (909)-908-1192

Phyllis Bernt, Secretary: Phyllis is a retired professor of information and telecommunication policy. She also did regulatory and policy work for the Lincoln Telephone Company, and taught English literature and composition at the University of Nebraska. Her academic training is in English literature, and in business administration and accounting. She moved to Cannon Beach in 2012, after spending many happy vacations on the Oregon coast. She continues to teach online courses for Ohio University. Phone: Gallery Number: 503-436-0744.

Frankie White: Frankie is an artist and taught Studio Art at the high school level for 35 years. She taught Art Education and Creative Leadership courses as an Adjunct Professor at Gonzaga University. She and her husband moved to Cannon Beach five years ago and split their time between Cannon Beach and Spokane, Washington. Some of her hobbies include walking ancient pilgrimage routes in Europe, tai chi and growing bonsai. Phone: Gallery Number: 503-436-0744.

Mark Sokol: Mark has over 20 years experience as a software engineer. Currently Mark works remotely as a Senior Consultant for CGI where he was one of several project leads for the State of Colorado's Health Benefits Exchange which successfully helped over 300,000 Colorado Residents gain access to healthcare and is currently a senior developer and analyst for CGI Federal's Health & Compliance Programs. Mark moved to Cannon Beach full-time with his wife Meagan in 2015. In his free time, Mark enjoys fishing, kayaking, rock climbing, Chinese Shaolin Kung Fu, and playing with his dogs at the beach. As a wood and metal artist, he has a passion for the arts. Mark joined the board in 2017 and looks forward to supporting local community artists. Phone: Gallery Number: 503-436-0744.

Pooka Rice: Pooka Rice is a local artist with roots reaching back over 20 years to the "other Astoria" in NYC. She now works out of her studio located in Clatsop County with her partner. She is the Outreach Coordinator for partnering organization, Haystack Rock Awareness Program where she began as a volunteer with her family. Pooka uses art as storytelling devices to drive more meaningful stewardship and connect people to the message of hope that comes with calls to action for behavioral changes necessary to preserve our delicate ecosystem. She advocates championing those with special needs and

strives to bring more STEM and ecology-based art to the Coastal community to promote awareness and dialogues relating to issues impacting our oceans. Gallery Number: 503-436-0744.

Bob Kroll: Bob has been a veterinary neurologist for nearly 30 years. He was a member of the Neurology faculty at Oregon Health and Sciences University from 1994 to 1998 and led the Neurology and Neurosurgery service at a large veterinary referral hospital until 2016. Although now semi-retired from clinical practice, Bob still works as a relief neurologist and teaches. He is actively involved in volunteer opportunities related to emergency response. Bob and his wife Nancy have been part-time residents of Cannon Beach since 2006 and moved full time to Cannon Beach in 2019. Bob has been a passionate photographer for nearly 30 years. Bob joined the CBAA Board in 2019 and looks forward to both contributing to the organization and learning more about local and regional art and artists. Gallery Number: 503-436-0744.

Nancy Kroll: Nancy is an RN who retired in 2011 after 34 years of nursing. The majority of her 24 years in the operating room were spent at St. Vincent Hospital where she was in charge of Neurosurgery. She spent the last 10 years of her career as a Hospice nurse for Providence Health System. She and Bob purchased their home in Cannon Beach in 2006 and have split their time between Cannon Beach and West Linn for 13 years. She enjoys volunteering with MRC, Red Cross, and the North Coast Land Conservancy. She is very happy to move to Cannon Beach in 2019. Gallery Number: 503-436-0744.

Proposed Program Budget

Exhibits, Receptions, and Workshops Category	2020 FY Expense	Shoulder season expense	TAC Ask
Overhead (Insurance, utilities, rent, taxes, etc.)	\$32,540	\$24,405	\$0
Program Director (1 person, \$25/hour, 20 hours per week)	\$26,000	\$19,500	\$6,500
Gallery Improvement and Supplies	\$2,100	\$1,575	\$0
Marketing and Outreach (Cost of printed postcards, mailings, advertising, brochures etc.)	\$10,000	\$7,500	\$7,500
Art Purchase (for resale)	\$3,000	\$2,250	\$0
Artist Payment (from consigned sales)	\$36,000	\$27,000	\$0
Artist Receptions and Demos (wine, food, performances)	\$2,400	\$1,800	\$0
Education Director (1 person, part time @ 700 hours annually @\$25/hour)	\$16,000	\$12,000	\$0
Art Supplies (for workshops and promotional events)	\$1,200	\$900	\$0
Art Educator Payment (30 classes averaging 3 hours per class @\$50/hour)	\$4,500	\$3,375	\$2,250
Intern and Assistant Marketing Staff, (2 people, 15 hours per week, 52 weeks per year, @\$15)	\$23,400	\$17,550	\$11,700
Total	\$157,140	\$117,855	\$27,950
Source	Income	Shoulder season income	
Memberships	\$9,500	\$7,125	
Donations and Sponsorships	\$10,000	\$7,500	
Grants	\$88,000	\$66,000	
Sales of Art Work	\$75,000	\$32,000	
User Fees and Ticket Sales	\$4,500	\$4,500	
Total	\$187,000	\$117,125	
The remaining income is dedicated to our other programs such as art camp, artist grants and high school scholarships, and the new music festival			
TAC request as proportion of total shoulder season program expense	24%		
TAC request as proportion of total grant income	32.00%		
TAC request as proportion of total income	15.00%		

CANNON BEACH ARTS ASSOCIATION
Budget vs. Actuals: Budget2019 - FY19 P&L

October 2018 - September 2019

	Total
Income	
Total 40000 Direct Public Support	\$ 113,260.00
Total 50000 Program Income	\$ 75,000.00
Total Income	\$ 188,260.00
Gross Profit	\$ 188,260.00
Expenses	
Total 60000 Operational Expense	\$ 39,695.00
Total 70000 Payroll Expenses	\$ 70,900.00
Total 82000 Exhibition Program	\$ 39,000.00
Total 83000 Art Camp	\$ 9,215.00
Total 84000 Arts Education Program	\$ 7,680.00
85000 Artist Grant	6,000.00
86000 Scholarships	1,000.00
Total 80000 Program Services	\$ 66,395.00
88000 Fundraising Expense	10,000.00
Total Expenses	\$ 186,990.00
Net Income	\$ 1,270.00

Tuesday, Apr 30, 2019 12:47:59 PM GMT-7 - Accrual Basis

CANNON BEACH ARTS ASSOCIATION

PROFIT AND LOSS

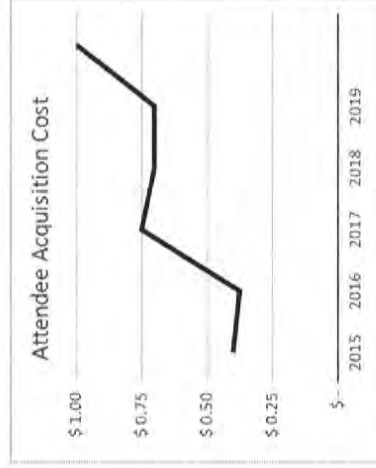
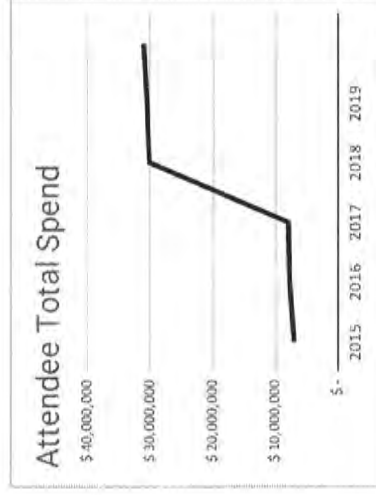
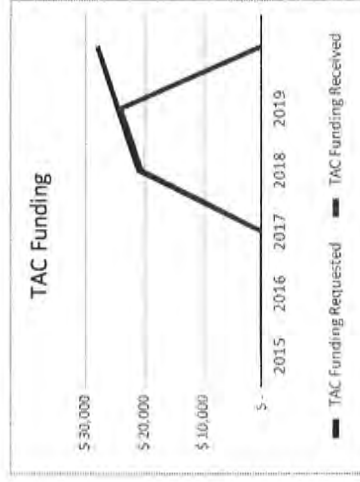
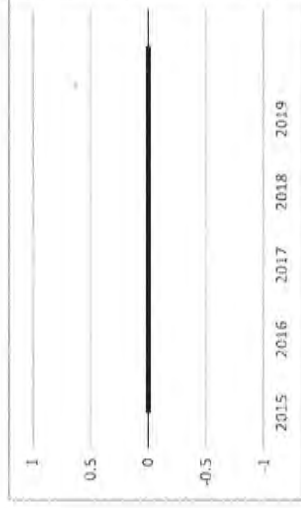
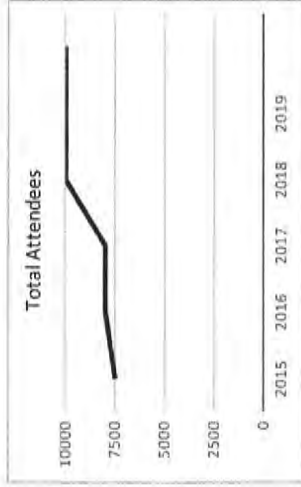
October 2017 - September 2018

	TOTAL
Income	
40000 Direct Public Support	
40001 Restricted Donation	7,532.78
40002 Grant funding	33,146.50
40003 Sponsorships	1,750.00
40004 Memberships	8,877.99
40005 Donations	5,237.06
Total 40000 Direct Public Support	56,544.33
46400 Other Types of Income	2,989.72
50000 Program Income	
51000 Sale of Artists' Work	
51001 Consigned Artwork	68,570.99
51002 Sales of Artists' Product- Retail	7,885.16
Total 51000 Sale of Artists' Work	76,456.15
52000 Art Camp	7,700.00
53000 Arts Education	
53001 Workshop Registrations	4,616.97
Total 53000 Arts Education	4,616.97
Total 50000 Program Income	88,773.12
54000 Other Income	
54001 Art Shipping Reimbursement	64.00
Total 54000 Other Income	64.00
Shipping Revenue	0.00
Square Income	0.00
Total Income	\$148,371.17
GROSS PROFIT	\$148,371.17
Expenses	
60000 Operational Expense	
60001 Business Registration, Licensing & Reporting	331.63
60002 Contract & Professional Services	25.00
60003 Accounting Fees	4,215.00
60005 Subscription Services	26.00
60006 Professional & Board Development	50.00
60008 Membership Dues and Fees	793.98
60009 Insurance	3,012.59
60010 IT Software_Hardware	421.20
60011 Cannon Beach Gallery Rent	10,560.00
60012 Utilities	544.65
60013 Telephone, Telecommunications	1,299.64
60014 Square processing fee	2,119.67
60015 Janitorial	548.55
60016 Office Supplies	1,397.82

	TOTAL
60017 Gallery Improvements & Repairs	557.22
60018 Gallery Packaging	43.00
60019 Marketing	6,856.59
60020 Post Office Box - Nonprofit Permit	54.00
60021 Website	1,375.23
Total 60000 Operational Expense	34,231.77
61000 Shared Overhead & Costs	
61011 Postage, Mailing Service	100.00
61016 Property & Liability Insurance	0.00
Total 61000 Shared Overhead & Costs	100.00
70000 Payroll Expenses	0.00
70001 Employee Salaries	59,316.41
70005 Payroll Taxes	5,467.35
70006 Pay Cycle P/R Processing Fees	875.30
Total 70000 Payroll Expenses	65,659.06
80000 Program Services	
78000 Education and Outreach	
78006 Workshop Materials	568.15
Total 78000 Education and Outreach	568.15
81000 Retail Gallery	
81001 Retail Art Purchase	4,823.65
81002 Retail Display	90.93
Total 81000 Retail Gallery	4,914.58
82000 Exhibition Program	
82002 Reception and Events	2,142.35
82003 Display & Interpretation	425.00
82004 Consignment Payments	43,579.27
Total 82000 Exhibition Program	46,146.62
83000 Art Camp	
74006 Art Camp Brochures	34.20
83001 Art Camp Instructor Salary	5,438.25
83002 Class Supplies	2,212.76
83003 Art Camp Rent	215.00
Total 83000 Art Camp	7,900.21
84000 Arts Education Program	
84001 Instructor Salary	4,105.72
84002 Class Supplies	489.33
84003 Rent	430.00
Total 84000 Arts Education Program	5,025.05
85000 Artist Grant	10,862.87
86000 Scholarships	335.00
Total 80000 Program Services	75,752.48
88000 Fundraising Expense	165.00
Total Expenses	\$175,908.31
NET OPERATING INCOME	\$ -27,537.14
NET INCOME	\$ -27,537.14

Events Metrics Scorecard- CBAA Exhibits and Workshops

We tabulate total visitors using a counter and also cross-checking that information with sales at the gallery and coffee shop. We check overnight stays at the receptions and workshops through email surveys and in person surveys. Generally, artists ask to coordinate overnight stays with the program director and this information is easily obtained. It's more challenging to gather overnight stay location information from reception attendees.



**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

P. O. Box 2508
Cincinnati, OH 45201

Date February 16, 2000

Cannon Beach Arts Association Incorporated
Box 684
Cannon Beach, OR 97110-0684

Person to Contact:
Ms. Smith #31-07262
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
94-3027883

Dear Sir or Madam:

This letter is in response to your telephone request on February 16, 2000 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in November 1991 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Cannon Beach Arts Association Incorporated
94-3027883

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade business as defined in section 513 of the Code.

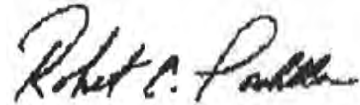
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



Robert C. Padilla
Manager, Customer Service



DEPARTMENT OF JUSTICE

PORTLAND OFFICE
500 Pacific Building
520 S.W. Yamhill
Portland, Oregon 97204
Telephone: (503) 229-5725

February 9, 1987

Cannon Beach Arts Association
P.O. Box 684
Cannon Beach, Oregon 97110

RE: Registration Under the Charitable Trust and Corporation Act
Annual Report for the Period Ending September 30, 1987

Ladies/Gentlemen:

This will acknowledge registration of your organization under the Charitable Trust and Corporation Act. Your registration number with this office is 53-13911.

Our records have been noted that your accounting period ends September 30. Annual reports which may be required by the Act are due not later than four months and 15 days after the close of your accounting period. Please note that our annual reports are in addition to and different from the annual reports that nonprofit corporations must file with the Oregon Corporation Division, Department of Commerce.

If you do not receive forms within 60 days prior to the due date for filing your report, contact this office to obtain the prescribed forms.

Please keep this letter with your permanent records as it contains your registration number.

Sincerely,

June Reed
Administrative Assistant

JR/sn
049/AL-1.1
Disk I

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
- N/A W-9 for City of Cannon Beach Finance Department (if applying for the first time) *on file*
- @ ✓ Initialed copy of this Application Checklist and Receipt
- @ ✓ Metrics Addendum

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.







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 Ordinance 15-01
	Receipt of ORS 320.350
	Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines
	Receipt of Tourism and Arts Funding (TAF) Award Agreement
	Receipt of W-9 form

ART Exhibits, Reception + Artist Workshops

TAC EVALUATION 2017/18 FINAL

1. Project/Program Summary

a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach

We received TAC funds to support marketing efforts for 7 exhibits, our second year of artist workshops, and the 2017/18 artist grant program, as well as for a winter marketing intern to focus on social media posting and management as well as other marketing programs.

2. Program/Project Evaluation

a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.

Exhibits

- October/November - Baskets. The reception was well attended and the show was well received. We had to substitute one artist because the tornado in Manzanita damaged the gallery of the third artist. Based on a verbal survey of the 45 attendees, 10 stayed overnight and travelled from greater than 50 miles away.
- November/December - Miniatures. The reception was very well attended, we also held a second event towards the end of the show which was attended largely by locals. The main reception saw 67 attendees, 14 of which stayed overnight.
- January - Jan Rimmerman, Lisa Wiser, Jani Hoberg. The reception had to be moved because of the weather so we saw a lower turnout than we had planned for. 27 people attended, 7 of which stayed overnight.
- February - Heritage: Stories

Workshops

What are the demographics of the students who attend?

- 2017, Female: 67
 - Ages 18+: 64
 - Ages Under 18: 3
- 2017, Male: 4
 - Ages 18+: 4
 - Ages Under 18: 0
- Other gender identification: unknown

Which instructors attract the most students?

2017

Patti Breidenbach (mixed media collage):	9 students
Donna Sakamoto Crispin (weaving/basketry):	8 students
Sharon Furze (oil):	8 students
Dorota Haber-Lehigh (drawing):	8 students
Camille Scheewe Radich (mixed media acrylic):	8 students
Sidonie Caron (watercolor):	7 students

Blue Bond (acrylic)	11 students
Heather MH Brien (mixed media/ collage):	10 students
Linda Gebhart (watercolor):	10 students

Which classes attract the most students?

2017

- #1: Mixed Media
- #2/ #3/ #4/ #5: Weaving/ Watercolor/ Oil/ Drawing

2018

- #1: Acrylic
- #2: Mixed Media/ Collage
- #3: Watercolor

Where do students travel from?

2017

• Cannon Beach, OR (local):	30
• Seaside, OR:	5
• Manzanita, OR:	4
• Arch Cape, OR:	1
• Nehalem, OR:	1
• Bend, OR:	3
• Astoria, OR:	4
• Portland, OR:	4
• Long Beach, WA:	1
• Bellevue, WA:	1
• Mill Creek, WA:	1
• Colorado Springs, CO:	1
• Missoula, MT:	1
• Unknown/ Not Shared:	14

2018

• Cannon Beach, OR (local):	17
• Seaside, OR:	4
• Manzanita, OR:	0
• Arch Cape, OR:	1
• Nehalem, OR:	1
• Wheeler, OR:	1
• Tillamook, OR:	1
• Bend, OR:	1
• Warrenton, OR:	3
• Astoria, OR:	1
• Hillsborough, OR:	1
• Portland, OR:	6
• Bethany, OR:	1
• Austria:	1
• Unknown/ Not Shared:	0

Art Grant

Our artist grant program is going very well with monthly YouTube and Facebook videos being posted, as well as in gallery demonstrations occurring weekly. People are specifically coming to our gallery to see our artist in residence and get a free demo from him.

Internship

We are very happy with our intern who is getting creative with our marketing program. The

following is an example of the work she is focused on:

YouTube:

- Creating and editing event videos
- Creating and editing artist interviews
- Creating and editing workshop videos

Facebook:

- Post weekly workshop updates
- Post gallery events
- Post one interview monthly

Instagram:

- Organizing photo competition
- Post gallery and workshop photos

Workshops:

- Works with Meagan to set up workshops if she needs help
- Works with Meagan to create brochures and fliers, as well as delivers them

b. Describe what could be done differently in the future to improve the program/event/project.

As we are growing we are refining where, when, and how often we advertise our programs.

We've started asking people where they would like to see our workshops and exhibits announced so that we can focus in those places.

We're very excited by the success of both our workshop and our grants program. We would like to expand our advertising for our workshop program since our website traffic shows that 95% of our visitors are looking for our workshop information. We are also getting people regularly asking about it. We want to partner with other galleries (potentially through the gallery group) in the future to advertise our workshops to a broader venue. We are also changing to a monthly catalog roll-out to generate more buzz. We are seeing an upward trend in attendance which is good.

Although the artist grant model is new, it appears to be very successful in drawing people in. We would like to continue this model to a monthly opportunity and have 12 separate artist residencies.

3. Budget

a. Briefly describe how the program/project did or did not meet its financial projections.

Workshops

**Watercolors, Formulations in Vibrant Transparent Colors
with Drenda Duff 10/14/17**

Student tuition- 3 tickets	\$135.00
Docent tuition- 1 ticket in kind	\$45.00
CBHCM rental fee	-\$30.00
Artist invoice salary + art supply reimbursement	-\$200.00
Arts Education director onsite set up/tear down	-\$27
Net Income	-\$77.00

**Rice Paper Stab Bound Books
with Christine Trexel 11/4/17**

CANCEL

Student tuition- 0 tickets	\$0.00
Docent tuition- 0 ticket in kind	\$0.00
CBHCM rental fee	-\$0 (forward to Winter)
Artist invoice salary + art supply reimbursement	\$0.00
Arts Education director onsite set up/tear down	-\$0
Net Income	\$0.00

**Tintype Photographs with
Ray Bidegain + Ashley Jennings 10/22/17**

CANCEL

Student tuition- 0 tickets	\$0.00
Docent tuition- 0 ticket in kind	\$0.00
CBHCM rental fee	-\$0 (forward to Winter)
Artist invoice salary + art supply reimbursement	\$0.00
Arts Education director onsite set up/tear down	\$0.00
Net Income	\$0.00

**Mixed Medium Acrylic Collage Painting
with Patti Breidenbach 11/11/17**

Student tuition- 7 tickets	\$355.00
Docent tuition- 1 ticket in kind	\$45.00
CBHCM rental fee	-\$30.00
Artist invoice salary + art supply reimbursement	-\$246.89
Arts Education director onsite set up/tear down	-\$27
Net Income	\$96.11

Layers, Line & Light Mixed Medium

with Jani H., Jan R., Lisa W. Sat 1/13/18

Student tuition- 5 tickets	\$480.00
Docent tuition- 1 ticket in kind	\$90.00
CBHCM rental fee	-\$0 (forward from Winter)
Artist invoice salary + art supply reimbursement	-\$450.00
Arts Education director onsite set up/tear down	-\$27
Net Income	\$93.00

Mixed Media Composition and Collage

with Heather MH Brien Sat 1/20/18

Student tuition - 9 tickets	\$445.00
Docent tuition- 1 ticket in kind	\$45.00
CBHCM rental fee	-\$30
Artist invoice salary + art supply reimbursement	\$201.19
Arts Education director onsite set up/tear down	\$27.00
Net Income	\$231.81

Watercolor Seascapes

with Linda Gebhart Wed 1/24/18

Student tuition- 7 tickets	\$235.00
Docent tuition- 2 ticket in kind	\$60.00
CBHCM rental fee	-\$0 (onsite Gallery)
Artist invoice salary + art supply reimbursement	\$0.00
Arts Education director onsite set up/tear down	-\$27
Net Income	\$268.00

Drawing with Ink Still Life Plants

with Brianna Ortega Sat 1/27/18
CANCEL (Instructors request/ emergency)

Student tuition- 0 tickets	\$0.00
Docent tuition- 0 ticket in kind	\$0.00
CBHCM rental fee	-\$0.00
Artist invoice salary + art supply reimbursement	-\$0
Arts Education director onsite set up/tear down	-\$0
Net Income	\$0.00

Our projections for catalog and postcard printing were accurate and well budgeted. The outreach time has been slightly more than budgeted but has generated more income both in terms of exhibit and workshop sales and attendance.

- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, on a line-item basis, with this evaluation.

TAF Award \$20,500	TAF Supported Expense	Total Expense
Workshop Marketing and Outreach	\$5650	\$15,937
Postcard and Catalog Printing, distribution	\$1500	\$1500
Intern	\$2250	\$4500
Facebook Advertising	\$500	\$500
Exhibit Marketing	\$350	\$350
Total	\$10,250	\$22,787

Application for TAC Funding

Contact Information

Organization Name: Cannon Beach Arts Association

Nonprofit Tax ID #: 94-3027883

Address: PO Box 684, 1064 S Hemlock Street, Cannon Beach, OR 97110

Telephone: 503-436-0744 Website (if applicable) cannonbeacharts.org

Contact Name Cara Mico, Program Director Email director@cannonbeacharts.org

Name of Event Music Festival

Date of Event First Weekend in October

Duration of Event: One weekend in Cannon Beach

Amount of funding you are requesting \$10,800

Amount of funding from TAC you were given last year \$10,480



1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The purpose of this event is to promote the arts in Cannon Beach, to support local and regional musicians, to raise awareness about the mission of CBAA, and to develop a sustainable event for CBAA to raise funds during the shoulder season. CBAA is seeking funding for a music festival which will take place during the first weekend in October 2020. The festival will take place over four days, Thursday through Sunday. In 2019 we partnered with Manzanita Music Festival and anticipate continuing this relationship as the City of Manzanita contributed significant funding towards the festival. The entirety of the funds received will support local musicians to perform at the festival and promotional events leading up to the festival (all within shoulder season) and the marketing of the event (posters, fliers, postcards, ads, marketing and outreach time, etc.). The remainder of the funds necessary to implement the festival will come from grants, donations, sponsorships, and ticket sales.

We anticipate three days of music within venues throughout Cannon Beach. Our goal is to have a headline act in the Cannon Beach Chamber of Commerce with VIP acts in Public Coast and the Cannon Beach Gallery. We plan on selling tickets for individual performances as well as bulk rates for multiple performances. The Friday and Saturday events will include headlining music acts which will begin at 5 p.m. and end at 10:00 p.m. We are expecting between 8 and 10 musicians or bands to perform. We will feature local and regional artists and we are seeking a headlining artist that will generate interest in the event.

We are seeking sponsorships from local and regional businesses for donations of beer and wine as well as dinner tickets to local restaurants. We plan on selling local tee-shirts and tickets to fundraise for the event both before and during the event. We have volunteers from the Portland Blues Festival and from

McMenamins Edgefield for planning, security, and safety. We will be hiring professional stage managers to set up the sound and lighting equipment. We plan to follow all City, County, State, and Federal laws regarding food and alcohol, noise and lighting, as well as safety. We will submit a parking and safety plan to the City of Cannon Beach and will apply for all necessary permits.

We will also work with artists to provide lectures and workshops to take place during the day. These educational events will be focused on the technical aspects of music making. Each class will be formatted similar to our existing workshop program and will take place in either the Chamber of Commerce meeting hall, the CBAA Gallery, or the Cannon Beach History Museum and Center, depending on availability. We anticipate workshops being attended by 6 to 10 paying students, and lectures to be attended by 10 to 15 participants.

2) Is this a new event or has it happened before? With or Without TAC funds?

This is a continuing program and has been previously supported by TAC funds. The first festival was moved to 2019 for logistics but we expect the festival to go as planned.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

- Musician Room Stay: 80
- Volunteer Room Stay: 50
- Visitor Room Stay: 250-500

4) If this is a repeat event how many room nights did the event generate the previous year?

No data collected yet.

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?

Our volunteers and staff conduct a verbal and written survey during and after our events to collect information regarding visitor origin, length of stay, and place of stay. We will be using Eventbrite for all ticketing. We are planning on a tiered ticketing method for tracking: free tickets to the music portion; paid tickets (wristbands) for food and beer; VIP tickets to meet the band. We will also collect information from visitors who visit the sponsor tables.

6) What is the total budget for your event? Please attach a detailed budget to this application.

The total cost of the music festival is \$30,800, we are asking TAC for \$10,800. (See budget)

7) What is the percentage of your budget you are asking for from TAC?

- TAC request as proportion of total project expense 35%

- TAC request as proportion of total projected grant income 12%

8) If the funding requested is not for an event, how will it be used?

N/A

9) Are you seeking other sources of funding?

We are seeking additional funding local and regional business sponsors, ticket sales and donations, and from other grant sources. The City of Manzanita supported joint digital advertising of the 2019 festival (also taking place in Manzanita) for \$2,800 and expect that this will also happen in 2020. We are applying for an additional Ford Family Foundation grant.

10) What is your marketing plan?

Our marketing plan includes direct mail, print, word of mouth, digital advertising, and social media. We will host a website, create posters, and sell tickets through local businesses as well as online through Eventbrite. In previous years, festival planners have relied on word-of-mouth advertising which has resulted in lower than expected attendance. We are expecting that advertising through CBAA will increase attendance, and also by hosting the event within the City of Cannon Beach people will be more likely to travel to the event because of the number of hotels within walking distance.

Direct Mail and Print Advertising

- Postcards - Sent monthly to our mailing list of 330 people
- Newsletters - Sent twice annually to our members (180 people on average annually)
- Seaside Signal High School Scholarship Sponsored Content
- Press releases to Astoria Hip Fish, to Cannon Beach Gazette, and to other regional papers

Digital Advertising

- Local and regional arts focused newspapers (Willamette Week, Portland Mercury)
- Website (direct google search for things to do in Cannon Beach)
- Other websites (Cannon Beach Chamber paid advertisement)

Social Media

- Facebook (Events and posts, boosted content)
- Instagram (Photos of artwork and interaction with artists online)
- Youtube (Artist interviews, we have a backlog of recordings that are waiting to be processed and uploaded but can't because of staff capacity and time)

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?

Our Board consists of nine individuals who assist with marketing and promotion, set up and tear down of events, volunteer coordination, and financial oversight of the organization. We have a gallery committee of artist volunteers who assist in the selection and exhibition of the art. We also have 10 regular volunteers who assist in the gallery monthly to help people interpret the exhibit and inform visitors about upcoming receptions, workshops, and events. We have an education committee that helps

to select workshop artists and distribute fliers for the workshops. We have one part time program director who implements marketing, outreach, artist coordination, and fundraising activities. We are also in the process of hiring a part time marketing assistant to help with social media advertising, direct mail, and other marketing collateral development. We have two board members who are taking on the implementation of the workshop program to reduce costs and shift staff capacity to K12 children's arts programming.

12) Please describe how this event will enhance the arts and attract tourists to Cannon Beach.

We are anticipating that the connection to the Portland Blues Festival will attract people to the Festival. We are also seeking a headlining act that will draw people in from greater than 50 miles away. Specifically, we would like to attract people who are looking to come to Cannon Beach for a fun, family-friendly music event but also people who are looking to learn about the music industry in general.

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?

Our goal is to make the Music Festival our signature fundraising event and expect that as it grows in popularity we will no longer need grant funding. We are using this first year as a pilot run to see if there is an audience for the event, which we believe there is given the number of separate music events that take place throughout the year, and the number of musicians within our organization.

Score Cards


This is a new project, we were unsure how to use this metric form for this project.

**** 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, 2020.

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

5/1/2019

Date

Cara Mico, Program Director
Print Name and Title

**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

Lila Wickham, President: Lila retired after 40 years in public health, most recently as the Environmental Health Director for Multnomah County. Her dream to live on the Oregon Coast was manifested in May 2014. She remains committed to her passions by volunteering for the national Public Health Accreditation Board as a reviewer and as Co-Coordinator of the Cannon Beach Medical Reserve Corps. In 2015 she joined the Cannon Beach Arts Association as a board member to support arts and artists in the community. Phone: (503)-504-0193.

Linda Gebhart, Vice-President: Linda is a retired mathematics teacher working most recently at St. Helens High School and Portland Community College. Upon retirement in 2014 Linda moved to Cannon Beach full time. She served as the Treasurer for the Trails End Art Association through 2016. She is currently a watercolor artist but has worked in other media in the past. Linda joined the Board in 2017 to help make the Cannon Beach Arts Association the best place to showcase local talent along with talent from farther away. Linda also volunteers at the Library and Trails End. Phone: (503)-351-0145.

Brigitte Wahlbeck, Treasurer: Brigitte worked in Law Enforcement for 18 years, until recently when she decided to follow her heart and retire from her "you are just a number, Government Law Enforcement job", and relocated to Cannon Beach in 2013. This transition enabled her to create and live a more mindful and heartfelt existence. She is now creating metal art that promotes Love, Encouragement, and a Human connection. All of which are inspirational, motivational, and decorative! Phone: (909)-908-1192

Phyllis Bernt, Secretary: Phyllis is a retired professor of information and telecommunication policy. She also did regulatory and policy work for the Lincoln Telephone Company, and taught English literature and composition at the University of Nebraska. Her academic training is in English literature, and in business administration and accounting. She moved to Cannon Beach in 2012, after spending many happy vacations on the Oregon coast. She continues to teach online courses for Ohio University. Phone: Gallery Number: 503-436-0744.

Frankie White: Frankie is an artist and taught Studio Art at the high school level for 35 years. She taught Art Education and Creative Leadership courses as an Adjunct Professor at Gonzaga University. She and her husband moved to Cannon Beach five years ago and split their time between Cannon Beach and Spokane, Washington. Some of her hobbies include walking ancient pilgrimage routes in Europe, tai chi and growing bonsai. Phone: Gallery Number: 503-436-0744.

Mark Sokol: Mark has over 20 years experience as a software engineer. Currently Mark works remotely as a Senior Consultant for CGI where he was one of several project leads for the State of Colorado's Health Benefits Exchange which successfully helped over 300,000 Colorado Residents gain access to healthcare and is currently a senior developer and analyst for CGI Federal's Health & Compliance Programs. Mark moved to Cannon Beach full-time with his wife Meagan in 2015. In his free time, Mark enjoys fishing, kayaking, rock climbing, Chinese Shaolin Kung Fu, and playing with his dogs at the beach. As a wood and metal artist, he has a passion for the arts. Mark joined the board in 2017 and looks forward to supporting local community artists. Phone: Gallery Number: 503-436-0744.

Pooka Rice: Pooka Rice is a local artist with roots reaching back over 20 years to the "other Astoria" in NYC. She now works out of her studio located in Clatsop County with her partner. She is the Outreach Coordinator for partnering organization, Haystack Rock Awareness Program where she began as a volunteer with her family. Pooka uses art as storytelling devices to drive more meaningful stewardship and connect people to the message of hope that comes with calls to action for behavioral changes necessary to preserve our delicate ecosystem. She advocates championing those with special needs and

strives to bring more STEM and ecology-based art to the Coastal community to promote awareness and dialogues relating to issues impacting our oceans. Gallery Number: 503-436-0744.

Bob Kroll: Bob has been a veterinary neurologist for nearly 30 years. He was a member of the Neurology faculty at Oregon Health and Sciences University from 1994 to 1998 and led the Neurology and Neurosurgery service at a large veterinary referral hospital until 2016. Although now semi-retired from clinical practice, Bob still works as a relief neurologist and teaches. He is actively involved in volunteer opportunities related to emergency response. Bob and his wife Nancy have been part-time residents of Cannon Beach since 2006 and moved full time to Cannon Beach in 2019. Bob has been a passionate photographer for nearly 30 years. Bob joined the CBAA Board in 2019 and looks forward to both contributing to the organization and learning more about local and regional art and artists. Gallery Number: 503-436-0744.

Nancy Kroll: Nancy is an RN who retired in 2011 after 34 years of nursing. The majority of her 24 years in the operating room were spent at St. Vincent Hospital where she was in charge of Neurosurgery. She spent the last 10 years of her career as a Hospice nurse for Providence Health System. She and Bob purchased their home in Cannon Beach in 2006 and have split their time between Cannon Beach and West Linn for 13 years. She enjoys volunteering with MRC, Red Cross, and the North Coast Land Conservancy. She is very happy to move to Cannon Beach in 2019. Gallery Number: 503-436-0744.

PROPOSED BUDGET

Music Festival Grant	
Income	
Grants	\$7,500
Donations	\$1,000
Sponsorships	\$1,500
Ticket Sales	\$6,000
T-shirt Sales	\$4,000
Total	\$20,000
TAC Ask	\$10,800
Expenses	
Artist Payment	\$15,000
Production Cost	\$8,400
Marketing	\$5,000
T-Shirt Printing	\$2,400
Total	\$30,800

CANNON BEACH ARTS ASSOCIATION
Budget vs. Actuals: Budget2019 - FY19 P&L
October 2018 - September 2019

	Total
Income	
Total 40000 Direct Public Support	\$ 113,260.00
Total 50000 Program Income	\$ 75,000.00
Total Income	\$ 188,260.00
Gross Profit	\$ 188,260.00
Expenses	
Total 60000 Operational Expense	\$ 39,695.00
Total 70000 Payroll Expenses	\$ 70,900.00
Total 82000 Exhibition Program	\$ 39,000.00
Total 83000 Art Camp	\$ 9,215.00
Total 84000 Arts Education Program	\$ 7,680.00
85000 Artist Grant	6,000.00
86000 Scholarships	1,000.00
Total 80000 Program Services	\$ 66,395.00
88000 Fundraising Expense	10,000.00
Total Expenses	\$ 186,990.00
Net Income	\$ 1,270.00

Tuesday, Apr 30, 2019 12:47:59 PM GMT-7 - Accrual Basis

CANNON BEACH ARTS ASSOCIATION

PROFIT AND LOSS

October 2017 - September 2018

	TOTAL
Income	
40000 Direct Public Support	
40001 Restricted Donation	7,532.78
40002 Grant funding	33,146.50
40003 Sponsorships	1,750.00
40004 Memberships	8,877.99
40005 Donations	5,237.06
Total 40000 Direct Public Support	56,544.33
46400 Other Types of Income	2,989.72
50000 Program Income	
51000 Sale of Artists' Work	
51001 Consigned Artwork	68,570.99
51002 Sales of Artists' Product- Retail	7,885.16
Total 51000 Sale of Artists' Work	76,456.15
52000 Art Camp	7,700.00
53000 Arts Education	
53001 Workshop Registrations	4,616.97
Total 53000 Arts Education	4,616.97
Total 50000 Program Income	88,773.12
54000 Other Income	
54001 Art Shipping Reimbursement	64.00
Total 54000 Other Income	64.00
Shipping Revenue	0.00
Square Income	0.00
Total Income	\$148,371.17
GROSS PROFIT	\$148,371.17
Expenses	
60000 Operational Expense	
60001 Business Registration, Licensing & Reporting	331.63
60002 Contract & Professional Services	25.00
60003 Accounting Fees	4,215.00
60005 Subscription Services	26.00
60006 Professional & Board Development	50.00
60008 Membership Dues and Fees	793.98
60009 Insurance	3,012.59
60010 IT Software_Hardware	421.20
60011 Cannon Beach Gallery Rent	10,560.00
60012 Utilities	544.65
60013 Telephone, Telecommunications	1,299.64
60014 Square processing fee	2,119.67
60015 Janitorial	548.55
60016 Office Supplies	1,397.82

	TOTAL
60017 Gallery Improvements & Repairs	557.22
60018 Gallery Packaging	43.00
60019 Marketing	6,856.59
60020 Post Office Box - Nonprofit Permit	54.00
60021 Website	1,375.23
Total 60000 Operational Expense	34,231.77
61000 Shared Overhead & Costs	
61011 Postage, Mailing Service	100.00
61016 Property & Liability Insurance	0.00
Total 61000 Shared Overhead & Costs	100.00
70000 Payroll Expenses	0.00
70001 Employee Salaries	59,316.41
70005 Payroll Taxes	5,467.35
70006 Pay Cycle P/R Processing Fees	875.30
Total 70000 Payroll Expenses	65,659.06
80000 Program Services	
78000 Education and Outreach	
78006 Workshop Materials	568.15
Total 78000 Education and Outreach	568.15
81000 Retail Gallery	
81001 Retail Art Purchase	4,823.65
81002 Retail Display	90.93
Total 81000 Retail Gallery	4,914.58
82000 Exhibition Program	
82002 Reception and Events	2,142.35
82003 Display & Interpretation	425.00
82004 Consignment Payments	43,579.27
Total 82000 Exhibition Program	46,146.62
83000 Art Camp	
74006 Art Camp Brochures	34.20
83001 Art Camp Instructor Salary	5,438.25
83002 Class Supplies	2,212.76
83003 Art Camp Rent	215.00
Total 83000 Art Camp	7,900.21
84000 Arts Education Program	
84001 Instructor Salary	4,105.72
84002 Class Supplies	489.33
84003 Rent	430.00
Total 84000 Arts Education Program	5,025.05
85000 Artist Grant	10,862.87
86000 Scholarships	335.00
Total 80000 Program Services	75,752.48
88000 Fundraising Expense	165.00
Total Expenses	\$175,908.31
NET OPERATING INCOME	\$ -27,537.14
NET INCOME	\$ -27,537.14

P. O. Box 2508
Cincinnati, OH 45201

Date February 16, 2000

Cannon Beach Arts Association Incorporated
Box 684
Cannon Beach, OR 97110-0684

Person to Contact:
Ms. Smith #31-07262
Customer Service Representative
Toll Free Telephone Number:
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
94-3027883

Dear Sir or Madam:

This letter is in response to your telephone request on February 16, 2000 for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in November 1991 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only if its gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of \$20 a day, up to a maximum of \$10,000, when a return is filed late, unless there is reasonable cause for the delay.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Cannon Beach Arts Association Incorporated
94-3027883

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade business as defined in section 513 of the Code.

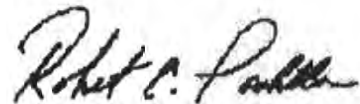
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

Because this letter could help resolve any questions about your organization's exempt status and foundation status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms your organization's exempt status.

Sincerely,



Robert C. Padilla
Manager, Customer Service



DEPARTMENT OF JUSTICE

PORTLAND OFFICE
500 Pacific Building
520 S.W. Yamhill
Portland, Oregon 97204
Telephone: (503) 229-5725

February 9, 1987

Cannon Beach Arts Association
P.O. Box 684
Cannon Beach, Oregon 97110

RE: Registration Under the Charitable Trust and Corporation Act
Annual Report for the Period Ending September 30, 1987

Ladies/Gentlemen:

This will acknowledge registration of your organization under the Charitable Trust and Corporation Act. Your registration number with this office is 53-13911.

Our records have been noted that your accounting period ends September 30. Annual reports which may be required by the Act are due not later than four months and 15 days after the close of your accounting period. Please note that our annual reports are in addition to and different from the annual reports that nonprofit corporations must file with the Oregon Corporation Division, Department of Commerce.

If you do not receive forms within 60 days prior to the due date for filing your report, contact this office to obtain the prescribed forms.

Please keep this letter with your permanent records as it contains your registration number.

Sincerely,

June Reed
Administrative Assistant

JR/sn
049/AL-1.1
Disk I







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 Ordinance 15-01
	Receipt of ORS 320.350
	Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines
	Receipt of Tourism and Arts Funding (TAF) Award Agreement
	Receipt of W-9 form

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 (N/A)
- ☒ W-9 for City of Cannon Beach Finance Department (if applying for the first time) (N/A)
- ☒ Initialed copy of this Application Checklist and Receipt
- ☐ Metrics Addendum NA - No data collected yet

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.

Application for TAC Funding



Contact Information

Organization Name Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503 436-2623 Website (if applicable) www.CannonBeach.Org

Contact Name Jim Paino Email Jim@CannonBeach.Org

Name of Event Cannon Beach Walks

Date of Event Fiscal Year 2019-2020 Duration of Event Year Round

Amount of funding you are requesting \$ 5,000.00

Amount of funding from TAC you were given last year \$ This is a first year ask.

Please See Attached Documents

- 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?

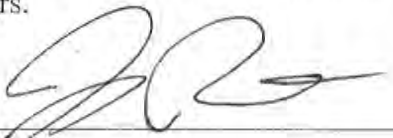
- 8) If the funding requested is not for an event, how will it be used?
- 9) Are you seeking other sources of funding?
- 10) What is your marketing plan?
- 11) What is the organizational structure of your people for this event? (do you have a board of directors, volunteers) and what are their responsibilities? In other words, do you have a well thought out plan of action to accomplish your event?
- 12) Please describe how this event will enhance the arts and attract tourists to 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, 2020.

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
Jim Paino Executive Director

5-1-19

Date

Print Name and Title

**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.

10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2019-2020**

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. Ordinances 10-06 and 15-01

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 staples, and No colored documents please: these pages will not be copied in color. Applications must be received at Cannon Beach City Hall by 5:00 p.m., or post marked, Wednesday, May 1, 2019.**



The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 1, 2019**, 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.

