



**Clackamas County
Tourism Strategic
Investment Program
Webinar
FY 2024-2025**



ABOUT CLACKAMAS COUNTY TOURISM

MISSION

Our mission is to enhance the quality of life for residents by optimizing the economic impacts of the tourism industry derived by the County's Transient Room Tax.

As we work towards our mission we engage on issues, consider opportunities and develop plans and strategies looking through a set of lenses, which includes:

- Impact to Visitors, Residents, Partners, and Place
- Global Sustainable Tourism Practices
- Diversity, Equity and Inclusion

CLACKAMAS COUNTY TOURISM STRATEGIC OUTCOMES

- Supporting the tourism industry and asset recovery while responding to evolving conditions,
- Driving visitors to identified areas as informed by the unique needs of individual tourism assets to optimize positive impacts and mitigate negative impacts
- Enhancing the experiences and awareness of Mt. Hood Territory as a desirable, safe, and inclusive destination for visitors and residents



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Rural Prosperity Partners

Rural Prosperity Partners is leveling the playing field for rural communities. We offer technical assistance focused on resource development and new initiatives for rural, small and medium-sized jurisdictions, special districts and non-profits. For more information, go to www.ruralprosperity.com

FUNDING AVAILABLE

The Clackamas County Tourism Strategic Investment Program is funded with \$548,000 in total funds for all projects awarded for the FY 24-25 cycle.

- The grant period is for 18 months
- The minimum request is \$25,000
- There is no maximum grant range

KEY DATES

Online webinar 1	August 28, 2024
Online webinar 2	September 5, 2024; 1:30 p.m.
Online application opens	September 9, 2024
Online webinar 3	October 1, 2024; 7:00 p.m.
Online application closes 5:00 p.m. Pacific Time	October 9, 2024; 5:00 p.m.
Grant application status notification	December 12, 2024
Award Processing Period	December 15, 2024- March 15, 2025
First disbursement of funds issued	Mid-April 2025

CLACKAMAS COUNTY TOURISM STRATEGIC INVESTMENT PROGRAM PILLARS

All grant applications should align with one of the three Tourism Pillars:

1. Outdoor Recreation
2. Agritourism
3. Cultural/Heritage Tourism

CLACKAMAS COUNTY TOURISM STRATEGIC INVESTMENT PROGRAM FUNDING PRIORITIES

All grant applications should align with one or more of the five Funding Priorities:

1. Supports Asset Recovery & Resiliency
2. Enhances Assets & Experiences
3. Improves Accessibility
4. Promotes Alternative Modes of Travel
5. Expands Visitation to New & Underserved Audiences

FUNDING PRIORITY 1: SUPPORTS ASSET RECOVERY AND RESILIENCY

- Project assists a tourism location or operation impacted by wildfire or other natural disaster.
- Priority given to tourism assets where the visitor experience is still impacted.
- Reopens a site or experience closed due to disasters.

Example: Rebuilding a campground destroyed by wildfires

FUNDING PRIORITY 2: ENHANCES ASSETS & EXPERIENCES

- Project improves a location or experience currently open to visitors.
- Project increases visitor access to a site/experience
- Elevate our three established pillars: Outdoor Recreation, Agritourism and Cultural/Heritage Tourism.
- Includes new projects that acts as a destination driver.

Example: Project that makes improvements to boat ramp

FUNDING PRIORITY 3: IMPROVES ACCESSIBILITY

- Project mitigates barriers for visitors with diverse needs to the tourism experience.
- Project improves customer service for visitors with diverse needs.

Example: Project that installs sensory experience on-site, interpretive kiosks with tactile features, etc.

FUNDING PRIORITY 4: PROMOTES ALTERNATIVE MODES OF TRAVEL

- Project improves access for visitors traveling without a personal vehicle.
- Project promotes visitors using transit, bicycle, walking or modes of transportation other than personal cars.

Example: Completion of phase one of a multi-modal pathway

FUNDING PRIORITY 5: EXPANDS VISITATION TO NEW & UNDERSERVED AUDIENCES

- Projects that open experiences and activities to communities of people with historically lower levels of participation
- Projects that broaden the diversity of cultures included in heritage experiences.

Example: An installation or series of exhibits at a local museum that highlights the experiences of 18th century immigrant groups

ELIGIBLE APPLICANTS

Eligible applicants include the entity types listed below whose project benefits the greater public interests of tourism development within Clackamas County.

- Non-profit entities
- Federally recognized Tribal entities
- Cities and municipalities
- State and Federal agencies

INELIGIBLE APPLICANTS

- Private, for-profit entities
- Entities that have a bankruptcy or other financial discrepancies within the past five years.
- Entities that fail to fulfill past grant award requirements within the past three years (includes: project completion, submission of required grant reporting, proper use of grant funds).

