
2022 TOWN OF LAKEVIEW TLT GRANT APPLICATION

Application Packet

Please read before submitting
an application

OVERVIEW:

The Town of Lakeview TLT Grant provides funding for tourism-related projects in Lakeview. Eligible projects are those designed to increase tourism or can reasonably be expected to increase tourism, whether it be for an overnight or day use visit.

The Town's definition of tourism is "economic activity resulting from tourists." A tourist is defined as "a person who, for business or pleasure, recreation, or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to the Town of Lakeview."

Funding for the program comes from the Town of Lakeview's Transient Lodging Tax (TLT) funds as authorized by state law. ORS Section 320.300 to 320.350 and Town of Lakeview Ordinance #861.

OBJECTIVE:

Lakeview TLT Grants provide funding for tourism-related projects that have the potential to become significant and self-sustaining, and that align with the goals and priorities primarily outlined by the Town of Lakeview and secondarily by Lake County, and the county's goal driven objectives as outline at lakecountyor.org/business/major_employers.php.

Tourism goals for Lakeview include, but are not limited to:

- Drawing tourists to the Town of Lakeview, whether it be for overnight or day-use activities;
- Encouraging the use of Town of Lakeview businesses by tourists;
- Expanding tourism capabilities and enhanced services within the Town of Lakeview;
- Leverage of additional dollars and/or resources;
- Encouraging both overnight visits and day-use of the Town's natural areas, parks, recreation, restaurants and other businesses.

ELIGIBILITY:

Lakeview TLT Grant funds may be awarded to public, private, or non-profit organizations whose project demonstrates an ability to benefit the greater public interests of tourism attractions, product development, expansion of services, promotion, and/or marketing and to work into sustainability.

Projects will be evaluated on the following attributes and qualities:

- alignment with Town of Lakeview's established tourism goals and plans above;
- have a high likelihood of attracting tourists/visitors from outside Lakeview;
- inclusion of more than one community, lodging, or tourism partner;
- leverage of additional dollars and/or resources;
- are self-sustaining, have growth potential, or are capacity-building;
- are no more than 75% of the project's total budget;
- out-of-district advertising.

INELIGIBLE PROJECTS & EXPENSES:

- those providing profitability or benefits to a single lodging partner, business, or individual; or
 - normal costs of doing business, including operating expenses for the business or non-profit organization;
 - salaries, travel and mileage;
 - budget deficits;
 - organizations that support political candidates or influence.
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Note: Please read the below Approved Scope of Work, Project Ideas, Terms & Conditions, Dates & Timelines, and Review Materials for more information about this program and project eligibility.

- Applicants whose projects are selected must sign agreement acknowledging terms and conditions.
- Applicants who receive funding are financially responsible for funds awarded and execution of project.
- Reports are required for all projects that receive funding.
- Copies of invoices and receipts are required.

APPROVED SCOPE OF WORK:

The following summarizes the Areas of Focus from the Town of Lakeview's tourism priorities:

- Priority #1: Develop the tourism industry in ways that are socially, culturally and ecologically responsible, particularly in support of nature-based activities and complementary interests, which differentiate the The Town of Lakeview for visitors.
- Priority #2: Prioritize growth in tourism that improves economic conditions in the season and off-seasons (i.e. non-peak tourist months), and supports the economic stability of the workforce.
- Priority #3: Improves The Town of Lakeview's abilities to better accommodate tourists and enhance the visitor experience with new, enhanced or better utilization of tourism-related facilities for increased year-round use.
- Priority #4: Provide marketing of the Town of Lakeview parks, attractions and businesses.

Note:

Events or activities supported with grant funds need to be:

- a) open to the public;
- b) have an ability to attract visitors from outside the Town of Lakeview, and
- c) enhance the ability to become significant and self-sustaining.

Creation of facilities, assets or infrastructure with grant funds must primarily be designed to benefit tourists and/or increase tourism activity within the Town. Any capital projects shall not provide financial benefit or become the property of a private property owner. Any capital projects of a non-profit organization or by the The Town of Lakeview may be considered if the Town has assurances of the long-term availability of the project to the public for at least 10 years and the project has a substantial purpose of supporting tourism or accommodating tourist activities.

TERMS & CONDITIONS:

- 1) Applicants must use the forms and templates provided by the Town of Lakeview (See Application and Review Packets). The reason for these forms and templates are to impart standardization and to provide clarity regarding the program's guidelines and objectives.
- 2) Submit **six copies** of your completed application for project review by the Town of Lakeview Town Council members.
- 3) Completed Applications must be submitted by the deadline dates to the Town of Lakeview TLT Grant Application, 525 North 1st Street, Lakeview, OR 97630.
- 4) Projects selected for funding will be tourism-related as defined in the OVERVIEW and fit within these TERMS & CONDITIONS. These may include, but not be limited to, an increase of overnight stays; numbers of attendees/participates from outside the area; increased capacity or sustainability of existing events/activities, or a demonstrable ability to get visitors to shop, dine, visit local heritage or cultural attractions, participate in recreational opportunities, or otherwise entice them to 'linger longer' within the Town of Lakeview.
- 5) Submit at least three but no more than five Letters of Support from partners in the project and community members. These should be included with your completed application.
- 6) Submit a project budget with no more than 75% of the project funds being derived from the TLT funds, and showing funding commitment for the other 25% of the funds needed for the project.
- 7) Applicants whose projects have been selected for funding need to sign the Agreement for Access & Use of Grant Funds and submit it to the Town of Lakeview, Town Council before funds will be released.
- 8) Applicants who receive funds are required to provide a final report every 90 days from the execution of the TLT contract showing a progress report detailing expenditure of funds and progress to accomplish the project, program, or event, what has been completed and what remains to be completed. Copies of receipts and invoices are required with these reports.
- 9) Upon review of the final or the 90 day reports, the Town of Lakeview Town Council may request the return of funds if it finds that the funds are not being utilized in conformance with the Grant Award and contract. The Town of Lakeview Town Council may also require changes to a project to bring it into compliance.