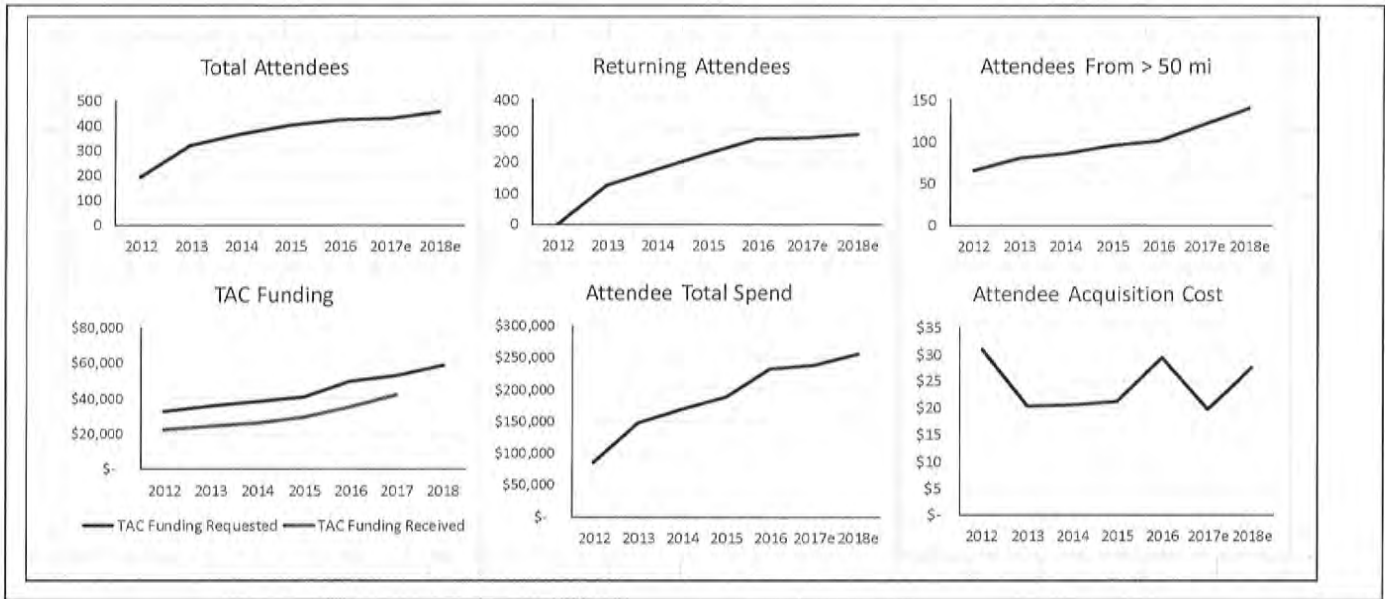
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2020. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2020). Future ineligibility will result if evaluation forms are not received in timely manner.

Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'



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.

Q

Receipt of Ordinance 10-06

Q

Receipt of Ordinance 15-01

Q

Receipt of ORS 320.350

Q

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

Q

Receipt of Tourism and Arts Funding (TAF) Award Agreement

Q

Receipt of W-9 form

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

<u>B</u>	Completed application form, signed by an authorized representative of the organization
<u>B</u>	Copy of Board of Directors list
<u>B</u>	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
<u>B</u>	A line-item budget for proposed program/project
<u>B</u>	A copy of line-item organizational budget for the current fiscal year
<u>B</u>	A financial statement for the most recent fiscal year
<u>B</u> NA	Evaluation for last TAF award received, if applicable
<u>B</u>	W-9 for City of Cannon Beach Finance Department (if applying for the first time)
<u>B</u>	Initialed copy of this Application Checklist and Receipt
<u>B</u>	Metrics Addendum
<u>B</u>	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.

Application for TAC Funding

Contact Information

Organization Name: Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address: PO Box 64, Cannon Beach, OR 97110

Telephone: (503) 436-2623

Website (if applicable): cannonbeach.org

Contact Name: Jim Paino

Email: jim@cannonbeach.org

Name of Event: Cannon Beach Walks

Date of Event: Fiscal Year 2019-2020 **Duration of Event:** Year Round

Amount of funding you are requesting: \$5000

Amount of funding from TAC you were given last year: This is a first-year ask.

1) What is the nature and purpose of your event? (Please limit to 1 page or less)

Cannon Beach Walks is a year-round destination development and marketing campaign intended to partner with the City of Cannon Beach to identify great walks, contribute to the development of community trails and position Cannon Beach as one of the Northwest's best walkable destinations. This program will improve the experience of visitors and encourage walking rather than driving and parking.

We see this program as the beginning of a partnership between the Cannon Beach Chamber of Commerce and the City of Cannon Beach to attract visitors to Cannon Beach's walkability and improve the experience of the destination for visitors. The marketing campaign would promote Cannon Beach's walkability by creating several themed self-guided walks including public art, nature, historical, best beach walks, best ways to connect downtown and midtown, best rainy day walks; and others. The self-guided tours would provide detailed directions, maps and draw attention to points of interest along the way.

The resulting self-guided tours with maps would be published on the CannonBeach.org website and would be promoted through the Chamber's destination marketing channels including Facebook and email campaign. Printed copies of the self-guided walks and

maps would be available from the Cannon Beach Information Center and distributed to hotels for front desk use.

While the first phase of this program involves identifying and promoting existing assets, we see this partnership as the beginning of a partnership to improve and expand Cannon Beach's walking, biking and jogging trails that will not only improve the experience of visitors but will add to the livability of the community for all. Ultimately, a guidebook of Cannon Beach walks could be published.

Destination development is a crucial aspect of marketing and our vision of this project is to provide that product development, promote it and ultimately expand on the valuable asset of trails and the walkability of our community.

- 2) **Is this a new event or has it happened before? With or Without TAC funds?** This is a new project.
- 3) **How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?** We anticipate this program will increase tourism year-round by positioning Cannon Beach as a great walking destination and will attract visitors interested in art, nature, history, conservation and other topics. While it will be difficult to measure direct linkage of overnight stays related to this year-round program, this initiative will make Cannon Beach more desirable as a destination and the marketing of these walks will surely draw visitors. We believe this program could account for, or contribute to, hundreds of room night stays and potentially increase the length of stay of some visitors.
- 4) **If this is a repeat event how many room nights did the event generate the previous year?** Not applicable
- 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?** Our primary measure of the success of the program will be to document response (click-throughs) to the marketing (website, Facebook and e-newsletters) of the walks to identify interest in the program.
- 6) **What is the total budget for your event? Please attach a detailed budget to this application.** The total budget for the program is \$10,000 and the Chamber has budgeted a matching contribution up to \$5000 to match any TAF grant.

- 7) **What is the percentage of your budget you are asking for from TAC?** 50%
- 8) **If the funding requested is not for an event, how will it be used?** Funding will be used to identify and develop self-guided walking tours and maps, publish on the website and market through various channels including e-mail newsletters, press releases, editorial story pitches; and paid Facebook placements.
- 9) **Are you seeking other sources of funding?** Not at this time
- 10) **What is your marketing plan?** Partly answered in question 8. We will use existing marketing resources (website, e-mail and social media) along with a public relations campaign to promote Cannon Beach as a great walking destination, as well as specific walks. This will be a year-long marketing effort.
- 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?** This project will be overseen by the Cannon Beach Chamber of Commerce marketing committee under the ultimate supervision of the Chamber's board of directors. Chamber staff and a paid professional content marketing service provider will also be utilized.
- 12) **Please describe how this event will enhance the arts and attract tourists to Cannon Beach.** This program will attract visitors to Cannon Beach because of the community's walkability and specific walks will appeal to different interests. Walks will include a Public Art Tour, a Gallery Tour and other arts and culture related topics.
- 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?** This destination development project is designed to create economic impact to the community through increased visitor spending. If successful, this could be a multi-year campaign leading to continued development of Cannon Beach trails. Additional phases of this project could include identifying potential funding sources, including grants, that could fund the creation or expansion of community trail systems in the future.

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

Acknowledgment

CANNON BEACH CHAMBER OF COMMERCE

BOARD OF DIRECTORS

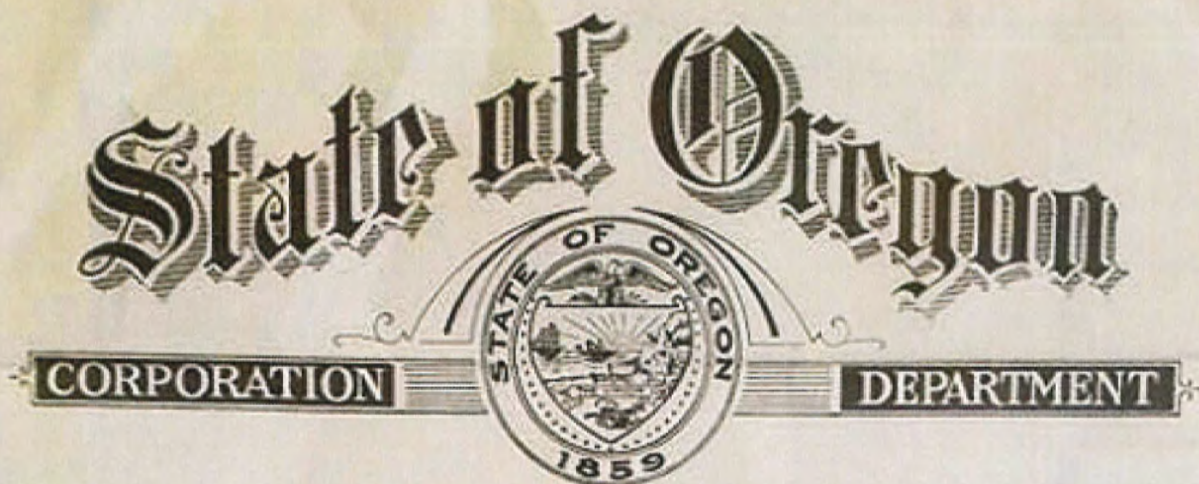
July 1, 2018 to June 30, 2019

EXECUTIVE COMMITTEE:

President	Greg Swedenborg Waves Motel WK: 503-436-2205	PO Box 3, CB Cell:	July 2015 – June 2018 - 2021 greg.swedenborg@gmail.com
Vice President	John Newman Newman's at 988 WK: 503-436-1151	PO Box 880, CB Cell:	July 2015-June 2017-June 2020 remyjohnsandy@gmail.com
Secretary	Sheri Russell Columbia Bank WK: 503-436-0727	PO Box 578, CB Cell:	July 2017 - June 2020 SRussell@columbiabank.com
Treasurer	Gayle Andrus Cannon Beach Accountant WK: 503-436-0510	PO Box 983, CB Cell:	2015 – June 2018 - 2021 gandrus99@gmail.com

BOARD OF DIRECTORS:

Director	Lisa Spivey Stephanie Inn WK: 503-436-2221	Cell:	July 2016 – June 2019 lisa@stephanieinn.com
Director	Mike Brumfield Imprint Gallery WK: 503-436-4466	appointed PO Box 1400, CB Cell:	Sept 2018 – June 2019 MikeBrumfield@me.com
Director	Brian Olson Beachcomber Vacation Homes WK: 503-436-4500	PO Box 1053, CB Cell:	July 2017 – June 2019 brian@beachcombervacationhomes.com
Director	Debbie Nelson Basketcase WK: 503-436-2106	PO Box 103 Cell:	July 2017 – June 2020 cbflorist@theoregonshore.com
Director	Jeremy Clifford Voyages Toys WK: 503-436-0266	PO Box 1488, CB	July 2018 – June 2021 jeremy@voyagestoy.com



Certificate of Amendment

OF

CANNON BEACH COMMERCIAL CLUB

The undersigned, as Corporation Commissioner of the State of Oregon, hereby certifies that duplicate originals of Articles of Amendment to the Articles of Incorporation, duly signed and verified pursuant to the provisions of the Oregon Nonprofit Corporation Act, have been received in this office and are found to conform to law.

Accordingly, the undersigned, as such Corporation Commissioner, and by virtue of the authority vested in him by law, hereby issues this Certificate of Amendment to the Articles of Incorporation and attaches hereto a duplicate original of the Articles of Amendment.

THE CANNON BEACH CHAMBER OF COMMERCE



In Testimony Whereof I have hereunto set my hand and affixed hereto the seal of the Corporation Department of the State of Oregon, at Salem, this 3rd day of October, 1968.

Frank J. Healy

Corporation Commissioner

By

Walter H. Hagen

Chief Clerk

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016**Open to Public
Inspection**

A For the 2016 calendar year, or tax year beginning <u>7/1/2016</u> , and ending <u>6/30/2017</u>																
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u></td> <td>D Employer identification number <u>93-0794946</u></td> </tr> <tr> <td colspan="2">Doing business as</td> <td>E Telephone number <u>503-436-2623</u></td> </tr> <tr> <td colspan="2">Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u></td> <td></td> </tr> <tr> <td>City or town <u>CANNON BEACH</u></td> <td>State <u>OR</u></td> <td>ZIP code <u>97110</u></td> </tr> <tr> <td colspan="2">Foreign country name Foreign province/state/county Foreign postal code</td> <td></td> </tr> </table>	C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u>		D Employer identification number <u>93-0794946</u>	Doing business as		E Telephone number <u>503-436-2623</u>	Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u>			City or town <u>CANNON BEACH</u>	State <u>OR</u>	ZIP code <u>97110</u>	Foreign country name Foreign province/state/county Foreign postal code		
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City or town <u>CANNON BEACH</u>	State <u>OR</u>	ZIP code <u>97110</u>														
Foreign country name Foreign province/state/county Foreign postal code																
F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u>																
G Gross receipts \$ <u>703,933</u> H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶																
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (<u>6</u>) ◀ (Insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527																
J Website: ▶ <u>CANNONBEACH.ORG</u>																
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶																
L Year of formation: <u>1945</u> M State of legal domicile: <u>OR</u>																

Part I Summary			
Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>Chamber of Commerce representing businesses to promote tourism by advertising, special events and maintaining an information visitor center.</u>	
	2	Check this box <input type="checkbox"/> If the organization discontinued its operations or disposed of more than 25% of its net assets.	
	3	Number of voting members of the governing body (Part VI, line 1a)	<u>3</u> 8
	4	Number of independent voting members of the governing body (Part VI, line 1b)	<u>4</u> 8
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	<u>5</u> 8
	6	Total number of volunteers (estimate if necessary)	<u>6</u> 75
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	<u>7a</u> 0
b	Net unrelated business taxable income from Form 990-T, line 34	<u>7b</u> 0	
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year: 312,127 Current Year: 478,193
	9	Program service revenue (Part VIII, line 2g)	189,340 203,345
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0 0
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	35,345 22,395
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	536,812 703,933
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0 0
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0 0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	181,574 253,727
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	0 0
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>11,942</u>	
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	281,842 333,224
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	463,416 586,951
19	Revenue less expenses. Subtract line 18 from line 12	73,396 116,982	
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	Beginning of Current Year: 317,448 End of Year: 416,292
	21	Total liabilities (Part X, line 26)	85,832 55,266
	22	Net assets or fund balances. Subtract line 21 from line 20	231,616 361,026

Part II Signature Block				
Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.				
Sign Here	Signature of officer	Date		
	Type or print name and title			
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	PTIN
	<u>GAYLE R ANDRUS</u>	<u>GAYLE R ANDRUS</u>	<u>1/10/2018</u>	Check <input checked="" type="checkbox"/> self-employed <input type="checkbox"/> <u>P00603127</u>
	Firm's name ▶ <u>GAYLE R. ANDRUS, PC</u>	Firm's EIN ▶ <u>58-2061138</u>		
	Firm's address ▶ <u>P.O. BOX 983, CANNON BEACH, OR 97110</u>	Phone no. <u>(503) 436-0510</u>		

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990** (2016)

HTA

Cannon Beach Walks	2019-2020 Budget
Writing of Self-guided Tours	\$ 3,600
Maps / Graphic Design	\$ 1,560
Photos for Web / Social	\$ 900
Printing of Tours / Maps	\$ 625
Project Management	\$ 780
Social Media	\$ 975
Public Relations	\$ 1,170
Web Page Creation	\$ 390
TOTAL	\$ 10,000

Cannon Beach Chamber of Commerce
Profit & Loss Summary Budget vs. Actual
April 2019

	Jul '18 - Apr 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income	57,390.35	110,625.00
4010 · Chamber Operations	72,740.25	82,000.00
4015 · Haystack Dollars Income	370.00	0.00
4020 · Chamber Hall Rental Income	79,200.00	59,800.00
4070 · Unrestricted Misc Donations	490.31	0.00
4080 · Visitor Center Contract Income	121,600.62	160,000.00
4081 · TDF Income	287,634.95	300,000.00
4100 · Fund Raisers Passthrough	14,015.00	0.00
4170 · Events Income	50,585.36	102,740.00
Total Income	684,026.84	815,165.00
Gross Profit	684,026.84	815,165.00
Expense		
60005 · TAC Expenses	32,444.00	110,625.00
6010 · Board Expenses	425.00	850.00
6020 · Payroll Expense	211,440.85	281,402.86
6031 · Depreciation Expense	0.00	0.00
6125 · Bank Service Charges	2,862.10	3,100.00
6130 · Reserve Operations Transfer	15,000.00	
6135 · Building Reserve Transfer	4,200.00	5,040.00
6137 · Mortgagee Costs	0.00	0.00
6138 · US Bank Credit Line Expense	0.00	0.00
6139 · US Bank Credit Card Interest Pd	52.69	0.00
6150 · Department Rent	29,000.00	34,800.00
6165 · Dues and Subscriptions	978.82	1,400.00
6175 · Equipment Rental	10,018.79	9,500.00
6183 · Hall Rental Exps/Deposit Return	9,530.00	8,750.00
6185 · Insurance	4,732.82	8,500.00
6200 · Landscaping	4,250.00	6,000.00
6235 · Licenses and Permits	50.00	200.00
6236 · Haystack Dollars Sold	470.00	0.00
6240 · Marketing	191,486.39	206,000.00
6250 · Membership Expense	4,238.91	3,000.00
6252 · Miscellaneous	0.00	0.00
6253 · Constant Contact Mrktng	0.00	0.00
6255 · Postage and Delivery	3,693.99	3,000.00
6275 · Professional Fees	11,387.50	11,750.00
6280 · Property Taxes	1,970.60	2,000.00
6305 · Repairs and Maintenance	33,066.79	18,550.00
6340 · Telephone	1,311.42	5,000.00
6355 · Travel & Entertainment	5,778.62	5,400.00
6395 · Utilities	5,773.32	7,100.00
6400 · Supplies	4,191.00	6,500.00
6500 · Web Site Expense	2,482.88	1,250.00
6900 · Fund Raiser Passthrough	857.00	0.00
7000 · Events Expense	53,179.51	98,075.00
Total Expense	644,873.00	835,792.86
Net Ordinary Income	39,153.84	-20,627.86
Net Income	39,153.84	-20,627.86

Application for TAC Funding



Contact Information

Organization Name Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503 436-2623 Website (if applicable) www.CannonBeach.Org

Contact Name Jim Paino Email Jim@CannonBeach.Org

Name of Event Clean Beaches Action Campaign (CBAC)

Date of Event Fiscal Year 2019-20 Duration of Event Year Round

Amount of funding you are requesting \$ 5,000.00

Amount of funding from TAC you were given last year \$ This is a First Year Ask

Please See Attached Documents

- 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 enhance the arts and attract tourists to 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, 2020.

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

Jim Paino

Executive Director

5-1-19

Date

Print Name and Title

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2019-2020**

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. Ordinances 10-06 and 15-01

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 staples, and No colored documents please: these pages will not be copied in color. Applications must be received at Cannon Beach City Hall by 5:00 p.m., or post marked, Wednesday, May 1, 2019.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 1, 2019**, 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.

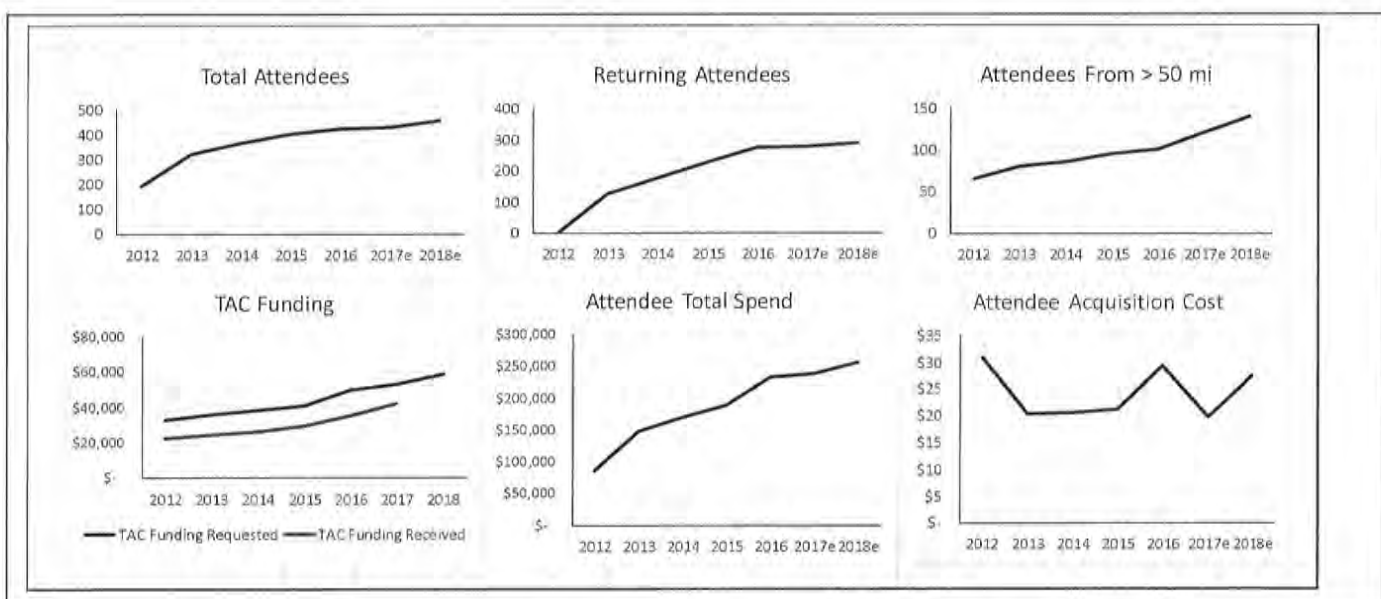
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2020. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2020). Future ineligibility will result if evaluation forms are not received in timely manner.

Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'



**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

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 Ordinance 15-01

Receipt of ORS 320.350

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

Receipt of Tourism and Arts Funding (TAF) Award Agreement

Receipt of W-9 form

Application for TAC Funding

Contact Information

Organization Name: Cannon Beach Chamber of Commerce

Nonprofit Tax ID #:

Address: PO Box 64, Cannon Beach, OR 97110

Telephone: (503) 436-2623

Website (if applicable): cannonbeach.org

Contact Name: Jim Paino

Email: jim@cannonbeach.org

Name of Event: Clean Beaches Action Campaign (CBAC)

Date of Event: Year Round FY 2019-2020 **Duration of Event:** Year Round

Amount of funding you are requesting: \$5000

Amount of funding from TAC you were given last year \$: This is a first year ask

1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The Clean Beaches Action Campaign is a marketing program intended to promote Cannon Beach's clean beaches and encourage stewardship of Cannon Beach's natural areas by visitors. This marketing initiative relates to the overarching message within the Cannon Beach Chamber of Commerce destination marketing plan for Cannon Beach: Love It Like a Local. This will be a multi-faceted marketing campaign that will also support and promote other community and statewide projects related to beach clean-up and awareness of the issues of ocean debris.

At the core of the campaign is the creation and dissemination of messaging encouraging visitors to take the pledge to "Leave It Better Than You Found It." The pledge is a simple one: remove at least one piece of plastic debris from the beach on every visit and, of course, never leave litter on the beach. Visitors would be encouraged to take the pledge by registering online with all registrants entered in a drawing (or drawings) for Cannon Beach gift packages.

A beautifully printed hotel room piece will be produced to encourage participation and stewardship of Cannon Beach's natural areas. This piece will also promote other related stewardship efforts such as the Haystack Rock Awareness Program, Sea Turtles Forever microplastic removal efforts, Solve Beach Clean-up and other conservation efforts including encouraging the business community to host their

own "clean beaches" programs that offer incentives for their customers to remove beach plastics.

This program would be promoted via the cannonbeach.org website with support from social media, e-mail marketing and public relations efforts.

2) Is this a new event or has it happened before? With or Without TAC funds?

This is a new event.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

We anticipate this program will increase tourism year-round by positioning Cannon Beach as a destination with clean beaches and a community committed to healthy ecosystems. The ultimate goal of the program would be to attract environmentally conscious visitors who appreciate the community's commitment to stewardship; and educate visitors about the issues of marine debris, encouraging them to be part of the solution and thereby mitigating and reversing one of the negative impacts of visitation. While it will be difficult to measure direct linkage of overnight stays related to this year-round program, this initiative will position Cannon Beach as a desirable destination to environmentally conscious travelers in alignment with the Cannon Beach Chamber of Commerce marketing plan encouraging visitors to Love it Like a Local. We believe this program could account for, or contribute to, hundreds of room night stays annually.

4) If this is a repeat event how many room nights did the event generate the previous year? Not applicable

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?

We will judge success of the program by the number of visitors who take the pledge, visit the website for program information, engage with social media posts related to the program and click-through to program information from social media posts and e-newsletters. We believe this interest in the Clean Beaches Campaign will demonstrate that the messaging is working and drawing visitors to Cannon Beach though direct attribution of visits related to the program may not be possible.

6) What is the total budget for your event? Please attach a detailed budget to this application. The total budget for the program is \$10,000 and the Chamber has budgeted a matching contribution up to \$5000 to match any TAF grant up to that amount.

7) What is the percentage of your budget you are asking for from TAC? 50%

- 8) **If the funding requested is not for an event, how will it be used?** Funds will be used to produce and distribute printed materials related to the program. Create content for website pages and disseminating that information through social media, e-mail marketing and public relations efforts. Other efforts requiring funding would include coordinating and encouraging community involvement in various programs related to clean beaches.
- 9) **Are you seeking other sources of funding?** Not at this time
- 10) **What is your marketing plan?** Partly answered in question 8. We will use existing marketing resources (website, e-mail and social media) along with a public relations campaign to promote the Clean Beaches Campaign and Cannon Beach's remarkable natural areas that deserve preservation. This will be a year-long marketing effort.
- 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?** This project will be overseen by the Cannon Beach Chamber of Commerce marketing committee under the ultimate supervision of the Chamber's board of directors. Chamber staff and a paid professional content marketing service provider will also be utilized.
- 12) **Please describe how this event will enhance the arts and attract tourists to Cannon Beach.** This program will attract environmentally conscious travelers who appreciate Cannon Beach's commitment to clean beaches and healthy ecosystems, allowing us to draw attention to the remarkable natural areas the community enjoys. The program would promote any community arts efforts related to using marine debris.
- 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?** This marketing program and campaign to engage visitors in caring for our valuable natural resources would be a multi-year effort. We see the potential for evolution of this project that may make other funding sources, including grants, an opportunity for future funding.

CANNON BEACH CHAMBER OF COMMERCE

BOARD OF DIRECTORS

July 1, 2018 to June 30, 2019

EXECUTIVE COMMITTEE:

President	Greg Swedenborg Waves Motel WK: 503-436-2205	PO Box 3, CB Cell:	July 2015 – June 2018 - 2021 greg.swedenborg@gmail.com
Vice President	John Newman Newman's at 988 WK: 503-436-1151	PO Box 880, CB Cell:	July 2015-June 2017-June 2020 remyjohnsandy@gmail.com
Secretary	Sheri Russell Columbia Bank WK: 503-436-0727	PO Box 578, CB Cell:	July 2017 - June 2020 SRussell@columbiabank.com
Treasurer	Gayle Andrus Cannon Beach Accountant WK: 503-436-0510	PO Box 983, CB Cell:	2015 – June 2018 - 2021 gandrus99@gmail.com

BOARD OF DIRECTORS:

Director	Lisa Spivey Stephanie Inn WK: 503-436-2221	Cell:	July 2016 – June 2019 lisa@stephanieinn.com
Director	Mike Brumfield Imprint Gallery WK: 503-436-4466	appointed PO Box 1400, CB Cell:	Sept 2018 – June 2019 MikeBrumfield@me.com
Director	Brian Olson Beachcomber Vacation Homes WK: 503-436-4500	PO Box 1053, CB Cell:	July 2017 – June 2019 brian@beachcombervacationhomes.com
Director	Debbie Nelson Basketcase WK: 503-436-2106	PO Box 103 Cell:	July 2017 – June 2020 cbflorist@theoregonshore.com
Director	Jeremy Clifford Voyages Toys WK: 503-436-0266	PO Box 1488, CB	July 2018 – June 2021 jeremy@voyagestoy.com

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016**Open to Public Inspection**

A For the 2016 calendar year, or tax year beginning <u>7/1/2016</u> , and ending <u>6/30/2017</u>																
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u></td> <td rowspan="2">D Employer identification number <u>93-0794946</u></td> </tr> <tr> <td colspan="2">Doing business as</td> </tr> <tr> <td colspan="2">Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u></td> <td rowspan="2">E Telephone number <u>503-436-2623</u></td> </tr> <tr> <td>City or town</td> <td>State ZIP code <u>CANNON BEACH OR 97110</u></td> </tr> <tr> <td colspan="2">Foreign country name Foreign province/state/county Foreign postal code</td> <td rowspan="2">G Gross receipts \$ <u>703,933</u></td> </tr> <tr> <td colspan="2"> F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u> </td> </tr> </table>	C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u>		D Employer identification number <u>93-0794946</u>	Doing business as		Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u>		E Telephone number <u>503-436-2623</u>	City or town	State ZIP code <u>CANNON BEACH OR 97110</u>	Foreign country name Foreign province/state/county Foreign postal code		G Gross receipts \$ <u>703,933</u>	F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u>	
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F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u>																
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (<u>6</u>) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527																
J Website: ▶ <u>CANNONBEACH.ORG</u>																
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶																
L Year of formation: <u>1945 M State of legal domicile: <u>OR</u> </u>																

Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>Chamber of Commerce representing businesses to promote tourism by advertising, special events and maintaining an information visitor center.</u>	
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
	3	Number of voting members of the governing body (Part VI, line 1a) <u>3</u> 8	
	4	Number of independent voting members of the governing body (Part VI, line 1b) <u>4</u> 8	
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a) <u>5</u> 8	
	6	Total number of volunteers (estimate if necessary) <u>6</u> 75	
	Revenue	7a	Total unrelated business revenue from Part VIII, column (C), line 12 <u>7a</u> 0
b		Net unrelated business taxable income from Form 990-T, line 34 <u>7b</u> 0	
8		Contributions and grants (Part VIII, line 1h) <u>312,127</u> 478,193	
9		Program service revenue (Part VIII, line 2g) <u>189,340</u> 203,345	
10		Investment income (Part VIII, column (A), lines 3, 4, and 7d) <u>0</u> 0	
11		Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e) <u>35,345</u> 22,395	
12		Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12) <u>536,812</u> 703,933	
Expenses		13	Grants and similar amounts paid (Part IX, column (A), lines 1–3) <u>0</u> 0
		14	Benefits paid to or for members (Part IX, column (A), line 4) <u>0</u> 0
		15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10) <u>181,574</u> 253,727
	16a	Professional fundraising fees (Part IX, column (A), line 11e) <u>0</u> 0	
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>11,942</u>	
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e) <u>281,842</u> 333,224	
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25) <u>463,416</u> 586,951	
Net Assets or Fund Balances	19	Revenue less expenses. Subtract line 18 from line 12 <u>73,396</u> 116,982	
	20	Total assets (Part X, line 16) <u>317,448</u> 416,292	
	21	Total liabilities (Part X, line 26) <u>85,832</u> 55,266	
	22	Net assets or fund balances. Subtract line 21 from line 20 <u>231,616</u> 361,026	

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date	Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input checked="" type="checkbox"/> if self-employed	PTIN
	Type or print name and title			<u>GAYLE R ANDRUS</u>	<u>GAYLE R ANDRUS</u>	<u>1/10/2018</u>	<input checked="" type="checkbox"/>	<u>P00603127</u>
	Firm's name ▶ <u>GAYLE R. ANDRUS, PC</u>			Firm's EIN ▶ <u>58-2061138</u>		Firm's address ▶ <u>P.O. BOX 983, CANNON BEACH, OR 97110</u>		Phone no. <u>(503) 436-0510</u>

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

Application for TAC Funding



Contact Information

Organization Name Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503 436-2623 Website (if applicable) www.CannonBeach.Org

Contact Name Jim Paino Email Jim@CannonBeach.Org

Name of Event Event and Tourism Video Production

Date of Event Fiscal Year 2019-2020 Duration of Event Year Round

Amount of funding you are requesting \$ 22,900.00

Amount of funding from TAC you were given last year \$ 16,500.00

Please See Attached Documents

- 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 enhance the arts and attract tourists to 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, 2020.

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

Jim Paino

Executive Director

5-1-19

Date

Print Name and Title

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2019-2020**

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. Ordinances 10-06 and 15-01

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 staples, and No colored documents please: these pages will not be copied in color. Applications must be received at Cannon Beach City Hall by 5:00 p.m., or post marked, Wednesday, May 1, 2019.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 1, 2019**, 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.

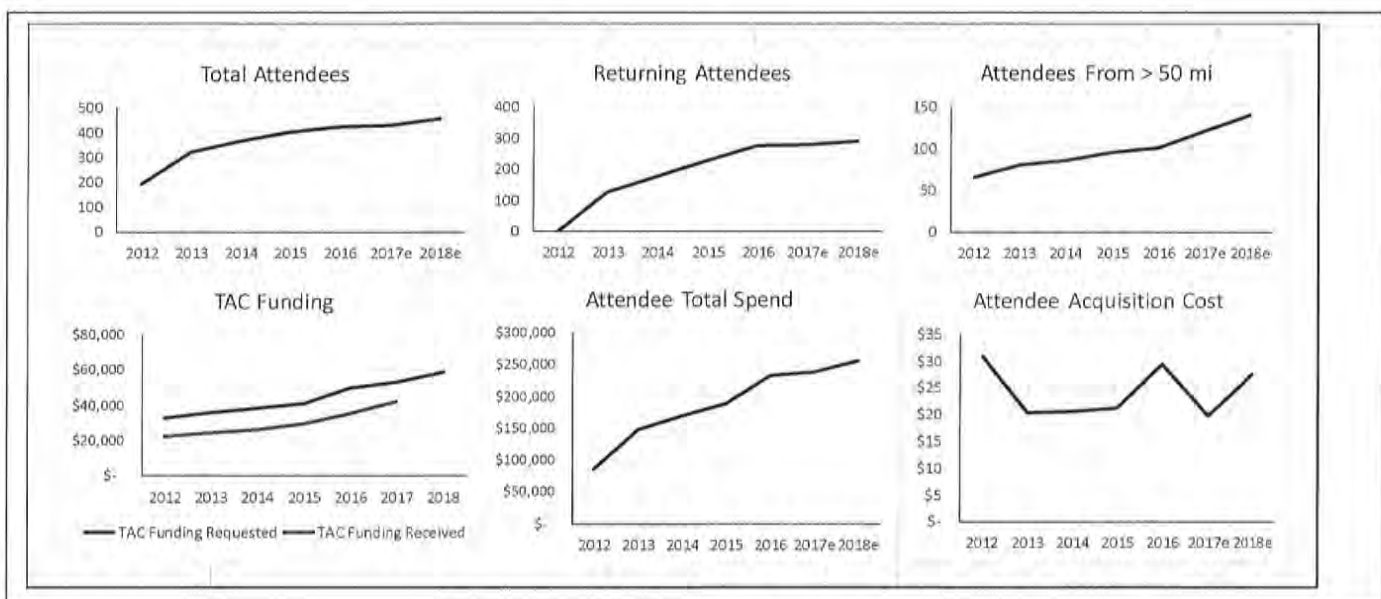
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2020. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2020). Future ineligibility will result if evaluation forms are not received in timely manner.

Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'



**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

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.

 B

Receipt of Ordinance 10-06

 B

Receipt of Ordinance 15-01

 B

Receipt of ORS 320.350

 B

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

 B

Receipt of Tourism and Arts Funding (TAF) Award Agreement

 B

Receipt of W-9 form

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

- B Completed application form, signed by an authorized representative of the organization
- B Copy of Board of Directors list
- B 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
- B A line-item budget for proposed program/project
- B A copy of line-item organizational budget for the current fiscal year
- B A financial statement for the most recent fiscal year
- B Evaluation for last TAF award received, if applicable
- B W-9 for City of Cannon Beach Finance Department (if applying for the first time)
- B Initialed copy of this Application Checklist and Receipt
- B Metrics Addendum
- B **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.

Contact Information Organization Name: Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address: 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone: 503-436-2623 Website (if applicable): www.cannonbeach.org

Contact Name: James Paino Email: jim@cannonbeach.org

Name of Event: Event & Tourism Video Production

Date of Event: FY 2019-2020 Duration of Event: FY 2019-2020

Amount of funding you are requesting: \$ 22,900

Amount of funding from TAC you were given last year: \$ 16,500.00

1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The Cannon Beach Chamber of Commerce is seeking TAC funding to continue the creation of Event and Tourism Videos for fiscal year July 2019 - June 2020.

We are continuing to develop a series of video assets for integration with website, social media, and public relations efforts based on all of the other events funded and supported by the Tourism Arts Committee. This project allows the Cannon Beach Chamber to further enhance our existing video library for use on CannonBeach.org, social media, primarily YouTube.com, and general promotion of Cannon Beach. Moreover, we will be providing these videos to the other events, members, and organizations for their own marketing and promotional use. The funding allows for the development, filming, and editing of videos that display the unique and wonderful events and activities that occur in Cannon Beach.

Please note that this project is ongoing with new videos added as materials and opportunities present themselves. We currently have numerous videos that are up on our YouTube page.

https://www.youtube.com/channel/UCULqJ5_yafJ1UJzaVoii_DA

We have incorporated the video content we've developed for Cannon Beach on YouTube, Facebook, and Instagram promotions. We can repurpose video content for Facebook/Instagram ADs and promotions, to promote upcoming events in 2019/2020. By utilizing Facebook/Instagram advanced targeting features we can use event videos to bring more visitors to future events by directly targeting our demographics with video advertisements. These video advertisements feature the video footage of previous year's events so potential visitors can know what to expect.

2) Is this a new event or has it happened before? With or Without TAC funds?

This project has been funded through TAC for the last four years. As we continue to grow and see the value and possible uses of these videos, the program will evolve as well. The first year we looked to create overall Cannon Beach Videos. The second year we focused on each event throughout the year. Last year we created a video for each event that was not covered already, including any new events to TAC. In 2019 the North Coast Culinary Fest will be added to our video collection.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

This project is not tied directly to a number of room night stays. It is our continued hope that all TAC funded events and projects will receive an increase in attendance and participation as a result of this project.

4) If this is a repeat event how many room nights did the event generate the previous year?

Although the exact number of room nights is not quantifiable, the overall increase in Transient Room Occupancy Tax collections by all measures is well up over the previous year. This shows an increase in overnight stays which we believe this project has contributed to and will continue to support.

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?

As the Chamber of Commerce we work diligently to promote overnight stays in Cannon Beach. These videos will not directly drive overnight stays, but will support all events in the promotion of overnight stays in Cannon Beach during their specific event timeframe.

6) What is the total budget for your event? Please attach a detailed budget to this application.

Please refer to the attached budget for this project. Should there be additional or new TAC funded events we would like to be sure to include them in this project.

7) What is the percentage of your budget you are asking for from TAC?

The Chamber of Commerce is asking for 100% of the \$22,900 for this project, as we work to support all the TAC funded events with the videos that we produce.

8) If the funding requested is not for an event, how will it be used?

The funding will be used for Video development, shooting, editing, production, photography, and promotion.

9) Are you seeking other sources of funding?

We are not seeking other sources of funding as this project supports the TAC funded events and projects in Cannon Beach.

10) What is your marketing plan?

The creation of these videos will go to support our marketing efforts through our YouTube channel, on our Facebook pages, and on our website. Each event, member or organization will be able to use these videos for their own marketing efforts. We have added the creation of a 30 sec. social media Video that will be available for everyone to use to promote each event. Social Media video are becoming more popular by viewers to have a quick understanding of an event before doing a deeper dive into the details.

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?

The Chamber of Commerce contracted Morrissey Productions for the creation of these videos. All development, production, and shooting is handled by them. It is our goal to continue the contract with them to produce future videos.

12) Please describe how this event will attract tourists and enhance the arts in Cannon Beach.

Video has become the driving force of content on the internet. Every platform includes videos to help capture the attention of viewers and drive their interests to specific destinations. Having quality professional footage and videos to use in promotions is becoming more vital every year.

Ultimately we hope that these videos will showcase many of the great aspects that our community and Cannon Beach has to offer. Video content truly allows the viewer to experience an event and Cannon Beach and spark an interest to visit.

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?

This project is designed to support the TAC funded recipients and provide them with additional tools to help them promote their events. This also provides the Chamber the ability to promote them as well. As the library of videos continues to increase it will also become a video record of how each event has grown and progressed through the years.

Our plan is to refresh event videos every two to three years. This will keep the videos current and showcasing the most recent versions of all the events happening in town. We do see this as an on-going project as long as the TAC committee and the partnering events see the value of this program.