ELIGIBLE PROJECTS

To be eligible, projects must:

- Be Tourism-Related.
- Aligns with at least one Tourism Pillar - Outdoor Recreation, Agritourism and Culture/Heritage.
- Aligns with at least one Program Funding Priority
- Includes letters of partnership from additional external partners if named in application
- Has clear and detailed budget specific to proposed project related to Tourism (scope of work).
- Can be completed within 18 months of funding.
- Demonstrates long-term sustainability of the project.
- Include Letters of Approval from land management agencies or other agencies that have authority over project site.
- Have capacity to complete projects or defined project phases within 18 months IF milestone, deliverables or outcomes are detailed in application.

INELIGIBLE PROJECTS

The following activities are not eligible for grants:

- Entities requesting funding for projects with no written letter(s) of partnership from partners identified in the application. (Letters of Partnership).
- Entities requesting funding for events or entertainment at events.
- Mobile app development
- Cannabis or tobacco tourism-related projects
- Restroom construction or improvements
- Projects to expand visitation of new or diverse audiences that do not include collaboration with members from within the identified community.
- Entities requesting funds solely for research purposes, feasibility studies or master planning.
- Capital Fundraising Campaigns
- Staffing, consultants, mileage or other associated costs that are already budgeted to execute a particular area of work within an entity .
- Deferred, regular or ongoing maintenance and upkeep.

HOW TO APPLY (Beginning September 9, 2024)

Logon

Email Address*

Password*

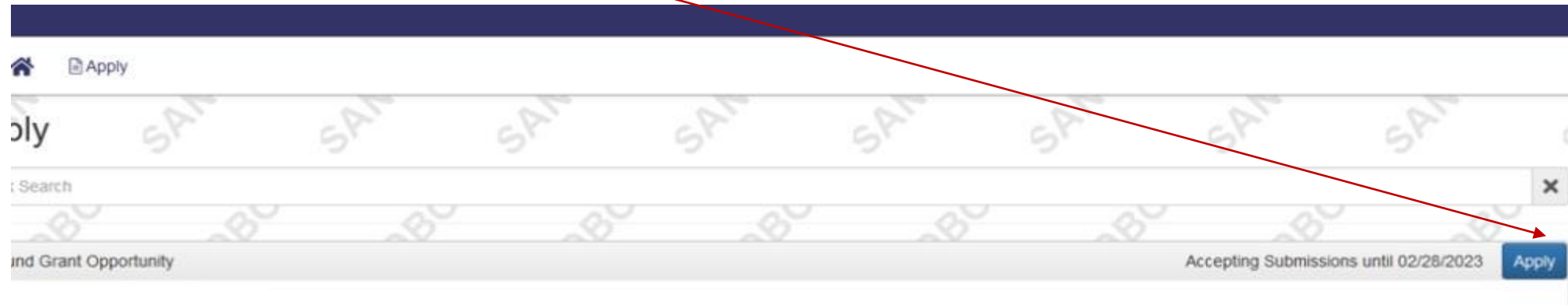
Log On Create New Account

[Forgot your Password?](#)

- Click on Create New Account
- Input name, email, and basic organization information and click submit
- Check your email and spam box for an email confirming your registration.
- Log on using your registered email and password

