

# Union County Chamber of Commerce Tourism Discretionary Fund Grant Program



## About the Discretionary Funds Program

The purpose of the Union County Tourism Grant Discretionary Fund is to assist in the promotion or development of new and emerging projects, events or attractions that occur out of cycle of the Regular Tourism Grant Program award process. This discretionary fund is sponsored by the City of La Grande and Union County Transient Room Tax (TRT), administered by the Union County Chamber of Commerce, and approved at the discretion of the Executive Director.

## Awards

Applications for discretionary funds are submitted directly to the Union County Chamber of Commerce Executive Director on an as-needed basis and are subject to fund availability. Discretionary fund awards must be utilized within 12 months of issue. Applicants may request up to \$250 in discretionary funds per project or event. Successful applicants will receive a copy of the required Grant Report to be completed within 90 days of event. 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

Discretionary Fund requests can be made at any time. Awards must be utilized within 12 months of issue. Reporting requirements are due within 90 days of event

## Eligibility

The Discretionary Fund award is open to all individuals, businesses, and organizations in Union County (okay to apply as an entity who has received other TRT funding from the Union County Chamber, but not for this project). The project or event must be new or emerging and show a direct benefit to tourism in Union County. Project or event must take place within Union County and must be open to the general public. Funds must be used for Tourism Promotion or a Tourism related facility.

## Ineligibility

Applicants (an *entity* may apply for this for a new project/event) who have requested funding for the same event from the Union County Tourism Grant Program during the normal grant cycle.



## Discretionary Fund 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.

**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.

### 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.



## Discretionary Fund Grant Application Form

Contact Person _____	
Organization _____	
Address _____	
City _____	Zip Code _____
Phone _____	Email _____

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

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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:

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

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

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10. What geographic locations will you market your event?

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

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12. Budget. Please be specific.

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

**Sources of Revenue** (list sources and amounts)

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

**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