CANNON BEACH CHAMBER OF COMMERCE

BOARD OF DIRECTORS

July 1, 2018 to June 30, 2019

EXECUTIVE COMMITTEE:

President	Greg Swedenborg Waves Motel WK: 503-436-2205	PO Box 3, CB Cell:	July 2015 – June 2018 - 2021 greg.swedenborg@gmail.com
Vice President	John Newman Newman's at 988 WK: 503-436-1151	PO Box 880, CB Cell:	July 2015-June 2017-June 2020 remyjohnsandy@gmail.com
Secretary	Sheri Russell Columbia Bank WK: 503-436-0727	PO Box 578, CB Cell:	July 2017 - June 2020 SRussell@columbiabank.com
Treasurer	Gayle Andrus Cannon Beach Accountant WK: 503-436-0510	PO Box 983, CB Cell:	2015 – June 2018 - 2021 gandrus99@gmail.com

BOARD OF DIRECTORS:

Director	Lisa Spivey Stephanie Inn WK: 503-436-2221	Cell:	July 2016 – June 2019 lisa@stephanieinn.com
Director	Mike Brumfield Imprint Gallery WK: 503-436-4466	appointed PO Box 1400, CB Cell:	Sept 2018 – June 2019 MikeBrumfield@me.com
Director	Brian Olson Beachcomber Vacation Homes WK: 503-436-4500	PO Box 1053, CB Cell:	July 2017 – June 2019 brian@beachcombervacationhomes.com
Director	Debbie Nelson Basketcase WK: 503-436-2106	PO Box 103 Cell:	July 2017 – June 2020 cbflorist@theoregonshore.com
Director	Jeremy Clifford Voyages Toys WK: 503-436-0266	PO Box 1488, CB	July 2018 – June 2021 jeremy@voyagestoy.com

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016**Open to Public Inspection**

A For the 2016 calendar year, or tax year beginning <u>7/1/2016</u> , and ending <u>6/30/2017</u>																																			
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u></td> <td rowspan="2">D Employer identification number <u>93-0794946</u></td> </tr> <tr> <td colspan="2">Doing business as</td> </tr> <tr> <td colspan="2">Number and street (or P.O. box if mail is not delivered to street address) Room/suite</td> <td rowspan="2">E Telephone number <u>503-436-2623</u></td> </tr> <tr> <td colspan="2"><u>PO BOX 64</u></td> </tr> <tr> <td>City or town</td> <td>State</td> <td>ZIP code</td> </tr> <tr> <td><u>CANNON BEACH</u></td> <td><u>OR</u></td> <td><u>97110</u></td> </tr> <tr> <td>Foreign country name</td> <td>Foreign province/state/county</td> <td>Foreign postal code</td> </tr> <tr> <td colspan="3"> </td> </tr> <tr> <td colspan="2">F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u></td> <td> G Gross receipts \$ <u>703,933</u> H(a) Is this a group return for subordinates? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> H(b) Are all subordinates included? Yes <input type="checkbox"/> No <input type="checkbox"/> If "No," attach a list. (see instructions) H(c) Group exemption number ▶ </td> </tr> <tr> <td colspan="3"> I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (<u>6</u>) ◀ (Insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527 </td> </tr> <tr> <td colspan="3">J Website: ▶ <u>CANNONBEACH.ORG</u></td> </tr> <tr> <td colspan="2">K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶</td> <td> L Year of formation: <u>1945</u> M State of legal domicile: <u>OR</u> </td> </tr> </table>	C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u>		D Employer identification number <u>93-0794946</u>	Doing business as		Number and street (or P.O. box if mail is not delivered to street address) Room/suite		E Telephone number <u>503-436-2623</u>	<u>PO BOX 64</u>		City or town	State	ZIP code	<u>CANNON BEACH</u>	<u>OR</u>	<u>97110</u>	Foreign country name	Foreign province/state/county	Foreign postal code				F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u>		G Gross receipts \$ <u>703,933</u> H(a) Is this a group return for subordinates? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> H(b) Are all subordinates included? Yes <input type="checkbox"/> No <input type="checkbox"/> If "No," attach a list. (see instructions) H(c) Group exemption number ▶	I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (<u>6</u>) ◀ (Insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527			J Website: ▶ <u>CANNONBEACH.ORG</u>			K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: <u>1945</u> M State of legal domicile: <u>OR</u>
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Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>Chamber of Commerce representing businesses to promote tourism by advertising, special events and maintaining an information visitor center.</u>		
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	3	8
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	8
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	5	8
	6	Total number of volunteers (estimate if necessary)	6	75
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
	b	Net unrelated business taxable income from Form 990-T, line 34	7b	0
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	312,127	478,193
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	189,340	203,345
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0	0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	35,345	22,395
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	536,812	703,933
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	0	0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	181,574	253,727
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>11,942</u>	0	0
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	281,842	333,224
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	463,416	586,951
Net Assets or Fund Balances	19	Revenue less expenses. Subtract line 18 from line 12	73,396	116,982
	20	Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21	Total liabilities (Part X, line 26)	317,448	416,292
22	Net assets or fund balances. Subtract line 21 from line 20	85,832	55,266	
			231,616	361,026

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date		
	Type or print name and title			
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	PTIN
	<u>GAYLE R ANDRUS</u>	<u>GAYLE R ANDRUS</u>	<u>1/10/2018</u>	Check <input checked="" type="checkbox"/> if self-employed P00603127
	Firm's name ▶ <u>GAYLE R. ANDRUS, PC</u>	Firm's EIN ▶ <u>58-2061138</u>		
	Firm's address ▶ <u>P.O. BOX 983, CANNON BEACH, OR 97110</u>	Phone no. <u>(503) 436-0510</u>		

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No



Certificate of Amendment

OF

CANNON BEACH COMMERCIAL CLUB

The undersigned, as Corporation Commissioner of the State of Oregon, hereby certifies that duplicate originals of Articles of Amendment to the Articles of Incorporation, duly signed and verified pursuant to the provisions of the Oregon Nonprofit Corporation Act, have been received in this office and are found to conform to law.

Accordingly, the undersigned, as such Corporation Commissioner, and by virtue of the authority vested in him by law, hereby issues this Certificate of Amendment to the Articles of Incorporation and attaches hereto a duplicate original of the Articles of Amendment.

THE CANNON BEACH CHAMBER OF COMMERCE



In Testimony Whereof I have hereunto set my hand and affixed hereto the seal of the Corporation Department of the State of Oregon, at Salem, this 3rd day of October, 1968.

Frank J. Healy

Corporation Commissioner

By

Walter H. Hagen

Chief Clerk



MORRISEY PRODUCTIONS

ESTIMATE

Morrissey Productions
P.O. Box 333
Seaside, OR 97138

Contact:
Seth@Morrissey.com

Cannon Beach Chamber

207 N Spruce St.
Cannon Beach, OR 97110
Date: 5/1/19
Invoice Number: 68949

Video Production + Event Photography + Editing Services

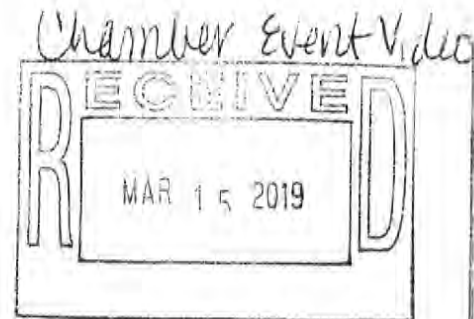
Description	Quantity	Price	Total Cost
Cottage Garden Tour Weekend	1	\$ 2,000	\$ 2,000
Earth & Ocean Arts 2020	1	\$ 2,000	\$ 2,000
Music Festival	1	\$ 2,000	\$ 2,000
Haystack Holidays	1	\$ 2,000	\$ 2,000
Savor Cannon Beach	1	\$ 2,000	\$ 2,000
Get Lit At The Beach	1	\$ 2,000	\$ 2,000
Fat Bike Festival	1	\$ 2,000	\$ 2,000
There Is Magic Here Version 2 (Food/Wine/ Art)	1	\$ 2,400	\$ 2,400
TAC Awarded Event 1 (TBA)	1	\$ 2,000	\$ 2,000
TAC Awarded Event 2 (TBA)	1	\$ 2,000	\$ 2,000
YouTube Marketing (Video Uploads, Optimization, SEO, ect..)	10	\$ 250	\$ 2,500
		Subtotal	\$ 22,900
			\$ 0
		Total	\$ 22,900

NOTE: Each video estimate includes multiple days of video production, photography, & post production editing.

DELIVERABLES: 2-5 minute video, 30 second video, & photography.

Cannon Beach Chamber of Commerce
Profit & Loss Summary Budget vs. Actual
April 2019

	Jul '18 - Apr 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income	57,390.35	110,625.00
4010 · Chamber Operations	72,740.25	82,000.00
4015 · Haystack Dollars Income	370.00	0.00
4020 · Chamber Hall Rental Income	79,200.00	59,800.00
4070 · Unrestricted Misc Donations	490.31	0.00
4080 · Visitor Center Contract Income	121,600.62	160,000.00
4081 · TDF Income	287,634.95	300,000.00
4100 · Fund Raisers Passthrough	14,015.00	0.00
4170 · Events Income	50,585.36	102,740.00
Total Income	684,026.84	815,165.00
Gross Profit	684,026.84	815,165.00
Expense		
60005 · TAC Expenses	32,444.00	110,625.00
6010 · Board Expenses	425.00	850.00
6020 · Payroll Expense	211,440.85	281,402.86
6031 · Depreciation Expense	0.00	0.00
6125 · Bank Service Charges	2,862.10	3,100.00
6130 · Reserve Operations Transfer	15,000.00	
6135 · Building Reserve Transfer	4,200.00	5,040.00
6137 · Mortgagee Costs	0.00	0.00
6138 · US Bank Credit Line Expense	0.00	0.00
6139 · US Bank Credit Card Interest Pd	52.69	0.00
6150 · Department Rent	29,000.00	34,800.00
6165 · Dues and Subscriptions	978.82	1,400.00
6175 · Equipment Rental	10,018.79	9,500.00
6183 · Hall Rental Exps/Deposit Return	9,530.00	8,750.00
6185 · Insurance	4,732.82	8,500.00
6200 · Landscaping	4,250.00	6,000.00
6235 · Licenses and Permits	50.00	200.00
6236 · Haystack Dollars Sold	470.00	0.00
6240 · Marketing	191,486.39	206,000.00
6250 · Membership Expense	4,238.91	3,000.00
6252 · Miscellaneous	0.00	0.00
6253 · Constant Contact Mrktng	0.00	0.00
6255 · Postage and Delivery	3,693.99	3,000.00
6275 · Professional Fees	11,387.50	11,750.00
6280 · Property Taxes	1,970.60	2,000.00
6305 · Repairs and Maintenance	33,066.79	16,550.00
6340 · Telephone	1,311.42	5,000.00
6355 · Travel & Entertainment	5,778.62	5,400.00
6395 · Utilities	5,773.32	7,100.00
6400 · Supplies	4,191.00	6,500.00
6500 · Web Site Expense	2,482.88	1,250.00
6900 · Fund Raiser Passthrough	857.00	0.00
7000 · Events Expense	53,179.51	98,075.00
Total Expense	644,873.00	835,792.86
Net Ordinary Income	39,153.84	-20,627.86
Net Income	39,153.84	-20,627.86



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ Mid Term

☐ Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

Program/Project Title

Event & Tourism Video Production

Evaluator Name/Position Jim Paino

Date 3/15/19

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

Please see attached document

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- b. Describe what could be done differently in the future to improve the program/event/project.

Please see attached document

3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

Please see attached document



- ii. Sandcastle Contest: Debbie Nelson
 - 1. Shooting will coincided with the event. June 8th
- iii. WOW Weekend: Buddie Anderson
 - 1. Shooting complete, production in process
- iv. NC Culinary Fest: Bob Neroni, Chris Olson, Amy Maxwell
 - 1. Shooting will coincided with the event. May 10-12
- v. Get Lit at the Beach: Tracy Abel
 - 1. Shooting will coincided with the event. April 5-7
- vi. TBD-Ecola State Park: State Park Ranger or Representative
 - 1. Beginning development
- vii. TBD-Fat Bike Festival: Daniella Crowder
 - 1. Shooting will coincided with the event May 17-19
- viii. Event Highlight video will compile all events filmed from the year.
- ix. "There is Magic Here" will also use footage from all events throughout this year.

- b. The implementation of these videos onto the CannonBeach.Org website has been well received by the Community, businesses, and visitor alike. They are a great representation of our area, and a wonderful example of the functionality and impact that video can make when used appropriately.
- c. The Marketing Committee recently approved a project to have Morrisey Productions create several 30 second videos from these events to allow for Social media advertising opportunities. Morrisey will also create an evergreen add that can be used year round for social media advertising.

3. Budget attachments

- a. See attached sheet with project plan and
- b. The budget actuals from the Chamber.

Cannon Beach Chamber of Commerce
TAC Budget vs. Actual
July 2018 through June 2019

	Jul '18 - Jun 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income		
40054 · TAC Activity		
400546 · TAC-Social Integration	0.00	0.00
400547 · TAC-Video Assets	9,900.00	16,500.00
400541 · TAC-North Coast Partnership	10,028.40	16,714.00
400548 · TAC - Fat Bike	10,082.40	16,804.00
400549 · TAC - Cullinary Festival	13,885.80	23,143.00
Total 40054 · TAC Activity	43,896.60	73,161.00
Total 4005 · TAC Income	43,896.60	73,161.00
Total Income	43,896.60	73,161.00
Gross Profit	43,896.60	73,161.00
Expense		
60005 · TAC Expenses		
600063 · TAC-Social Integration	0.00	0.00
600066 · TAC - Cullinary Festival	0.00	23,143.00
600065 · TAC-Fat Bike	1,900.00	16,804.00
600064 · TAC-Video Assets	6,150.00	16,500.00
600059 · TAC N.CoastPartnership	18,166.25	16,714.00
Total 60005 · TAC Expenses	26,216.25	73,161.00
Total Expense	26,216.25	73,161.00
Net Ordinary Income	17,680.35	0.00
Net Income	17,680.35	0.00

Application for TAC Funding



Contact Information

Organization Name Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503 436-2623 Website (if applicable) www.CannonBeach.Org

Contact Name Jim Paino Email Jim@CannonBeach.Org

Name of Event Cannon Beach Fat Bike Festival

Date of Event May 15-17, 2020 Duration of Event Three Day Event

Amount of funding you are requesting \$ 17,325.00

Amount of funding from TAC you were given last year \$ 16,804.00

Please See Attached Documents

- 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 enhance the arts and attract tourists to 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, 2020.

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

Jim Paino

Executive Director

5-1-19

Date

Print Name and Title

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2019-2020**

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. Ordinances 10-06 and 15-01

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 1/2" x 11" paper, single sided. **No staples, and No colored documents please: these pages will not be copied in color. Applications must be received at Cannon Beach City Hall by 5:00 p.m., or post marked, Wednesday, May 1, 2019.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 1, 2019**, 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.

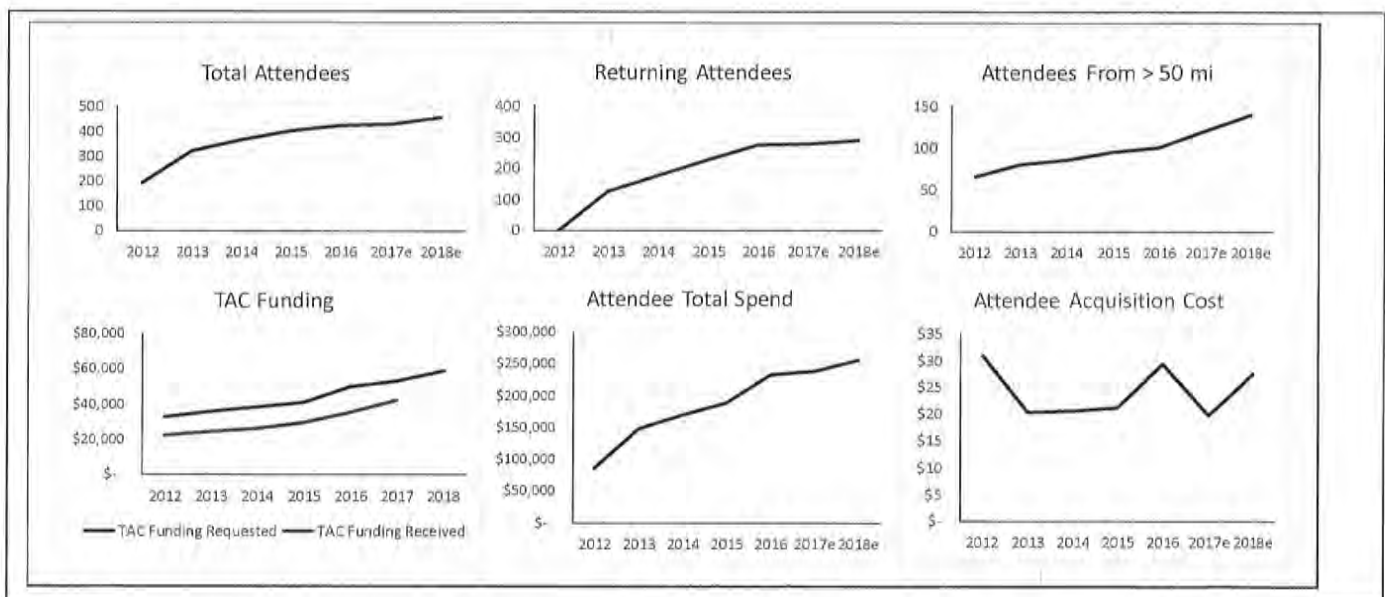
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2020. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2020). Future ineligibility will result if evaluation forms are not received in timely manner.

Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'



**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

CANNON BEACH CHAMBER OF COMMERCE

BOARD OF DIRECTORS

July 1, 2018 to June 30, 2019

EXECUTIVE COMMITTEE:

President	Greg Swedenborg Waves Motel WK: 503-436-2205	PO Box 3, CB Cell:	July 2015 – June 2018 - 2021 greg.swedenborg@gmail.com
Vice President	John Newman Newman's at 988 WK: 503-436-1151	PO Box 880, CB Cell:	July 2015-June 2017-June 2020 remyjohnsandy@gmail.com
Secretary	Sheri Russell Columbia Bank WK: 503-436-0727	PO Box 578, CB Cell:	July 2017 - June 2020 SRussell@columbiabank.com
Treasurer	Gayle Andrus Cannon Beach Accountant WK: 503-436-0510	PO Box 983, CB Cell:	2015 – June 2018 - 2021 gandrus99@gmail.com

BOARD OF DIRECTORS:

Director	Lisa Spivey Stephanie Inn WK: 503-436-2221	Cell:	July 2016 – June 2019 lisa@stephanieinn.com
Director	Mike Brumfield Imprint Gallery WK: 503-436-4466	appointed PO Box 1400, CB Cell:	Sept 2018 – June 2019 MikeBrumfield@me.com
Director	Brian Olson Beachcomber Vacation Homes WK: 503-436-4500	PO Box 1053, CB Cell:	July 2017 – June 2019 brian@beachcombervacationhomes.com
Director	Debbie Nelson Basketcase WK: 503-436-2106	PO Box 103 Cell:	July 2017 – June 2020 cbflorist@theoregonshore.com
Director	Jeremy Clifford Voyages Toys WK: 503-436-0266	PO Box 1488, CB	July 2018 – June 2021 jeremy@voyagestoy.com

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016**Open to Public Inspection**

A For the 2016 calendar year, or tax year beginning <u>7/1/2016</u> , and ending <u>6/30/2017</u>																					
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u></td> </tr> <tr> <td colspan="2">Doing business as</td> </tr> <tr> <td>Number and street (or P.O. box if mail is not delivered to street address)</td> <td>Room/suite</td> </tr> <tr> <td><u>PO BOX 64</u></td> <td></td> </tr> <tr> <td>City or town</td> <td>State</td> </tr> <tr> <td><u>CANNON BEACH</u></td> <td><u>OR</u></td> </tr> <tr> <td>ZIP code</td> <td></td> </tr> <tr> <td><u>97110</u></td> <td></td> </tr> <tr> <td>Foreign country name</td> <td>Foreign province/state/county</td> </tr> <tr> <td></td> <td>Foreign postal code</td> </tr> </table>	C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u>		Doing business as		Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	<u>PO BOX 64</u>		City or town	State	<u>CANNON BEACH</u>	<u>OR</u>	ZIP code		<u>97110</u>		Foreign country name	Foreign province/state/county		Foreign postal code
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L Year of formation:	<u>1945</u>																				
M State of legal domicile:	<u>OR</u>																				

Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>Chamber of Commerce representing businesses to promote tourism by advertising, special events and maintaining an information visitor center.</u>		
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	3	8
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	8
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	5	8
	6	Total number of volunteers (estimate if necessary)	6	75
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
	b	Net unrelated business taxable income from Form 990-T, line 34	7b	0
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	312,127	478,193
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	189,340	203,345
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0	0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	35,345	22,395
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	536,812	703,933
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	0	0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	181,574	253,727
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>11,942</u>	0	0
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	281,842	333,224
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	463,416	586,951
19	Revenue less expenses. Subtract line 18 from line 12	73,396	116,982	
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21	Total liabilities (Part X, line 26)	317,448	416,292
	22	Net assets or fund balances. Subtract line 21 from line 20	85,832	55,266
			231,616	361,026

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

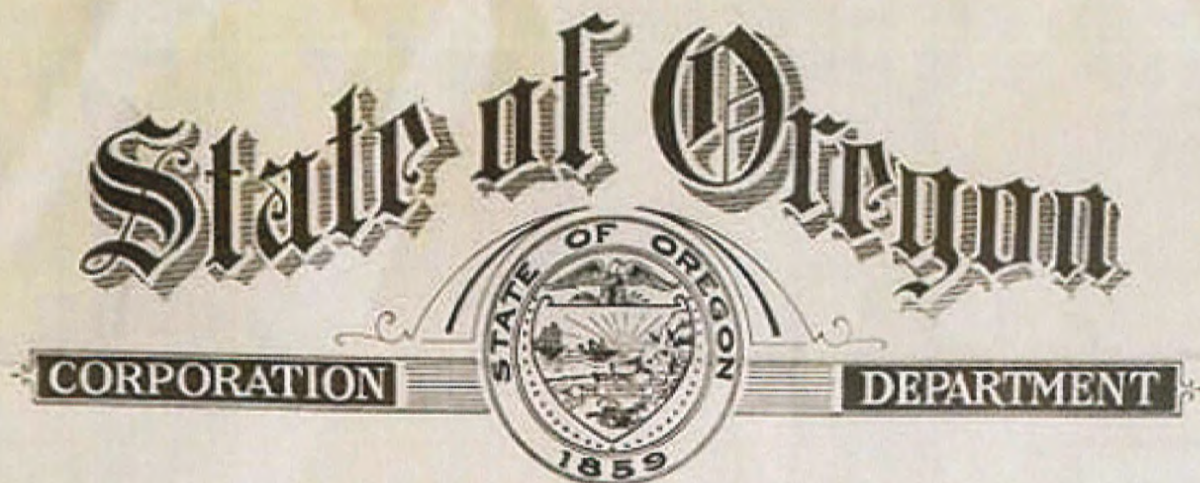
Sign Here	Signature of officer	Date			
	Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input checked="" type="checkbox"/> if self-employed	PTIN
	<u>GAYLE R ANDRUS</u>	<u>GAYLE R ANDRUS</u>	<u>1/10/2018</u>	<input checked="" type="checkbox"/>	<u>P00603127</u>
	Firm's name ▶ <u>GAYLE R. ANDRUS, PC</u>		Firm's EIN ▶ <u>58-2061138</u>		
	Firm's address ▶ <u>P.O. BOX 983, CANNON BEACH, OR 97110</u>		Phone no. <u>(503) 436-0510</u>		

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

HTA

Form **990** (2016)



Certificate of Amendment
OF

CANNON BEACH COMMERCIAL CLUB

The undersigned, as Corporation Commissioner of the State of Oregon, hereby certifies that duplicate originals of Articles of Amendment to the Articles of Incorporation, duly signed and verified pursuant to the provisions of the Oregon Nonprofit Corporation Act, have been received in this office and are found to conform to law.

Accordingly, the undersigned, as such Corporation Commissioner, and by virtue of the authority vested in him by law, hereby issues this Certificate of Amendment to the Articles of Incorporation and attaches hereto a duplicate original of the Articles of Amendment.

THE CANNON BEACH CHAMBER OF COMMERCE



In Testimony Whereof I have hereunto set my hand and affixed hereto the seal of the Corporation Department of the State of Oregon, at Salem, this 3rd day of October, 1968.

