

CLACKAMAS COUNTY BOARD OF COUNTY COMMISSIONERS
Staff Presentation Worksheet

Presentation Date: Jan. 18, 2011 Time: 10:15 am Length: 15 minutes

Presentation Title: Tourism Grant Awards and Process Briefing

Department: Tourism and Cultural Affairs

Presenters: Danielle Cowan, TCA Director

POLICY QUESTION

The main purpose of this presentation is to provide the BCC with an update on the new Tourism Opportunity and Development Grant Programs.

ISSUE & BACKGROUND

In coordination with the Tourism Development Council (TDC), TCA developed two new grant programs for the 2010-11 fiscal year; the Tourism Opportunity Grants and Tourism Development Grants. The Opportunity Grants are intended to provide funding for "last money in" tourism-related projects that have the potential to become significant and self-sustaining. The Development Grants can be used to inventory assets, conduct feasibility studies or other work that defines, supports, improves or creates tourism attractions, improves facilities, and/or hospitality services. All proposals were required to align with the goals and priorities outlined in TCA's 2010-2011 Business Plan.

For FY 2010-2011, the TDC made available up to \$25,000 in Opportunity Grants, which were to be awarded in amounts not to exceed \$5,000. Up to \$100,000 was made available for Development Grants, with a minimum proposal of \$1,000 being eligible for consideration. Deadlines for submission of applications for the Opportunity and Development Grants were December 14th and December 31st respectively. We received 13 applications for the Opportunity Grants and 11 for the Development Grants. The TDC and TCA staff are pleased with both the number and variety of the applications that were submitted for these new grant programs.

The review and selection process for the Opportunity Grants has just been completed. A sub-committee appointed by the TDC and TCA staff conducted most of the work. A TDC member and a County Commissioner were members of the committee. Members were provided copies of all applications prior to coming together as a group on January 5 to discuss and deliberate the merits of the submissions. Applicants and the public were invited to attend and observe the review and scoring process.

Final approval of award amounts was given by the TDC, which met on January 11, 2011 to consider the subcommittee recommendations

The proposals approved were:

- Canby Area Farm Loop \$5,000
- Lake Oswego Marketing Campaign \$5,000
- World Triathlon Primal Challenge Event \$5,000
- Oswego Pioneer Cemetery Interpretive Panel \$2,500
- Willamette Falls Heritage Area Arch Bridge Event \$5,000
- We Love Clean Rivers Down the River Clean Up Event \$2,500

Copies of these proposals, and all submitted proposals, can be made available.

The subcommittee that is reviewing and scoring the Development Grant applications is scheduled to meet January 20. The TDC will make a final decision on awards at its Annual Retreat, which will be February 22.

The Development Grants will primarily follow the same process and procedure as with the Opportunity Grants. However, the TDC did make some modifications to the process which affects when and how the scoring of the applications will take place.

Your input about the process is welcomed.

QUESTION(S) PRESENTED FOR CONSIDERATION

Does the BCC have any questions regarding the current grant process?

Does the BCC have any suggestions for future grants cycles?

OPTIONS AVAILABLE

- 1) Concur with the current process.
- 2) Suggest changes or alternatives to the current process for the next grant cycle.

RECOMMENDATIONS

Concur with the process as revised by the TDC.

SUBMITTED BY:

Division Director/Head Approval _____

Department Director/Head Approval _____

County Administrator Approval _____



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