HOW TO APPLY

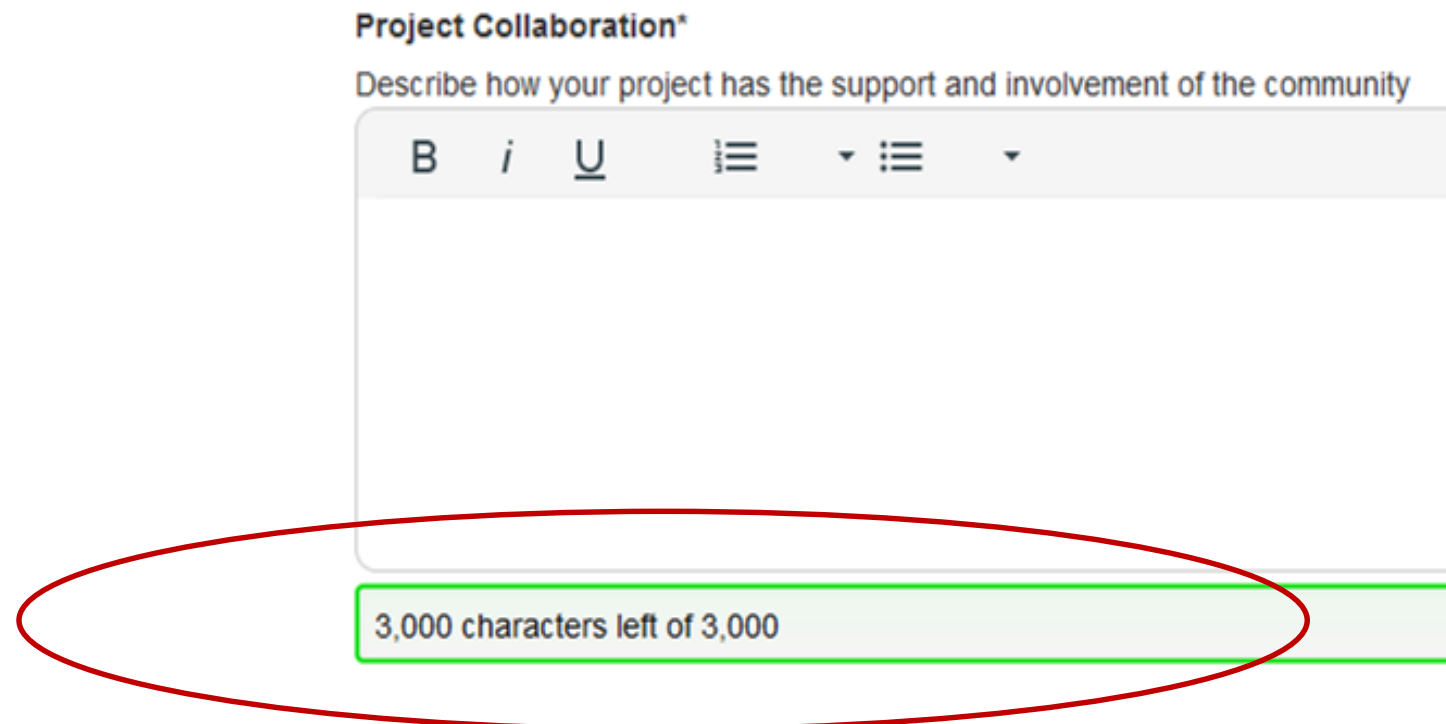
When you log on, you will see a blue apply button in the upper right-hand corner. Click this button to begin the application.



HOW TO APPLY

Fill out the application and upload the required attachments.

Be aware of character limits. Most questions have a 3,000-character limit per question. The green box below the text field will tell you how many characters you have left



The image shows a screenshot of a web form. At the top, the text "Project Collaboration*" is displayed in bold. Below it, a prompt reads "Describe how your project has the support and involvement of the community". A rich text editor toolbar is visible, containing icons for bold (B), italic (i), underline (U), bulleted list, and numbered list. The main text area is empty. At the bottom of the form, a green-bordered box contains the text "3,000 characters left of 3,000". A red oval is drawn around this green box.

HOW TO APPLY

Application requirements include:

- A completed online application
- Proof of eligible entity (tax-exempt letter, EIN)
- W-9 (as applicable)
- letters of partnership/approval
- A detailed budget (using template provided in excel format)
- Permits/approvals (when applicable)

HOW TO UPLOAD ATTACHMENTS

Click on upload a file button

Locate your saved attachment and click open

Allowable file types include pdf, rtf, doc, docx, jpg, or png. Use excel format only for budget.

Upload Project Budget*

Upload your project budget. There is no req
etc.), and a brief justification for the project

Upload a file [5 MiB allowed]

W-9

Please upload your W-9.

Upload a file [5 MiB allowed]

APPLICATION SCORING

Projects will be evaluated based on the following:

- Project plan alignment with Clackamas County Tourism goals, tourism pillars and funding priorities
- Achievability of the project (including timeline, budget, and goals)
- Project Sustainability
- Community Collaboration
- Project Readiness
- Impact on visitor-facing activities in Clackamas County

APPLICATION SCORING

There are five new questions focused on Tourism and the Visitor experience in Clackamas County

All application questions should be answered through the lens of tourism/visitor facing experiences

APPLICATION SCORING- Additional Consideration

There are four optional questions

The applicant may be awarded up to 16 additional points for the following:

- Multiple communities impacted
- Partnerships
- Cash match funding (based on request)
- Project location

TIPS FOR A COMPETITIVE APPLICATION

- Create a strong case statement (use data, both quantifiable and qualitative) through the lens of tourism
- Make sure budget is reasonable and your numbers are correct
- Use provided budget template and submit in excel format
- Have clearly defined goals and outcomes that are achievable and focused on the visitor experience/tourism
- Explain how your partners will contribute to the project in the letters of partnership—start gathering letters of partnership early

Technical Assistance and Questions

Grant-related questions should be sent to
funding@mthoodterritory.com

Questions?

OREGON'S

MT. HOOD
TERRITORY