Frank J. Healy
Corporation Commissioner

By Walter H. Hengen
Chief Clerk

Proposed Budget Cannon Beach Fat Bike Festival: 2020 (based on 150 participants)

Item:	Description:	Budgeted Amount:	Expense description:	Notes:
Web based marketing	Website, registration, logo & poster design.	\$1000	\$500 logo update and t-shirt design \$500 website changes	
Permits/Event fees	Permit fees for event	\$900	\$650 + OBRA fees * \$250 State Park permit	* Obra fee's are based on participant #'s (I based this on 150 participants)
Hard Copy marketing T-shirts	Printing & mailing of posters & flyers Printing of t-shirts for participants	\$400 \$1500	Printing of flyers, posters, and laminating for event signage. Based on 150 t-shirts @ \$10 per shirt	
Paid Advertising	Web, print, Facebook, etc.	\$3000	Mostly web based/social media marketing. Will target Bend audience and other areas where people own Fat Bikes.	
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, poker run, etc.	\$1545	\$900 food for event after party \$500 Bonfire & rest stop supplies \$145 Porta Potty rental	
Event Management & Logistics	Hire an Event Director to run event.	\$9500	\$9500	

Total cost for 2020 event (based on 150 participants)	\$17,845
---	----------

Suggested Request for TAC:	TAC funding for 2020 event	\$17,325
Income source: Eventbrite Sponsorships	Based on \$25 registration fee x 150 participants (minus service fees of approx. \$3) Sponsorships from local businesses &/or bike companies.	\$3300 \$2000

Cannon Beach Chamber of Commerce
Profit & Loss Summary Budget vs. Actual
April 2019

	Jul '18 - Apr 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 - TAC Income	57,390.35	110,625.00
4010 - Chamber Operations	72,740.25	82,000.00
4015 - Haystack Dollars Income	370.00	0.00
4020 - Chamber Hall Rental Income	79,200.00	59,800.00
4070 - Unrestricted Misc Donations	490.31	0.00
4080 - Visitor Center Contract Income	121,600.62	160,000.00
4081 - TDF Income	267,634.95	300,000.00
4100 - Fund Raisers Passthrough	14,015.00	0.00
4170 - Events Income	50,585.36	102,740.00
Total Income	684,026.84	815,165.00
Gross Profit	684,026.84	815,165.00
Expense		
60005 - TAC Expenses	32,444.00	110,625.00
6010 - Board Expenses	425.00	850.00
6020 - Payroll Expense	211,440.85	281,402.86
6031 - Depreciation Expense	0.00	0.00
6125 - Bank Service Charges	2,862.10	3,100.00
6130 - Reserve Operations Transfer	15,000.00	
6135 - Building Reserve Transfer	4,200.00	5,040.00
6137 - Mortgagee Costs	0.00	0.00
6138 - US Bank Credit Line Expense	0.00	0.00
6139 - US Bank Credit Card Interest Pd	52.69	0.00
6150 - Department Rent	29,000.00	34,800.00
6165 - Dues and Subscriptions	978.82	1,400.00
6175 - Equipment Rental	10,018.79	9,500.00
6183 - Hall Rental Exps/Deposit Return	9,530.00	8,750.00
6185 - Insurance	4,732.82	8,500.00
6200 - Landscaping	4,250.00	6,000.00
6235 - Licenses and Permits	50.00	200.00
6236 - Haystack Dollars Sold	470.00	0.00
6240 - Marketing	191,486.39	206,000.00
6250 - Membership Expense	4,238.91	3,000.00
6252 - Miscellaneous	0.00	0.00
6253 - Constant Contact Mrktng	0.00	0.00
6255 - Postage and Delivery	3,693.99	3,000.00
6275 - Professional Fees	11,387.50	11,750.00
6280 - Property Taxes	1,970.60	2,000.00
6305 - Repairs and Maintenance	33,066.79	16,550.00
6340 - Telephone	1,311.42	5,000.00
6355 - Travel & Entertainment	5,778.62	5,400.00
6395 - Utilities	5,773.32	7,100.00
6400 - Supplies	4,191.00	6,500.00
6500 - Web Site Expense	2,482.88	1,250.00
6900 - Fund Raiser Passthrough	857.00	0.00
7000 - Events Expense	53,179.51	98,075.00
Total Expense	644,873.00	835,792.86
Net Ordinary Income	39,153.84	-20,627.86
Net Income	39,153.84	-20,627.86



Tolovana Arts Colony "mission is to provide affordable, year-round arts-related education, inspiration and cultural programming to residents and visitors of Cannon Beach."

4/30/19

The Cannon Beach Fat Bike Festival worked on incorporating the mission of the TAC into our event this year & look forward to expanding on the theme even more in 2020.

For our 2019 event (which has not yet taken place), we have connected with local businesses and programs to expand on the Arts element of our event in the following ways;

We are teaming up with Haystack Rock Awareness Program to complete an art project that is inspired by collecting small plastics on the beach from our Fat Bike Beach Clean Up. We are then working w/ a local artist to help us make a window mural of a bicycle out of the plastic trash pieces collected. Any extra plastics from our beach clean up will also be donated to HRAP for other art projects in the schools, etc.

We are also doing a scavenger hunt within the festival that will provide clues to participants to bring them to public art pieces around town including; Welcome Pole, Whale Ribs, Whale Sculpture, The Wave, A Delicate Balance, Tufted Puffins, Fisherman's Dance, & Salmon Journey.

We have also teamed up with the Cannon Beach History Center & Museum to be a stop on the scavenger hunt where participants will get a taste of local cultural programming by taking a tour of the museum and take a short quiz on some of the local history.

We look forward to our 2019 event and expanding on the Arts theme even more for 2020 to bring together our participants with the wonderful arts community of Cannon Beach.

Best Regards,

Daniella Crowder, Director

Oregon Rides & Events

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

- B Completed application form, signed by an authorized representative of the organization
- B Copy of Board of Directors list
- B 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
- B A line-item budget for proposed program/project
- B A copy of line-item organizational budget for the current fiscal year
- B A financial statement for the most recent fiscal year
- B Evaluation for last TAF award received, if applicable *MID TERM*
- B W-9 for City of Cannon Beach Finance Department (if applying for the first time) *N/A*
- B Initialed copy of this Application Checklist and Receipt
- B Metrics Addendum *see below*
- B **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.

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 Ordinance 15-01



Receipt of ORS 320.350



Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

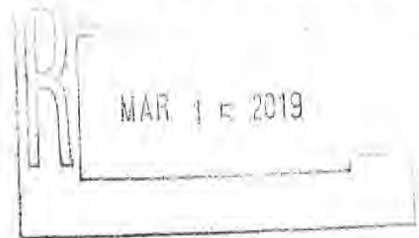


Receipt of Tourism and Arts Funding (TAF) Award Agreement



Receipt of W-9 form

Chamber Fatbike



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ Mid Term

☐ Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

Program/Project Title

Fat Bike Festival

Evaluator Name/Position Jim Paino

Date 3/15/19

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

Please see attached document

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- b. Describe what could be done differently in the future to improve the program/event/project.

Please see attached document

3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

Please see attached document



CANNON BEACH FAT BIKE FESTIVAL

SCHEDULE OF EVENTS FOR 2019:

Friday, May 17th, 2019 5-7PM Packet pick up and welcome party @ *Public Coast Brewery and will work w/ them on a free welcome beverage for each participant. Having a 2 hour window for people to pick up packet and register will hopefully encourage people to purchase food.

7PM Four-mile Group beach ride to kick off the weekend from Ecola Creek to Tolovana & back.

Saturday, May 18th, 2019 Beach Ride to Waterfall

8am packet pick up and registration @ Cannon Beach Elementary School.

8:30 am Beach Ride leaves from Ecola Creek.

8:30am – 11:30am ~ 13-mile Beach Ride to waterfall & back w/ several rest stops along the way.

12 pm-4pm On your own "Scavenger Hunt/Poker Ride" ~ Participants are encouraged to ride their bikes around town, shop, have lunch, and explore what Cannon Beach has to offer. We will have a list of clues for you to follow that will take you to businesses around town where you will discover hidden treasures, tasty treats and collect cards to make up a poker hand. Cards will be turned in at evening bonfire for prizes.

Scavenger Hunt/Poker Ride spot ideas:

- 1) Bruce's Candy/Ice Cream store ~ taste 2 flavors & get a card (maybe they can offer some item or discount on ice cream, etc.)
- 2) Public Art ~ find the specific piece of Art in Cannon Beach and your card will be awaiting you.
- 3) Cannon Beach History Center ~ discover a certain element of CB history and get a card.
- 4) HRAP ~ Learn a fact on Puffins and get a card.
- 5) *Pelican Brewery ~ will work with them on a free beverage for participants. Card given. Final stop on the Scavenger Hunt/Poker Ride which will hopefully encourage participants to eat there.

Proposed Budget Cannon Beach Fat Bike Festival: 2019 (based on 150 participants)

Item:	Description:	Budgeted Amount:	Expense description:	Notes:
Web based marketing	Website, registration, logo & poster design.	\$1000	\$500 logo update and t-shirt design \$500 website changes	
Permits/Event fees	Permit fees for event	\$900	\$650 + OBRA fees * \$250 State Park permit	* Obra fee's are based on participant #'s (I based this on 150 participants)
Photography	Video & photography	\$1200	\$1200	
Hard Copy marketing T-shirts	Printing & mailing of posters & flyers Printing of t-shirts for participants	\$400 \$1500	Printing of flyers, posters, and laminating for event signage. Based on 150 t-shirts @ \$10 per shirt	
Paid Advertising	Web, print, facebook, etc.	\$2500	Mostly web based/social media marketing. Will target Bend audience and other areas where people own Fat Bikes.	
Event support supplies	Porta potties, obstacle course materials, supplies for bonfire, poker run, etc.	\$1545	\$900 food for event after party \$500 Bonfire & rest stop supplies \$145 Porta Potty rental	
Event Management & Logistics	Hire an Event Director to run event.	\$9500	\$9500	

Total cost for 2019 event (based on 150 participants)

\$18,545

Suggested Request for TAC:	TAC funding for 2019 event	\$17,325
Income source: Eventbrite	Based on \$30 registration fee x 150 participants (minus service fees of approx. \$3)	\$4,050

Application for TAC Funding



Contact Information

Organization Name Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503 436-2623 Website (if applicable) www.CannonBeach.Org

Contact Name Jim Paino Email Jim@CannonBeach.Org

Name of Event North Coast Culinary Fest

Date of Event May 8-10, 2020 Duration of Event Three Day Event

Amount of funding you are requesting \$ 40,000.00

Amount of funding from TAC you were given last year \$ 23,143.00

Please See Attached Documents

- 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 enhance the arts and attract tourists to 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, 2020.

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

Jim Paino

Executive Director

5-1-19

Date

Print Name and Title

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2019-2020**

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. Ordinances 10-06 and 15-01

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 staples, and No colored documents please: these pages will not be copied in color. Applications must be received at Cannon Beach City Hall by 5:00 p.m., or post marked, Wednesday, May 1, 2019.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 1, 2019**, 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.

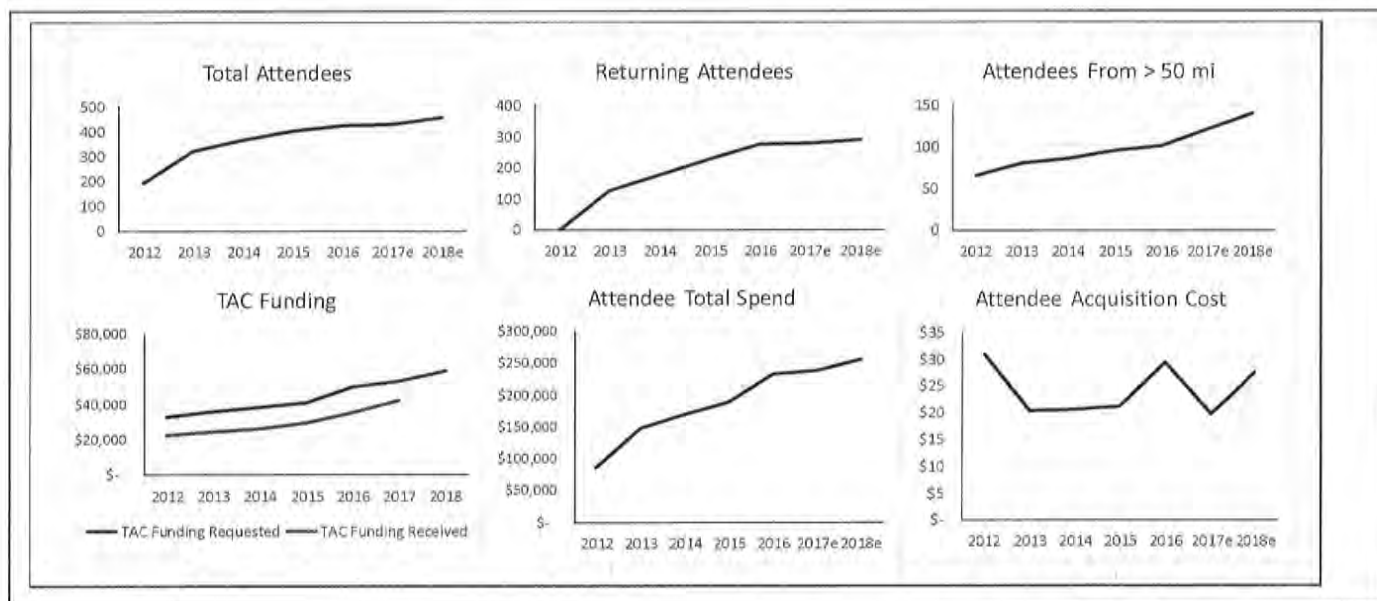
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2020. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2020). Future ineligibility will result if evaluation forms are not received in timely manner.

Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'



**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

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.

B

Receipt of Ordinance 10-06

B

Receipt of Ordinance 15-01

B

Receipt of ORS 320.350

B

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines




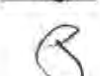
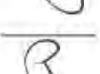

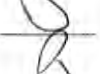




B

Receipt of Tourism and Arts Funding (TAF) Award Agreement

B

Receipt of W-9 form

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
	W-9 for City of Cannon Beach Finance Department (if applying for the first time)
	Initialed copy of this Application Checklist and Receipt
	Metrics Addendum
	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.

Application for TAC Funding

Contact Information

Organization Name: **Cannon Beach Chamber of Commerce**

Nonprofit Tax ID #: **93-794946**

Address: **207 North Spruce Street, PO Box 64 Cannon Beach, Oregon 97110**

Telephone: **503.436.2623**

Website (if applicable): **www.cannonbeach.org/ncculinaryfest**

Contact Name: **James Paino** Email: **jim@cannonbeach.org**

Name of Event: **North Coast Culinary Fest: A Celebration of James Beard in Cannon Beach**

Date of Event: **May 8-10, 2020** Duration of Event: **3 Day Event**

Amount of funding you are requesting: **\$40,000**

Amount of funding from TAC you were given last year: **\$ 23,143.00**

1) What is the nature and purpose of your event? (Please limit to 1 page or less)

There isn't a lovelier area of Oregon to host a culinary festival than Cannon Beach. The North Coast Culinary Fest is designed to produce a city-wide celebration of the Cannon Beach & North Coast culinary experience with top chefs, restaurants, distilleries, wineries, and breweries from in and around the area. The festival features visiting chefs paired with a chef from the Cannon Beach area to celebrate, educate, and appreciate the outstanding culinary offerings available in Cannon Beach along with workshops, a reception, a celebration dinner, a night market, and brunches and dinners around town. Events are held in various locations throughout Cannon Beach with the goal of bringing people to the area from a 50-mile radius and beyond.

Chef Bob Neroni of EVOO dedicated his time and efforts to create this unique culinary event last year and we hope to have him chairing the planning committee this year. Last year we contracted Ticket Tomato, a ticket management company out of Portland, to plan and organize our truly exceptional culinary event. We will be contracting a ticket management company again this year to coordinate individual weekend events and ticket sales.

Event features from last year that we plan to continue this year: Friday night had multiple locations for collaborative culinary dinners and workshops. Saturday had workshops around town, a champagne reception at the James Beard House is Gearhart, a celebration

dinner at the Surfsand Resort, and night market at the Haystack Gardens. Sunday had brunches around town and James Beard documentary at the Times Theatre in Seaside. This year we plan to add more culinary inspired events. There will continue to be educational classes, tastings, and smaller events occurring throughout the weekend in various venues, and restaurant locations.

Like last year, we plan to partner with the Seaside High School Culinary program and donate part of the proceeds from the weekend to the program. This partnership provides the opportunity for the students to learn the workings of a large event, how collaboration between chefs can work, and to help support the event with their voluntary participation.

2) Is this a new event or has it happened before? With or Without TAC funds?

This is the second year of the event. 2019 was the inaugural year designed to tap into the Pacific Northwest culinary scene and place Cannon Beach on the foodie map.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

With our expected 150+ attendees participating in the various events throughout the weekend, a total of 75+ room nights would be the ultimate goal for lodging.

4) If this is a repeat event how many room nights did the event generate the previous year?

This event is still yet to happen, we will be taking a survey at check-in to gather lodging and participant details. We hope to meet if not exceed the proposed total room nights this 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?

The Chamber of Commerce will gather accurate and credible survey information from those who attend the festival as we did last year. We will also compile data from our contracted ticket management company.

6) What is the total budget for your event? Please attach a detailed budget to this application.

Please refer to the attached working budget.

7) What is the percentage of your budget you are asking for from TAC?

We are asking for 50% of the total budget. We hope to be self-sufficient within 3 to 5 years.

8) If the funding requested is not for an event, how will it be used?

The funds will be used to produce the North Coast Culinary Fest.

9) Are you seeking other sources of funding?

2018-19 fiscal year the Chamber of Commerce received funding in the amount of \$25,200 from Clatsop County, we hope to receive funding from Clatsop County again this year. Supplemental funding will be sourced through in-kind donations, cash sponsorships, and ticket sales.

10) What is your marketing plan?

The Cannon Beach Chamber will be using their resources to build, market, and publicize the event. The production team, ticketing company, participating Chamber members, chefs, and sponsors will support the marketing efforts through their connections, newsletters, email lists, social media accounts, and flyer distribution.

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?

The Cannon Beach Chamber of Commerce has a Board of Directors (list included) and a Marketing Committee that oversees event planning and marketing. Chef Bob Neroni, Chamber staff, chamber member volunteers along with the contracted ticket management team will coordinate the full event schedule.

12) Please describe how this event will attract tourists and enhance the arts in Cannon Beach.

Our event is held around James Beard's birthday in May. It also falls on Mother's Day weekend. This gives visitors another reason to pick Cannon Beach as their destination for the holiday.

We feel the event is a natural progression and compliment to other events like Savor Cannon Beach (as Savor Cannon Beach is a wine event, this is a culinary event). We believe that these two events can work in tandem to promote each other and our community.

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?

After evaluation of last year's inaugural event the event organizers, chefs, restaurants, and sponsors support our plan to continue this event for this year. A second year evaluation will be needed to assess whether or not we continue this event annually. We are optimistic of its continued success and hope to be self-sufficient within 3 to 5 years.

CANNON BEACH CHAMBER OF COMMERCE

BOARD OF DIRECTORS

July 1, 2018 to June 30, 2019

EXECUTIVE COMMITTEE:

President	Greg Swedenborg Waves Motel WK: 503-436-2205	PO Box 3, CB Cell:	July 2015 – June 2018 - 2021 greg.swedenborg@gmail.com
Vice President	John Newman Newman's at 988 WK: 503-436-1151	PO Box 880, CB Cell:	July 2015-June 2017-June 2020 remyjohnsandy@gmail.com
Secretary	Sheri Russell Columbia Bank WK: 503-436-0727	PO Box 578, CB Cell:	July 2017 - June 2020 SRussell@columbiabank.com
Treasurer	Gayle Andrus Cannon Beach Accountant WK: 503-436-0510	PO Box 983, CB Cell:	2015 – June 2018 - 2021 gandrus99@gmail.com

BOARD OF DIRECTORS:

Director	Lisa Spivey Stephanie Inn WK: 503-436-2221	Cell:	July 2016 – June 2019 lisa@stephanieinn.com
Director	Mike Brumfield Imprint Gallery WK: 503-436-4466	appointed PO Box 1400, CB Cell:	Sept 2018 – June 2019 MikeBrumfield@me.com
Director	Brian Olson Beachcomber Vacation Homes WK: 503-436-4500	PO Box 1053, CB Cell:	July 2017 – June 2019 brian@beachcombervacationhomes.com
Director	Debbie Nelson Basketcase WK: 503-436-2106	PO Box 103 Cell:	July 2017 – June 2020 cbflorist@theoregonshore.com
Director	Jeremy Clifford Voyages Toys WK: 503-436-0266	PO Box 1488, CB	July 2018 – June 2021 jeremy@voyagestoy.com

Form **990**Department of the Treasury
Internal Revenue Service**Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter social security numbers on this form as it may be made public.
▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016**Open to Public
Inspection**

A For the 2016 calendar year, or tax year beginning <u>7/1/2016</u> , and ending <u>6/30/2017</u>																
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u></td> <td>D Employer identification number <u>93-0794946</u></td> </tr> <tr> <td colspan="2">Doing business as</td> <td></td> </tr> <tr> <td colspan="2">Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u></td> <td></td> </tr> <tr> <td>City or town <u>CANNON BEACH</u></td> <td>State <u>OR</u></td> <td>ZIP code <u>97110</u></td> </tr> <tr> <td colspan="2">Foreign country name Foreign province/state/county Foreign postal code</td> <td></td> </tr> </table>	C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u>		D Employer identification number <u>93-0794946</u>	Doing business as			Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u>			City or town <u>CANNON BEACH</u>	State <u>OR</u>	ZIP code <u>97110</u>	Foreign country name Foreign province/state/county Foreign postal code		
C Name of organization <u>CANNON BEACH CHAMBER OF COMMERCE</u>		D Employer identification number <u>93-0794946</u>														
Doing business as																
Number and street (or P.O. box if mail is not delivered to street address) Room/suite <u>PO BOX 64</u>																
City or town <u>CANNON BEACH</u>	State <u>OR</u>	ZIP code <u>97110</u>														
Foreign country name Foreign province/state/county Foreign postal code																
F Name and address of principal officer: <u>Jason Kinde PO Box 64, Cannon Beach, OR 97110</u>		E Telephone number <u>503-436-2623</u> G Gross receipts \$ <u>703,933</u>														
I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (<u>6</u>) ◀ (Insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527		H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions)														
J Website: ▶ <u>CANNONBEACH.ORG</u>		H(c) Group exemption number ▶														
K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: <u>1945</u> M State of legal domicile: <u>OR</u>														

Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: <u>Chamber of Commerce representing businesses to promote tourism by advertising, special events and maintaining an information visitor center.</u>		
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	3	8
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	8
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	5	8
	6	Total number of volunteers (estimate if necessary)	6	75
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
b	Net unrelated business taxable income from Form 990-T, line 34	7b	0	
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	312,127	478,193
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	189,340	203,345
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0	0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	35,345	22,395
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	536,812	703,933
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	0	0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	181,574	253,727
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ <u>11,942</u>	0	0
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	281,842	333,224
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	463,416	586,951
19	Revenue less expenses. Subtract line 18 from line 12	73,396	116,982	
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21	Total liabilities (Part X, line 26)	317,448	416,292
	22	Net assets or fund balances. Subtract line 21 from line 20	85,832	55,266
			231,616	361,026

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date			
	Type or print name and title				
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input checked="" type="checkbox"/> if self-employed	PTIN
	<u>GAYLE R ANDRUS</u>	<u>GAYLE R ANDRUS</u>	<u>1/10/2018</u>		<u>P00603127</u>
	Firm's name ▶ <u>GAYLE R. ANDRUS, PC</u>	Firm's EIN ▶ <u>58-2061138</u>			
	Firm's address ▶ <u>P.O. BOX 983, CANNON BEACH, OR 97110</u>	Phone no. <u>(503) 436-0510</u>			

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No

For Paperwork Reduction Act Notice, see the separate instructions.