- 10) All projects receiving funding shall be completed within a year of the disbursement of funds. Applicants shall return any unexpended funds to the Town of Lakeview.
 - 11) Extensions are possible, but they are only granted for projects that experience unforeseen or unexpected delays, or for extenuating circumstances beyond the control of the Applicant. Extensions will be granted generally for no more than 90 days after review by the Town of Lakeview Town Council. Extensions are not available as “carry-overs” for funds remaining undisbursed at the end of the fiscal year. In cases where an extension is warranted, a written request shall be submitted to the Town of Lakeview Town Council.
 - 12) Failure to comply with the Terms & Conditions of this agreement, and documents referenced herein, may result in a) an inability to receive the Town of Lakeview TLT Grant funds in the future, b) being required to return funds, and/or c) having future allocations reduced by an appropriate amount.
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DATES & TIMELINES:

2022 completed grant applications will be received by the Town of Lakeview Town Council before the 15th day of the following month.

Any incomplete application will be disqualified. Thus, it is critical to be as complete as possible in your submission to avoid delays in the granting process.

The Town of Lakeview's Town Council will review Grant Applications at a work session. Decisions from the work session will go to Town Council during the last regular meeting in each quarter. In the case of incomplete application packets or questions that need to be addressed, the Town Council will make their recommendations as soon as possible after their meeting once their questions have been addressed.

The Town of Lakeview Town Council has the final say as to the awarding of the TLT Grant Funding monies.

Monies will only be awarded at the discretion of the Town of Lakeview Town Council.

**Completed Applications should be sent to The Town of Lakeview - TLT Grant Application
% City Hall
525 North 1st Street
Lakeview, OR 97630**

If you have questions please contact: Town of Lakeview, Town Manager

Grants are limited to funds available.

***Note:** Incomplete applications will be disqualified. Separate applications required for each project, even if an applicant is submitting multiple proposals. Funds are awarded on a competitive basis. Strong applications are those that provide enough information for the review committee to weigh it against other proposals and that successfully take into account the evaluation criteria. You may use as many sheets of additional paper as necessary to explain your project.*

TLT GRANT APPLICATION

Date Submitted: _____

Name of Project: _____

Location of Project: _____

Funding Amount Requested: _____ **Project Total Cost:** _____

Applicant Name (person): _____

Name of Organization: _____

Relationship of Applicant to Organization: _____

Phone Number: _____ **Email:** _____

Website: _____

Describe your project (500 words or less):

Explain how your project will increase tourism/tourism activity in the Town of Lakeview, as described in the program overview and objective. (500 words or less):

How do you propose measuring the increased tourism activity brought about by this project? (500 words or less):

Additional Comments (500 words or less):

Please provide information as to the funding sources for the remaining 25% of the project and the amount of funds committed to the project from each funding source (500 words or less):

Applicant's Signature: _____

Signature/Title/Organization of all Confirmed Partners: _____

REVIEW: Your application/project will be evaluated and weighed by the Town of Lakeview Town Council against other proposals utilizing the below Review Sheet below and specified criteria. The Town Council will also consider proposals within the context of the program's Overview, Objectives, and Eligibility requirements. All projects selected for funding must comply with the program's Terms & Conditions, Guidelines, and Dates & Timelines.

Reviewer:

Date:

Reviewer Instructions: Please evaluate each application using the outlined criteria and point distribution. Also, please consider them within the context of the program's Overview, Objectives, and Eligibility standards as provided. All projects selected for funding must comply with the Terms & Conditions, Guidelines, and Dates & Timelines of this program.

Applicant:

Project:

(circle one)

Can this project reasonably be accomplished within the program's timeline (enter date)? Y / N

Does this project align with established tourism goals and/or plans? Y / N

Does this project fit within the program's Overview, Objectives, and Eligibility standards? Y / N

MAX POINTS	Evaluation Criteria	Evaluators		Notes	Post Discussion Revised Score	
		Initial Score				
20	Likelihood of attracting visitors from outside the Town					
20	Compatible with Town priorities and guidelines					
15	Includes/involves multiple community/tourism partners					
15	Leverages additional dollars and/or community resources					
15	Project is self-sustaining, has growth potential, or is capacity					
15	Project has measurable or attainable or increased tourism for the Town					

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Evaluator's Initial Scoring Total: _____

Post Discussion Scoring Total: _____

AGREEMENT: If your project is approved for funding, you will be required to sign the following agreement before funds will be disbursed to you. Applicants who receive funds are solely responsible for them, as well as for the timely execution of the project as detailed in the application. Recipients of funds are required to submit Mid-Year Progress and Year-End Reports on their projects and for providing copies of invoices and receipts.

Agreement to Receive/Use Town of Lakeview TLT Grant Funds

The undersigned agrees to all terms & conditions, guidelines, dates & timelines, and criteria as outlined and referenced in the **Application Packet**.

The undersigned assumes all responsibility for the funds they are to receive, and for completing the project in a timely manner as outlined in the application that was submitted.

The undersigned agrees to provide the reports as called for in the programs Terms & Conditions and to provide copies of receipts and invoices for work done on their project.

Name: _____ Title: _____

Organization: _____

Address: _____

Project: _____

Signature: _____

Email: _____ Phone: _____