



CITY OF NEWPORT
169 SW Coast Highway
Newport, Oregon 97365
541-574-0603
c.atkinson@thecityofnewport.net

TOURISM MARKETING GRANT FUND APPLICATION

The purpose of the grant program is to promote tourism and increase stays in lodging establishments within the city limits of Newport. Funding for events/activities scheduled for the off and/or shoulder seasons, September 15 through June 15 will be given priority. Funding may not be provided for well established events/activities, although funding may be provided for expansion or changes of existing events if the city determines the changes will increase tourism.

Applications for grant funds must be submitted two months prior to an event to allow sufficient time for review by the Destination Newport Committee and the City Council at their regularly scheduled meetings.

The regular Destination Newport Committee meetings are held on the second Thursday of the month. Applications will be reviewed by the Destination Newport Committee and forwarded to the City Council with a recommendation for approval or denial. Applications must be submitted to the City Manager's Office.

The city reserves the right to grant all or a portion of a request; deny a request; or recommend no award regardless of availability of funds.

Please read the rules instructions on page 5. prior to completion.

General Information:

Name of Applicant Organization: _____

Mailing Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Principal Contact (If different from Applicant): _____

Mailing Address (If different from Applicant): _____

City, State, Zip: _____

Telephone: _____ Fax: _____

E-Mail Address: _____

Date(s) and Time(s) of Event: _____

Description of Event or Activity*: _____

Nature of Event or Activity:

Single Day Event _____

Multi-night local lodging event _____ days

Extended calendar event. _____ days

Amount of Funding Requested: \$ _____

Total Event/Activity Budget: \$ _____

What specific marketing expenditures will the granted funds be used for?*

List event/activity supporters or partners*: _____

Applicant/organization must be a non-profit corporation. Attach a copy of the IRS determination letter.

Has applicant received funding in prior years from the city for this event/activity? If yes, when:

Projected Event/Activity Impact:

Describe how the event/activity will affect the Newport economy (e.g., room nights, number of visitors/attendees, restaurant sales, retail sales, etc.): _____

Financial Reporting Requirements:

Please provide a proposed budget of revenues and expenditures in a form similar to the following:

PROPOSED REVENUES

Source #1	_____	Amount	\$ _____
Source #2	_____	Amount	\$ _____
Source #3	_____	Amount	\$ _____
Source #4	_____	Amount	\$ _____
Source #5	_____	Amount	\$ _____
TOTAL REVENUES			\$ _____

*Use additional sheets as necessary.

PROPOSED EXPENDITURES

Use #1	_____	Amount	\$ _____
Use #2	_____	Amount	\$ _____
Use #3	_____	Amount	\$ _____
Use #4	_____	Amount	\$ _____
Use #5	_____	Amount	\$ _____
Use #6	_____	Amount	\$ _____
Use #7	_____	Amount	\$ _____
Use #8	_____	Amount	\$ _____
Use #9	_____	Amount	\$ _____
Use #10	_____	Amount	\$ _____
		TOTAL EXPENDITURES	\$ _____

REVENUES MINUS EXPENDITURES \$ _____

As a final condition to accepting granted funds, the applicant agrees to provide the City of Newport with a final report summarizing result of the event/activity (e.g., attendance, local and regional publicity, lodging occupancy, closing revenue and expenditure report, etc.), with a detailed and verified accounting.

Date

Applicant Signature

Applicant Printed Name

INSTRUCTIONS AND PROCEDURES FOR EVENT/ACTIVITY GRANT APPLICATION

1. Complete the prepared application for event/activity grant funding. The forms can be obtained from the city manager's office at the Newport City Hall or on the city website at www.thecityofnewport.net. Use only the city form when preparing an application.
2. Applications for grant funds should follow this timeline:

Applications must be submitted a minimum of two months prior to the scheduled event. The Destination Newport Committee will consider applications at their regular monthly meetings. Applications for events that have already occurred will not be accepted.
3. Applications for funding will be reviewed by the Destination Newport Committee and recommendations will be forwarded to the City Council for final approval. Incomplete applications will be returned to applicant for correction, and may not be considered if the delay creates a late application.
4. The applicant, or applicant's representative, may attend the Destination Newport Committee meeting at which the application will be considered. No applicant presentation is required, but applicant should be prepared to respond to questions.
5. Applications submitted after an event/activity occurs will be rejected.
6. Applicants are required to provide the city with a final report summarizing the results of the event/activity (e.g., attendance, local and regional publicity, lodging occupancy resulting from the event, closing revenue and expenditure report, etc.). This information must be submitted to the city manager's office no later than one month from the final day of the event/activity. Samples of all marketing materials and acknowledgements should be attached to this report. Failure to provide a final report to city shall jeopardize future applications
7. The purpose of the grant program is to promote tourism and increase stays in lodging establishments within the city limits of Newport. Funding for events/activities scheduled for the off and/or shoulder seasons, September 15 through June 15 will be given priority. Funding may not be provided for well established events/activities, although funding may be provided for expansion or changes of existing events if the city determines the changes will increase tourism.
8. Preference will be given to events/activities that have taken place for three years or less, or new components/improvements to existing events/activities.

9. Events/activities may not be considered for funding more than three times. Applicant should plan for other funding sources beyond the third request.
10. Funding is contingent upon available monies, and the process is competitive. There is no guarantee that funding, if granted, will be available for an event/activity in subsequent years.
11. Acknowledgement must be given to the City of Newport in all promotional materials, and programs associated with the event/activity.