Form **990** (2016)

HTA



Certificate of Amendment
OF

CANNON BEACH COMMERCIAL CLUB

The undersigned, *as Corporation Commissioner of the State of Oregon, hereby certifies that duplicate originals of Articles of Amendment to the Articles of Incorporation, duly signed and verified pursuant to the provisions of the Oregon Nonprofit Corporation Act, have been received in this office and are found to conform to law.*

Accordingly, *the undersigned, as such Corporation Commissioner, and by virtue of the authority vested in him by law, hereby issues this Certificate of Amendment to the Articles of Incorporation and attaches hereto a duplicate original of the Articles of Amendment.*

THE CANNON BEACH CHAMBER OF COMMERCE



In Testimony Whereof *I have hereunto set my hand and affixed hereto the seal of the Corporation Department of the State of Oregon, at Salem, this 3rd day of October, 1968.*

Frank J. Healy
Corporation Commissioner

By

Walter H. Hengen
Chief Clerk

NCCF Proposed Budget

REVENUE

Individual Contributions

Major Donors (\$100 and up)	500.00		Fundraising
Small Donors (\$1 to \$99)	500.00		Fundraising

Subtotal 1,000.00

Foundation / Grants

Chamber Clatsop County	25,000.00		Fundraising
TAF	40,000.00		Fundraising

Subtotal 65,000.00

In-Kind Contributions

Organic Grown Food	?		Festival
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Subtotal 0.00

Festival Cash Sponsorships

North Coast Food Trail/Nan			
NW Premier Meats/Tina Smith			Festival
Escape Lodging			
Tim Welsh			
Linda Sweeney			

Sponsorship	8,000.00		Festival
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Subtotal 8,000.00

Ticket Tomato Ticket Sales

Workshops	5,000.00		
Surfsands Event	15,000.00		
Night Market Tickets	1,500.00		
James Beard Event	2,250.00		
Night Market @ the Door	1,000.00		Festival

Subtotal 24,750.00

Night Market Vendors

Night Market Vendor Fee	1,000.00		Fundraising
-------------------------	----------	--	-------------

Subtotal 1,000.00

Fundraising Income

Raffle @ Night Market	500.00		Fundraising
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Subtotal 500.00

Merchandise Sales

Pins	100.00		
Grocery Bags	500.00		

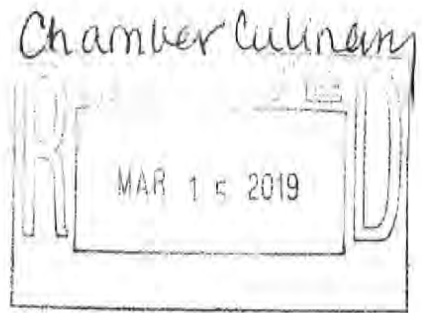
Subtotal 600.00

TOTAL REVENUE 76,750.00

EXPENSES	Projected cost	Notes
600 Contract Service		
Ticket Tomato	2,000.00	on-site box office
Event Planners	16,000.00	event coordinator
On-site Event Crew	3,000.00	
Photography	1,000.00	event photograph
Venue	4,000.00	
Event Rental Costs	3,000.00	
Lighting	3,000.00	
Sound Engineering and Rentals	3,000.00	
Equipment rentals	3,000.00	
Performers	2,500.00	
Printing	1,000.00	
Advertising	2,000.00	
Graphics	2,000.00	
Merch	1,500.00	
Trophies/Gifts	2,000.00	
Chef stipends (7)	5,000.00	
Event Food	11,200.00	
Staff Food	1,000.00	
Decor	5,000.00	
Floral	1,500.00	
Marketing	2,000.00	
Hotel	3,000.00	
Transporation	2,000.00	
Misc. Supplies	300.00	
Subtotal	80,000.00	

Cannon Beach Chamber of Commerce
Profit & Loss Summary Budget vs. Actual
April 2019

	Jul '18 - Apr 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income	57,390.35	110,625.00
4010 · Chamber Operations	72,740.25	82,000.00
4015 · Haystack Dollars Income	370.00	0.00
4020 · Chamber Hall Rental Income	79,200.00	59,800.00
4070 · Unrestricted Misc Donations	490.31	0.00
4080 · Visitor Center Contract Income	121,600.62	160,000.00
4081 · TDF Income	287,634.95	300,000.00
4100 · Fund Raisers Passthrough	14,015.00	0.00
4170 · Events Income	50,585.36	102,740.00
Total Income	684,026.84	815,165.00
Gross Profit	684,026.84	815,165.00
Expense		
60005 · TAC Expenses	32,444.00	110,625.00
6010 · Board Expenses	425.00	850.00
6020 · Payroll Expense	211,440.85	281,402.86
6031 · Depreciation Expense	0.00	0.00
6125 · Bank Service Charges	2,862.10	3,100.00
6130 · Reserve Operations Transfer	15,000.00	
6135 · Building Reserve Transfer	4,200.00	5,040.00
6137 · Mortgagee Costs	0.00	0.00
6138 · US Bank Credit Line Expense	0.00	0.00
6139 · US Bank Credit Card Interest Pd	52.69	0.00
6150 · Department Rent	29,000.00	34,800.00
6165 · Dues and Subscriptions	978.82	1,400.00
6175 · Equipment Rental	10,018.79	9,500.00
6183 · Hall Rental Exps/Deposit Return	9,530.00	8,750.00
6185 · Insurance	4,732.82	8,500.00
6200 · Landscaping	4,250.00	6,000.00
6235 · Licenses and Permits	50.00	200.00
6236 · Haystack Dollars Sold	470.00	0.00
6240 · Marketing	191,486.39	206,000.00
6250 · Membership Expense	4,238.91	3,000.00
6252 · Miscellaneous	0.00	0.00
6253 · Constant Contact Mrktng	0.00	0.00
6255 · Postage and Delivery	3,693.99	3,000.00
6275 · Professional Fees	11,387.50	11,750.00
6280 · Property Taxes	1,970.60	2,000.00
6305 · Repairs and Maintenance	33,066.79	16,550.00
6340 · Telephone	1,311.42	5,000.00
6355 · Travel & Entertainment	5,778.62	5,400.00
6395 · Utilities	5,773.32	7,100.00
6400 · Supplies	4,191.00	6,500.00
6500 · Web Site Expense	2,482.88	1,250.00
6900 · Fund Raiser Passthrough	857.00	0.00
7000 · Events Expense	53,179.51	98,075.00
Total Expense	644,873.00	835,792.86
Net Ordinary Income	39,153.84	-20,627.86
Net Income	39,153.84	-20,627.86



Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ Mid Term

☐ Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

Program/Project Title

North Coast Culinary Fest. - Celebration of James Beard in Cannon Beach

Evaluator Name/Position Jim Paino

Date 3/15/19

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

Please see attached document

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- b. Describe what could be done differently in the future to improve the program/event/project.

Please see attached document

3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

Please see attached document



CANNON BEACH

There is Magic Here.



Culinary Fest

A Celebration of James Beard in Cannon Beach

MAY 10-12, 2019

CANNON BEACH, OREGON

Tickets \$15 to \$150

Thank You to Our Event Sponsors & Supporters



NORTH COAST
FOOD TRAIL
— CANNON BEACH —
FOOD · FARM · FISH · FORAGE



**CANNON BEACH
VACATION RENTALS**

MARTIN
NORTH



EVCO
CANNON BEACH
DINING
"Where food is always in season."

PRESENTED BY THE CANNON BEACH CHAMBER OF COMMERCE
FUNDED BY THE TOURISM ARTS COMMISSION AND CLATSOP COUNTY
FOR MORE INFORMATION GO TO WWW.CANNONBEACH.ORG

Saturday, May 11:

Workshop Series

Lead: Amy M.

Location: Various

Time: 10:00am - 11:30am - Morning Session

2:00pm - 4:00pm - Afternoon Session

Attendance: Open to the public

Tickets: \$25

- Workshops will feature DIY approach and hands on learnings culinary driven
- Workshops will repeat as possible so attendees will have an opportunity to attend
- Workshops will be kept to 12 or less
- Content will be crafted with partners and hosts

Potential Workshop Partners

Wine Shop

Distillery

Brewery

Gourmet Grocery Store

EVOO

Olive Oil/Vinegar Shop

Coffee Shop

Restaurants

Chocolate Shop

Bakery

James Beard House Champagne Reception

Lead: Amy M., AmyT. & Kristin

Location: James Beard Beach House Gearhart - Cheryl owner

Time: 2pm-4pm

Attendance: 40

Ticket: \$50 per person

- Champagne Reception
- Hors d'oeuvres
- Live Music
- James Beard History
- Photos and historical information present if applicable
- Guest speaker on the history of James Beard and the North Coast Culinary scene

Sunday, May 12:

Brunch Options are Various Locations –

Lead: Amy M., Amy T., & Kristin

Time: Morning to mid afternoon

Location: Various

- James Beard featured item at various locations throughout town (Biscuits)
- Highlight & promote various Mother's Day events happening around town
- Vouchers to attendees for specialty products or discounts (Main Event & James Beard House)
- Farewell brunch at participating businesses managed by locations not Festival

Ticketing:

James Beard Champagne Reception - \$50

Workshops - \$25 (or what applies)

James Beard Inspired Dinner - \$150

Night Market: \$15 in advance \$20 at the door

Shuttle:

Will run through town to help transport people to various events

Key pick-up and drop off sites will be designated

A schedule will be developed regarding times

Staff Food		1,000.00			
Decor		5,000.00			
Floral		1,500.00			
Marketing		2,000.00			
Hotel		3,000.00			
Transporation		2,000.00			
Misc. Supplies		300.00			
	Subtotal	80,000.00	18,000.00	0.00	0.00
Supplies					
Box Office supplies					
Development supplies					
Purchased food and supplies					
Volunteer supplies					
	Subtotal	0.00	0.00	0.00	0.00
Meetings Expense					
	Subtotal				
Printing & Copying					
	Subtotal	0.00	0.00	0.00	0.00
Postage & Delivery					
	Subtotal	0.00		0.00	0.00
805 Marketing					
Social Media					
Posters					
	Subtotal	0.00	0.00	0.00	0.00
830 Volunteer Expense					
Food and Drinks					0.00
Volunteer			79.00		79.00
	Subtotal	0.00	79.00	0.00	79.00
Licenses & Fees					
	Subtotal	0.00	0.00	0.00	0.00
860 Insurance					
US Liability Insurance					0.00
	Subtotal	0.00	0.00	0.00	0.00
Contingency					
Contingency (5%)					
	Subtotal	0.00	0.00	0.00	0.00
TOTAL EXPENSES					
	Surplus	76,750.00	0.00	0.00	0.00

Application for TAC Funding



Contact Information

Organization Name Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503 436-2623 Website (if applicable) www.CannonBeach.Org

Contact Name Jim Paino Email Jim@CannonBeach.Org

Name of Event North Coast Partnership

Date of Event Fiscal Year 2019-2020 Duration of Event Year Round

Amount of funding you are requesting \$ 35,000.00

Amount of funding from TAC you were given last year \$ 16,714.00

Please See Attached Documents

- 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 enhance the arts and attract tourists to 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, 2020.

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

Jim Paino

Executive Director

5-1-19

Date

Print Name and Title

**Application for Funding
Tourism and Arts Fund (TAF)
FY 2019-2020**

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. Ordinances 10-06 and 15-01

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 staples, and No colored documents please: these pages will not be copied in color. Applications must be received at Cannon Beach City Hall by 5:00 p.m., or post marked, Wednesday, May 1, 2019.**

The Tourism and Arts Commission (TAC) will review applications for funding after the closing date of **May 1, 2019**, 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.

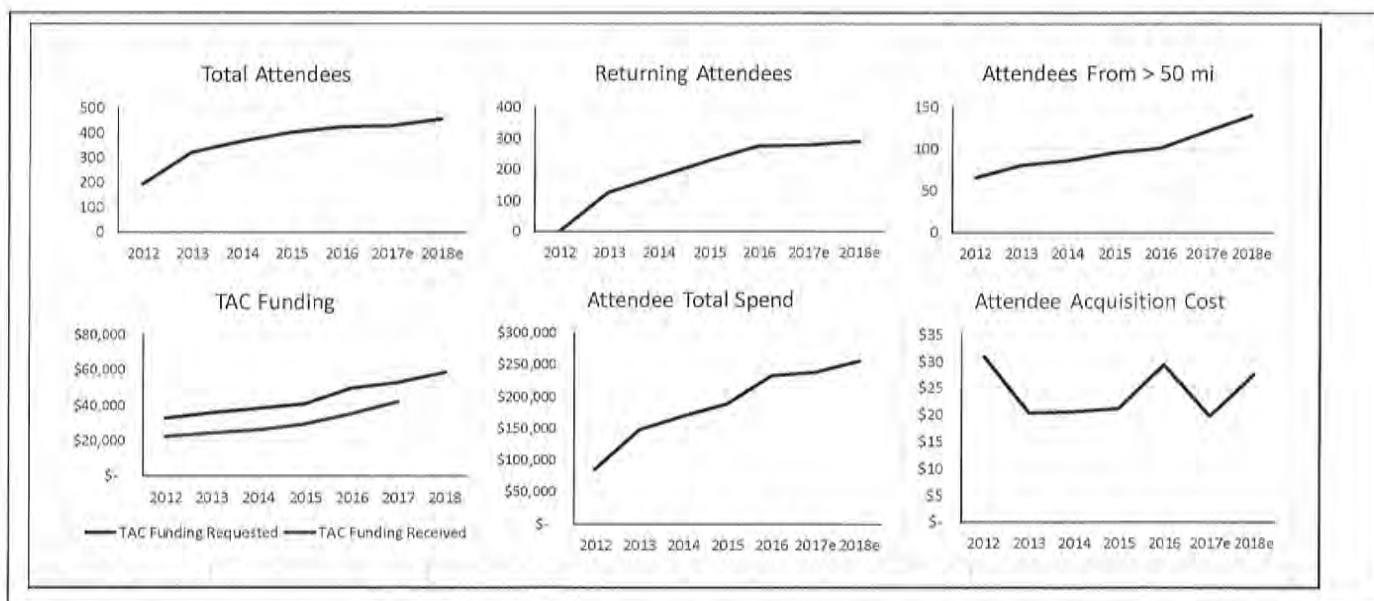
A Mid-Term evaluation will be due from each TAF recipient by March 15, 2020. A Final Evaluation will be due within 30 days of either the completion of the event/activity/project/program, or the end of the City's fiscal year (June 30, 2020). Future ineligibility will result if evaluation forms are not received in timely manner.

Please note the following

In an effort to improve the metrics which we use to evaluate the progress and success of events requesting TAC funding, we have provided a scorecard for your use. This is a tool that you can use to provide the TAC committee with information that will help make better funding decisions. If you're able to utilize the entire scorecard that would be ideal, however, please use the sections that are most pertinent to you and your event. Please know that we will be using this scorecard to evaluate requests, so while the use of the scorecard is voluntary, this information is valuable to determine your award. The scorecard will be made available for download on the City of Cannon Beach website along with the application packet documents. Examples and suggestions will be provided for its use. Thank you in helping us to improve the TAC funding process for everyone.

Example follows:

Event Metrics Scorecard – 'event name'



**Tourism and Arts Fund (TAF) Application
Criteria and Checklist
FY 2019-2020**

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, 2020.
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.
10. Applicant understands that a City Permitted Event Application may be required if any City property (park, street, sidewalk etc) will be utilized for the event.

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.

P
P
P
P
P
P

Receipt of Ordinance 10-06

Receipt of Ordinance 15-01

Receipt of ORS 320.350

Receipt of Tourism and Arts Commission (TAC) 2013 Guidelines

Receipt of Tourism and Arts Funding (TAF) Award Agreement

Receipt of W-9 form

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

- B Completed application form, signed by an authorized representative of the organization
- B Copy of Board of Directors list
- B 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
- B A line-item budget for proposed program/project
- B A copy of line-item organizational budget for the current fiscal year
- B A financial statement for the most recent fiscal year
- B Evaluation for last TAF award received, if applicable
- B W-9 for City of Cannon Beach Finance Department (if applying for the first time)
- B Initialed copy of this Application Checklist and Receipt
- B Metrics Addendum
- B **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.

Contact Information Organization Name: Cannon Beach Chamber of Commerce

Nonprofit Tax ID #: 93-794946

Address: 207 N Spruce Street, PO Box 64, Cannon Beach, Oregon 97110

Telephone 503-436-2623 Website (if applicable) www.cannonbeach.org

Contact Name James Paino Email: jim@cannonbeach.org

Name of Event North Coast Partnership

Date of Event FY 2019-2020 Duration of Event FY 2019-2020

Amount of funding you are requesting \$ 35,000.00

Amount of funding from TAC you were given last year \$ 16,714.00

1) What is the nature and purpose of your event? (Please limit to 1 page or less)

The Cannon Beach Chamber of Commerce is seeking TAC funding to continue participation in the Oregon's North Coast partnership (ONC) for fiscal year July 2019 - June 2020.

Social Media Presence - @northcoast.oregon

Destination inspiration lives on social media. Many of today's travelers find their next trip on social media, so the North Coast's presence as a destination that merits an overnight stay cannot be overstated. Our Instagram page has a **weekly reach of 9,000 users** and **19,000 weekly impressions**.

We have accumulated 4,100 followers in 16 months. That is 4,100 people who have voluntarily invited us into their screens that 60% of the audience checks on a daily basis. That level of exposure should never be underestimated.

Website seasonal content & maintenance - http://oregonsnorthcoast.com

Oregon Coast is one of the top organic search terms tied to destination travel, along with Attractions, Things to Do, Activities. When it comes to the coast, city names do not bubble up to the top of the search list. This is why owning a URL, web presence, and active content creation around Oregon Coast is crucial for the collective.

By pooling the area's attractions, events, activities and more, we drive longer stays and greater interest to the area.

2018-2019 was focused on building the web presence. With the investment made, we are focusing 2019-2020 on driving traffic to the website, building out seasonal content and itineraries for year-round visitation, and collecting email addresses to begin addressing visitors directly.

Crowdriff - \$37,000

Platform to source visitor photos that feeds good destination marketing. It is photo-proof that we are home to incredible natural beauty, have dozens of outdoor activities, that our festivals are both well-attended and well-curated. Seeing is believing for new visitors and a powerful reminder to return again.

By pooling our funds as a collective, we are drastically reducing the price burden of paying for Crowdriff as a single destination. This licensing deal and price is of great value to all members involved.

Media

Through digital media buys, email campaigns, and exploring video content for use, the ONC collective augments its buying power and destination messages. Top performing creative in the current ONC digital ad buy is related to Cannon Beach as a destination. That promotion is being funded in part by Astoria and Seaside, just as funding from Cannon Beach supports creative for their destinations as well.

The partial contribution from each destination funds an annual budget that benefits all players. It gives visitors a scope of how much we have to offer as a region.

The ONC marketing co-op was initially established in the fall of 2011 and the first campaign was launched in the spring of 2012. The first campaign consisted of Astoria and Seaside. Cannon Beach did not participate in the first year. After that first campaign, Cannon Beach joined the ONC and has participated in subsequent advertising campaigns. Each entity/city has a seat to help make decisions and guide the direction of these efforts. We've utilized the expertise and creative direction of Worthy Marketing to help organize and manage the workload.

2) Is this a new event or has it happened before? With or Without TAC funds?

This is an on-going campaign. Total TAC funding from 2015-2017, three years, amounted to \$51,128. This funding leveraged over \$245,000 in investment from Astoria/Warrenton, Seaside, and Cannon Beach to represent our region.

3) How many room nights, (nightly stays at hotels, houses, RV) is your goal for this event?

Although the exact number of room nights is not quantifiable, the overall increase in Transient Lodging Tax collections by all measures is well over the previous years due in part by the contributions from the ONC's marketing efforts.

4) If this is a repeat event how many room nights did the event generate the previous year?

The increase in the Transient Lodging Tax collections from the last several years is supported by reports from lodging properties. This work does not directly connect to room night but does support visitors to be inspired to choose our region for their vacation, which does lead to room night stays.

