

Union County Chamber of Commerce Tourism Grant

About the Tourism Grant Program

The purpose of the Union County Tourism Grant program is to assist in the promotion of events or attractions that increase economic vitality and the impact of tourism in Union County. This program is sponsored by the City of La Grande and Union County Transient Room Tax (TRT). The program is administered by the Union County Chamber of Commerce and is overseen by the Union County Tourism Promotion Advisory Committee.

❖ Awards

Requests for funding are submitted annually and are subject to Grant Fund availability. Grant funds must be utilized within the 12-month grant program timeline. Applicants may request up to \$1000 in grant funds per project or event. Grant funds will be paid at the time the Award Letter is sent. Successful applicants will also receive a copy of the required Grant Report. Funds must be used for eligible purposes or returned. If selected, the Union County Chamber of Commerce kindly requests the applying organization includes the Chamber's logo or name in marketing materials (similar to a sponsorship).

❖ Timeline

The 2020 Tourism Grant applications are due March 1st. Awards will be announced no later than April 1st, 2020. Grants are for projects or events that will take place between April 1st, 2020 and March 31st, 2021. Reporting requirements are due within 90 days of event (see Reporting Requirements, page 3).

❖ Eligibility

The Grant program is open to all individuals, businesses, and organizations in Union County. Applicants outside of Union County are not eligible to apply unless the project or event shows a direct benefit to tourism in Union County. Grants must be used for Tourism Promotion or a Tourism related facility (see Eligible Uses, page 3). Project or event must take place within Union County and must be open to the general public.

❖ Ineligibility

Grant Award recipients are not eligible to apply if they failed to fulfill grant requirements within past three years (includes: project or event completion, submission of required reporting, and/or proper use of grant funds). "Recipient" includes the individual, business, and/or organization that received the grant as well as the event or activity itself.

**To request information on Tourism Grant Discretionary Funds and Cooperative Advertising please contact the Union County Chamber of Commerce Executive Director Suzannah Moore Hemann*



Union County Chamber of Commerce Tourism Grant



Preferences

The following Preferences will enhance a grant application's overall competitiveness during the award selection process:

- ❖ Multi-day events that encourage overnight lodging stays
- ❖ Recurring events with a demonstrated increase in attendance
- ❖ Projects or events that evidence community support and partnership creation through donation or in-kind match contributors and support letters
- ❖ Applications that have clear, appropriate and achievable methods for tracking attendance and measuring local impact of project or event on tourism promotion (especially overnight lodging stays and patronage of local businesses)
- ❖ Applications that demonstrate good planning and ability to manage grant funds
- ❖ Applications that show how grant funds are being used and identifies a target audience
- ❖ Applications that match 100% of grant fund request
- ❖ Recurring applicants that have provided the optional reporting requirements for past projects or events (see Optional Reporting Requirements, page 3)



Union County Chamber of Commerce Tourism Grant



Program Requirements

❖ Proposals

Grant applications are to be complete, legible (preferably typed), provide a detailed narrative of the project or event and its impact on Union County tourism, and include a detailed budget. Applications to include details of how the project or event plans to acknowledge the Tourism Grant award (advertising, photo, website, press release etc.)

❖ Eligible Uses of grant funds include:

- Tourism Promotion: Materials and supplies, staffing, professional contracted services or other costs in direct relation to advertising, publicizing, or distributing information for the purpose of attracting and welcoming tourists from outside the area with the focus on bringing in tourists to encourage economic vitality.
- Tourism Related Facility: costs related to conference, convention, or visitor information centers, other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

**Any unused grant funds in accordance with general Eligibility and Eligible Uses must be reimbursed to the Chamber of Commerce.*

❖ Reporting Requirements

- **Reports must be submitted** to the Union County Chamber of Commerce within 90 days of event conclusion. Any funds awarded that are not used for eligible purposes must be returned with required report.
- Grant Reports are to be complete, legible (preferably typed), provide a detailed narrative of grant usage and attendance of event, and include a final budget with invoices for eligible expenses.
- Reports will include a description of how the Tourism Grant funding was acknowledged in the event advertising, photos, website, press release etc.

**Applicants who do not complete reporting requirements or who do not return funds that were not used for eligible purposes will be disqualified from requesting grant funds for three consecutive grant cycles.*

❖ Optional Reporting Requirements

- Minimum of 15% of total attendance surveyed on where guests came from, how they heard about the event, and if their visit included an overnight lodging stay. Survey attached at end of document.
- Evidence of advertising Union County lodging or RV spaces during event (link on website, handing out brochures or maps, etc.)



Union County Chamber of Commerce Tourism Grant

- Evidence of Partnerships (# of block hotel rooms, how many resulted in stays, advertising, social media promotions etc.)

Event Grant Application Form



Contact Person_____
Organization_____
Address_____
City_____ Zip Code_____
Phone_____ Email_____

Grant Deadline March 1st, 2020

1. Title, description and location of your organization’s event or tourism project:

2. Is this a multi-day event or project? Yes No
3. Is this a new event or recurring event? New Event Recurring Event
4. Date of event or project completion: _____
5. Estimate total attendance in past year: _____ Projected for 2019: _____
6. A. Estimated percentage of participants or audience from out of the county: _____
B. Estimated number of lodging nights or RV spaces sold due to the event: _____
7. Describe how the requested funds will be used and your target audience:



Union County Chamber of Commerce Tourism Grant



UNION COUNTY,
OREGON



8. How will you measure the success of your project? What are your measurable goals?
Please be specific as possible. _____

9. How will you track attendance and measure the local impact of your project or event on tourism promotion? _____

10. What geographic locations will you market your event? _____

11. What form of media will you be advertising your event? _____

12. How does your event or project plan to acknowledge the Tourism Grant award?

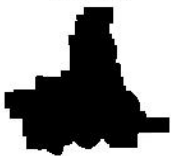
13. Budget. Please be specific.

Amount Requested from Chamber of Commerce Tourism Grant: \$ _____
\$1,000 maximum request.

Sources of Revenue (list sources and amounts)

_____	\$ _____
_____	\$ _____
_____	\$ _____

UNION COUNTY,
OREGON



Union County Chamber of Commerce Tourism Grant



UNION COUNTY,
OREGON



Partnership Donations or In-Kind Match

_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL REVENUE	\$ _____

Expenses

_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL EXPENSES	\$ _____

Please attach a copy of your budget and any partnership support letters. *A complimentary Excel budget is available for download on The Union County Chamber of Commerce website*

Authorized Applicant Signature:

Title: _____

Suzannah Moore-Hemann, Executive Director
Union County Chamber of Commerce
541.963.8588
Director@VisitUnionCounty.org



UNION COUNTY,
OREGON



**Union County Chamber of Commerce Tourism Grant
Optional Reporting - Survey**

# Surveyed	Where did you travel from?	How did you hear about the event?	Does your visit include an overnight stay?

**To fulfill optional reporting, 15% of total attendance must be surveyed.*