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?

We plan to continue our collaboration with Seaside Visitors Bureau and Astoria/Warrenton Chamber of Commerce in this marketing effort to increase travel and overnight stays throughout the North Coast.

6) What is the total budget for your event? Please attach a detailed budget to this application.

The annual buy-in for the ONC is \$35,000 per partner. This is a pass through. Any funding award less than \$35,000 would need to be made up by The Chamber. The 2018-2019 North Coast Partnership budget is attached.

7) What is the percentage of your budget you are asking for from TAC?

The Chamber of Commerce is asking for 100% of the \$35,000 required buy-in for the North Coast Partnership.

8) If the funding requested is not for an event, how will it be used?

Funds will be used for Cannon Beach's buy-in of the ONC marketing campaigns for the shoulder and off-seasons. They will be focused around marketing of both fall and spring media campaigns.

9) Are you seeking other sources of funding?

The Seaside Visitor's Bureau and Astoria/Warrenton Chamber of Commerce are also funding partners of the ONC. ONC has received grants from Clatsop County in the amounts of \$16,500 for 2017, \$20,000 for 2018, and 13,000 for 2019; grant applications for 2020 are due in September.

10) What is your marketing plan?

- Coordinate with Travel Oregon, their vendor MediaAmerica, and OCVA (Oregon Coast Visitors Association) to create an ongoing quarterly newsletter and release it in off months that OCVA is not reaching out to people.
- Content development - Work with the OCVA People's Coast to enhance and update content they are using in communications, such as website posts and itineraries. We will also make sure content is fresh, updated, and ties in with their regional efforts.
- Advertising strategy - Targeted online banners and videos (where and when to be determined after studying individual cities geographic analytics) and geo targeted ad buys to match any trends we are seeing through our research.

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?

The ONC consists of the Assistant General Manager of the Seaside Visitors Bureau, the Marketing Manager of the Astoria Chamber of Commerce, and the Marketing Specialist of the Cannon Beach Chamber of Commerce.

The Cannon Beach Chamber of Commerce does have both a Board of Directors (list included) and a Marketing Committee that is part of the Chamber of Commerce. ONC will work closely with Greg Robeson, of Robeson Communications, who assists with the planning and implementation of the promotions. The partnership is responsible for the promotion, creation, development, community outreach and public relations, and oversight. Robeson implements the plans set forth by the partnership and assists to keep the promotion on target and budget.

12) Please describe how this event will attract tourists and enhance the arts in Cannon Beach.

The combination of three different cities jointly marketing Oregon's North Coast allows us to leverage a much larger amount of marketing and advertising dollars than we could afford to do on our own. This marketing campaign is a targeted promotional campaign to the Washington and British Columbia visitor markets, our two largest markets domestically and internationally.

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?

ONC is a vital and constant effort to draw more visitors and their disposable income to our region for overnight stays and spending. Due to the continued limited budget of the Cannon Beach Chamber compared to most of our fellow Destination Marketing Organizations around the state, future participation in the ONC is not only warranted, it is critical.

CANNON BEACH CHAMBER OF COMMERCE

BOARD OF DIRECTORS

July 1, 2018 to June 30, 2019

EXECUTIVE COMMITTEE:

President	Greg Swedenborg Waves Motel WK: 503-436-2205	PO Box 3, CB Cell:	July 2015 – June 2018 – 2021 greg.swedenborg@gmail.com
Vice President	John Newman Newman's at 988 WK: 503-436-1151	PO Box 880, CB Cell:	July 2015-June 2017-June 2020 remyjohnsandy@gmail.com
Secretary	Sheri Russell Columbia Bank WK: 503-436-0727	PO Box 578, CB Cell:	July 2017 - June 2020 SRussell@columbiabank.com
Treasurer	Gayle Andrus Cannon Beach Accountant WK: 503-436-0510	PO Box 983, CB Cell:	2015 – June 2018 - 2021 gandrus99@gmail.com

BOARD OF DIRECTORS:

Director	Lisa Spivey Stephanie Inn WK: 503-436-2221	Cell:	July 2016 – June 2019 lisa@stephanieinn.com
Director	Mike Brumfield Imprint Gallery WK: 503-436-4466	appointed PO Box 1400, CB Cell:	Sept 2018 – June 2019 MikeBrumfield@me.com
Director	Brian Olson Beachcomber Vacation Homes WK: 503-436-4500	PO Box 1053, CB Cell:	July 2017 – June 2019 brian@beachcombervacationhomes.com
Director	Debbie Nelson Basketcase WK: 503-436-2106	PO Box 103 Cell:	July 2017 – June 2020 cbflorist@theoregonshore.com
Director	Jeremy Clifford Voyages Toys WK: 503-436-0266	PO Box 1488, CB	July 2018 – June 2021 jeremy@voyagestoy.com

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

▶ Do not enter social security numbers on this form as it may be made public.

▶ Information about Form 990 and its instructions is at www.irs.gov/form990.

OMB No. 1545-0047

2016**Open to Public Inspection**

A For the 2016 calendar year, or tax year beginning 7/1/2016, and ending 6/30/2017																																						
B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td colspan="2">C Name of organization CANNON BEACH CHAMBER OF COMMERCE</td> <td>D Employer identification number</td> </tr> <tr> <td colspan="2">Doing business as</td> <td rowspan="2">93-0794946</td> </tr> <tr> <td colspan="2">Number and street (or P.O. box if mail is not delivered to street address) Room/suite</td> </tr> <tr> <td colspan="2">PO BOX 64</td> <td>E Telephone number</td> </tr> <tr> <td>City or town</td> <td>State</td> <td>503-436-2623</td> </tr> <tr> <td>CANNON BEACH</td> <td>OR</td> <td></td> </tr> <tr> <td>Foreign country name</td> <td>Foreign province/state/county</td> <td>Foreign postal code</td> </tr> <tr> <td colspan="2">F Name and address of principal officer:</td> <td></td> </tr> <tr> <td colspan="2">Jason Kinde PO Box 64, Cannon Beach, OR 97110</td> <td></td> </tr> <tr> <td colspan="2"> G Gross receipts \$ 703,933 H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶ </td> </tr> <tr> <td colspan="3"> I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527 </td> </tr> <tr> <td colspan="3">J Website: ▶ CANNONBEACH.ORG</td> </tr> <tr> <td colspan="2"> K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶ </td> <td> L Year of formation: 1945 M State of legal domicile: OR </td> </tr> </table>	C Name of organization CANNON BEACH CHAMBER OF COMMERCE		D Employer identification number	Doing business as		93-0794946	Number and street (or P.O. box if mail is not delivered to street address) Room/suite		PO BOX 64		E Telephone number	City or town	State	503-436-2623	CANNON BEACH	OR		Foreign country name	Foreign province/state/county	Foreign postal code	F Name and address of principal officer:			Jason Kinde PO Box 64, Cannon Beach, OR 97110			G Gross receipts \$ 703,933 H(a) Is this a group return for subordinates? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No H(b) Are all subordinates included? <input type="checkbox"/> Yes <input type="checkbox"/> No If "No," attach a list. (see instructions) H(c) Group exemption number ▶		I Tax-exempt status: <input type="checkbox"/> 501(c)(3) <input checked="" type="checkbox"/> 501(c) (6) ◀ (insert no.) <input type="checkbox"/> 4947(a)(1) or <input type="checkbox"/> 527			J Website: ▶ CANNONBEACH.ORG			K Form of organization: <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ▶		L Year of formation: 1945 M State of legal domicile: OR
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Part I Summary

Activities & Governance	1	Briefly describe the organization's mission or most significant activities: Chamber of Commerce representing businesses to promote tourism by advertising, special events and maintaining an information visitor center.		
	2	Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3	Number of voting members of the governing body (Part VI, line 1a)	3	8
	4	Number of independent voting members of the governing body (Part VI, line 1b)	4	8
	5	Total number of individuals employed in calendar year 2016 (Part V, line 2a)	5	8
	6	Total number of volunteers (estimate if necessary)	6	75
	7a	Total unrelated business revenue from Part VIII, column (C), line 12	7a	0
	b	Net unrelated business taxable income from Form 990-T, line 34	7b	0
Revenue	8	Contributions and grants (Part VIII, line 1h)	Prior Year	Current Year
	9	Program service revenue (Part VIII, line 2g)	312,127	478,193
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	189,340	203,345
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0	0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	35,345	22,395
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	536,812	703,933
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	0	0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	181,574	253,727
	b	Total fundraising expenses (Part IX, column (D), line 25) ▶ 11,942	0	0
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	281,842	333,224
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	463,416	586,951
	19	Revenue less expenses. Subtract line 18 from line 12	73,396	116,982
Net Assets or Fund Balances	20	Total assets (Part X, line 16)	Beginning of Current Year	End of Year
	21	Total liabilities (Part X, line 26)	317,448	416,292
	22	Net assets or fund balances. Subtract line 21 from line 20	85,832	55,266
			231,616	361,026

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date		
	Type or print name and title			
Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input checked="" type="checkbox"/> if self-employed PTIN
	GAYLE R ANDRUS	GAYLE R ANDRUS	1/10/2018	P00603127
	Firm's name ▶ GAYLE R. ANDRUS, PC	Firm's EIN ▶ 58-2061138		
	Firm's address ▶ P.O. BOX 983, CANNON BEACH, OR 97110	Phone no. (503) 436-0510		

May the IRS discuss this return with the preparer shown above? (see instructions) ☒ Yes ☐ No



Certificate of Amendment

OF

CANNON BEACH COMMERCIAL CLUB

The undersigned, as Corporation Commissioner of the State of Oregon, hereby certifies that duplicate originals of Articles of Amendment to the Articles of Incorporation, duly signed and verified pursuant to the provisions of the Oregon Nonprofit Corporation Act, have been received in this office and are found to conform to law.

Accordingly, the undersigned, as such Corporation Commissioner, and by virtue of the authority vested in him by law, hereby issues this Certificate of Amendment to the Articles of Incorporation and attaches hereto a duplicate original of the Articles of Amendment.

THE CANNON BEACH CHAMBER OF COMMERCE



In Testimony Whereof I have hereunto set my hand and affixed hereto the seal of the Corporation Department of the State of Oregon, at Salem, this 3rd day of October, 1968.

Frank J. Healy

Corporation Commissioner

By

Walter H. Hansen

Chief Clerk

Oregon's North Coast - 2019-2020 Budget	
CrowdRiff Platform	
License for 4 destinations – Cannon Beach, Seaside, Astoria Warrenton, Oregon's North Coast	\$38,850
Digital Media Spend	
Retargeting and display advertisting to 2 major drive markets – Seattle & Portland. Continue top performance from 2018-2019 media campaign.	\$15,000
Website Content & Optimization	
Build out seasonal content including itineraries, events/festivals, and activities to drive year-round visitation. Implement SEO practices to improve site ranking on search.	\$10,950
Social Media Content & Community Management	
Create monthly content calendar for @northcoast.oregon, follow emerging best practices on social media, post content and engage with followers.	\$19,800
Social Media Ad Spend	
Grow follwership to drive visitation.	\$7,200
Project Management	
Manage vendors, payments, coordinate creative, and team consensus.	\$13,200
Total	\$105,000

Cannon Beach Chamber of Commerce
Profit & Loss Summary Budget vs. Actual
April 2019

	Jul '18 - Apr 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income	57,390.35	110,625.00
4010 · Chamber Operations	72,740.25	82,000.00
4015 · Haystack Dollars Income	370.00	0.00
4020 · Chamber Hall Rental Income	79,200.00	59,800.00
4070 · Unrestricted Misc Donations	490.31	0.00
4080 · Visitor Center Contract Income	121,600.82	160,000.00
4081 · TDF Income	287,634.95	300,000.00
4100 · Fund Raisers Passthrough	14,015.00	0.00
4170 · Events Income	50,585.36	102,740.00
Total Income	684,026.84	815,165.00
Gross Profit	684,026.84	815,165.00
Expense		
60005 · TAC Expenses	32,444.00	110,625.00
6010 · Board Expenses	425.00	850.00
6020 · Payroll Expense	211,440.85	281,402.86
6031 · Depreciation Expense	0.00	0.00
6125 · Bank Service Charges	2,862.10	3,100.00
6130 · Reserve Operations Transfer	15,000.00	
6135 · Building Reserve Transfer	4,200.00	5,040.00
6137 · Mortgagee Costs	0.00	0.00
6138 · US Bank Credit Line Expense	0.00	0.00
6139 · US Bank Credit Card Interest Pd	52.69	0.00
6150 · Department Rent	29,000.00	34,800.00
6165 · Dues and Subscriptions	978.82	1,400.00
6175 · Equipment Rental	10,018.79	9,500.00
6183 · Hall Rental Exps/Deposit Return	9,530.00	8,750.00
6185 · Insurance	4,732.82	8,500.00
6200 · Landscaping	4,250.00	6,000.00
6235 · Licenses and Permits	50.00	200.00
6236 · Haystack Dollars Sold	470.00	0.00
6240 · Marketing	191,486.39	206,000.00
6250 · Membership Expense	4,238.91	3,000.00
6252 · Miscellaneous	0.00	0.00
6253 · Constant Contact Mrktng	0.00	0.00
6255 · Postage and Delivery	3,693.99	3,000.00
6275 · Professional Fees	11,387.50	11,750.00
6280 · Property Taxes	1,970.60	2,000.00
6305 · Repairs and Maintenance	33,066.79	18,550.00
6340 · Telephone	1,311.42	5,000.00
6355 · Travel & Entertainment	5,778.62	5,400.00
6395 · Utilities	5,773.32	7,100.00
6400 · Supplies	4,191.00	6,500.00
6500 · Web Site Expense	2,482.88	1,250.00
6900 · Fund Raiser Passthrough	857.00	0.00
7000 · Events Expense	53,179.51	98,075.00
Total Expense	644,873.00	835,792.86
Net Ordinary Income	39,153.84	-20,627.86
Net Income	39,153.84	-20,627.86

MAR 15 2019

Tourism and Arts Fund Recipient Evaluation
FY 2018-2019

☒ Mid Term

☐ Final

All TAF recipients are required to complete an evaluation of the TAF-funded program/project to the City within 30 days of completion of the program/project, or the end of the fiscal year, whichever occurs first. For ongoing program/projects, evaluations should be received prior to the submittal of a new TAF award request. Please type or print. Use additional 8 1/2" x 11" sheets as necessary.

Program/Project Title

North Coast Partnership

Evaluator Name/Position Jim Paino

Date 3/15/19

1. Project/Program Summary

- a. Briefly describe your program/project as it was delivered. Empirical evidence of "heads in beds" or visitors that traveled more than 50 miles is mandatory. Include definitive numbers of participants, audiences served, types of activities and events, etc. Include specifically, details on how the program/event/project furthered tourism and the arts in Cannon Beach.

Please see attached document

2. Program/Project Evaluation

- a. Describe whether the program/project was successful and met the original program/event/project goals. Include supporting documentation.
- b. Describe what could be done differently in the future to improve the program/event/project.

Please see attached document

3. Budget

- a. Briefly describe how the program/project did or did not meet its financial projections.
- b. Include a copy of the final program/project income and expenses, clearly showing the TAF award, **on a line-item basis**, with this evaluation.

Please see attached document



iv. Digital campaign targeting Seattle & Portland markets (50/50 split) with the Travel Oregon traveler profile, Running February–May 2019

1. Utilizing new branding for ads (attached ONC Digital Ads.zip)
2. Performance as of March 12, 2019
 - a. 2,627,100+ impressions
 - b. And 6,129 clicks
 - c. So that puts our CTR at 0.233%
 - d. And all of that from an eCPM of \$1.34

COMBINED	Impressions	CPM	Clicks	CTR
Entertaining Weekly	16,806	4.03	75	.446%
Portlandia	11,730	3.34	36	.307%
Local 12 News	613,462	0.58	1,813	.296%
Wendy's	761,302	1.85	1,793	.236%
Wendy's	469,966	0.73	1,044	.222%
Wendy's	491,987	1.86	1,050	.213%
Wendy's	117,193	1.47	146	.125%
Wendy's	144,742	1.55	172	.119%

v. New website (<http://onc.goat-digital.com/website>) designed and developed that will launch shortly.

vi. We have a signed contract with 1889 & 1859 for full newsletter content to their audience promoting Oregon's North Coast.

b. The efforts are ongoing and will be fully reported at the end of the fiscal year. Attached you will find the branding refresh guide and an example of our social media posts for the month of February.

3. Budget attachments

- a. The budget is 74% spent (\$93K of \$125K) and that has been used.
- b. The budget actuals from the Chamber.

color



cmyk

4c 4m 4y 88k

rgb

65r 64g 66b

cmyk

0c 0m 0y 0k

rgb

255r 255g 255b



cmyk

15c 100m 100y 0k

rgb

210r 35g 42b



cmyk

0c 55m 100y 0k

rgb

246r 139g 31b



cmyk

100c 15m 22y 20k

rgb

0r 129g 158b



Preferred proportion:



It's all yours



It's all yours

Larger logo usage:

(tag becomes width of flag)



It's all yours



It's all yours

tag line



digital ads



300 x 600 @ 50% size

**The
I need more string
Season**



It's all yours



300 x 250

**The
you've gotta see this
Season**



It's all yours



300 x 50

**The
hold onto your hat
Season**



It's all yours

PROMOTED - Paid Instagram - \$100 - Mon. Mar 11



Pure reflections. Bright beauty brought to you by Seaside, Oregon.

Geo: Portland, Seattle, Salem, Age 25-44, Men & Women, Interests: Vacation, Long Weekend, Travel, Nature Photography

Profile visits

+ Add another card

POSTED - Instagram & IG Story - Wed. Mar 13



Take me there. Warm, buttery, fresh made baked goods from Astoria

Geotag: The Blue Scorchter Bakery & Cafe

#NorthCoastOregon #SeasideOregon #OregonCoast #Instadog #BeachDog #Winter #CloudyDays #ExploreOregon #TravelOregon #Family #Pet #Pellover #OregonBeaches (Everyone loves a beach day, @bluescorchterbakerycafe)

<https://www.instagram.com/p/BsqTDx7BLp-f/>

+ Add another card

Instagram & IG Story - Sat. Mar 16



Cannon Beach - a purely magical place.

Geotag: Cannon Beach, Oregon

#NorthCoastOregon #CannonBeach #PNWWonderland #Bunnies #OregonCoast #Instabeauty #TravelOregon #OregonExplored #CascadiaExplored (Seriously, the bunnies tho, @mattspazz)

<https://www.instagram.com/p/BoAT6elBZFm/>

+ Add another card

Instagram & IG Story - Tues. Mar 19



Nature at work - painting the sky in pink clouds.

Geotag: Seaside, Oregon

#NorthCoastOregon #SeasideOregon #Explore #Adventure #Traveling #Vacation #Getaway #Seaside #Oregon #Coast #TravelOregon #Memories #Travel #Instagram #NaturePhotography (What a perfect Seaside shot, @twierphotography3770)

<https://www.instagram.com/p/BuXoFQFg60z/>

+ Add another card

Paid Instagram - \$100 - Wed. Mar 20



You never know where a long walk might lead. Beautiful views around any corner in Astoria.

Geo: Portland, Seattle, Salem, Age 25-44, Men & Women, Interests: Vacation, Long Weekend, Travel, Nature Photography

Profile visits

+ Add another card

Instagram & IG Story - Fri. Mar 22



Signs of spring decorating the waterways around here.

Geotag: Port of Astoria

#NorthCoastOregon #AstoriaOregon #Springtime #Travel #Instabeauty #OregonCoast #Pacific #ColumbiaRiver #PNW #OregonExplored #Bridge #TravelOregon #Oregon #Flowers (Next level photo, @jennypines42121)

https://www.instagram.com/p/Bot_nBKH34H/

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ANNUAL BUDGET

Income

Partner Contributions	\$105,000	\$35K per city
2018-2019 Clatsop County Grant	\$20,000	Based on assumed re-awarding of grant
2017-2018 Carryover	\$6,695	Used for creative refresh in 2018-2019
Total	\$131,695	

Expenses

Project Management	\$13,200	Create annual marketing plan, oversee creative plan development, plan for website build, account management, monthly budget reporting, and travel
Project management transition	\$3,000	\$500/month for 6 months
Crowdriff	\$30,000	Renew license through June 2019, payable July 2018 (\$15,000), October 2018 (\$7,500) and January 2019 (\$7,500)
Social media content & community management	\$19,800	Instagram only
Social media ad spend	\$7,200	Promoting top 3 Instagram posts (\$600/month)
Creative plan & asset production	\$13,000	Create a fresh creative plan for a standalone Oregon's North Coast brand & voice. Initial assets bringing the creative direction to life will be for a new web presence including copywriting, image

Cannon Beach Chamber of Commerce TAC Budget vs. Actual July 2018 through June 2019

	Jul '18 - Jun 19	Annual Budget
Ordinary Income/Expense		
Income		
4005 · TAC Income		
40054 · TAC Activity		
400546 · TAC-Social Integration	0.00	0.00
400547 · TAC-Video Assets	9,900.00	16,500.00
400541 · TAC-North Coast Partnership	10,028.40	16,714.00
400548 · TAC - Fat Bike	10,082.40	16,804.00
400549 · TAC - Cullinary Festival	13,885.80	23,143.00
Total 40054 · TAC Activity	43,896.60	73,161.00
Total 4005 · TAC Income	43,896.60	73,161.00
Total Income	43,896.60	73,161.00
Gross Profit		
Expense		
60005 · TAC Expenses		
600063 · TAC-Social Integration	0.00	0.00
600066 · TAC - Cullinary Festival	0.00	23,143.00
600065 · TAC-Fat Bike	1,900.00	16,804.00
600064 · TAC-Video Assets	6,150.00	16,500.00
600059 · TAC N.CoastPartnership	18,166.25	16,714.00
Total 60005 · TAC Expenses	26,216.25	73,161.00
Total Expense	26,216.25	73,161.00
Net Ordinary Income	17,680.35	0.00
Net Income	17,680.35	0.00