



**Coos Bay – North Bend
Visitor & Convention Bureau**
50 Central Ave, Coos Bay, OR 97420
541-269-0215

Coos Bay-North Bend Visitor & Convention Bureau Grant Program

The goal of the tourism grant program is to **provide limited funding assistance to new events*** that will help to ensure that Coos Bay – North Bend – Charleston will exceed visitors' expectations as a destination and derive the greatest possible economic impact from visitor spending. Priority will be given to events that occur during the shoulder seasons and winter months – October to May – with a strong potential for creating local overnight stays. Additionally, new initiatives or programs may also request grant funding through this program. Programs must relate to the local tourism industry and must have a strong potential for attracting overnight stays in local commercial lodging properties.

No more than a total of \$3,000 will be granted to individual projects. Total funds available vary from year to year based on local Transient Lodging Tax (TLT) collections.

Existing events in subsequent years, year two and beyond, may request additional marketing assistance in lieu of funding.

For more information, please contact:
Janice Langlinais, Executive Director
Coos Bay-North Bend Visitor & Convention Bureau
541-269-0215
janice@OregonsAdventureCoast.com



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**New Event refers to an event that will draw visitors to our area and is in its first year of existence. The VCB will provide limited seed/sponsorship money to assist such events to be successful in the inaugural year.*

Coos Bay-North Bend Visitor & Convention Bureau Grant Program Overview

The Coos Bay-North Bend Visitor & Convention Bureau (VCB), aka Oregon's Adventure Coast, invites tourism-project funding requests from businesses and organizations that produce programs or events designed to increase overnight visits to the area, promote tourist attractions in the region or develop programs targeted to visitors, especially in the shoulder and winter months (October 1 – May 31). Requests for funding must demonstrate how the event or program will bring in overnight visitors and must be in their inaugural year.

Available funds vary from year to year based on local Transient Lodging Tax (TLT) collections. Local TLT is collected from overnight lodging facilities in Coos Bay and North Bend.

The Board of Directors of the VCB is the fiscal administrator of these funds on behalf of the VCB with the assistance of the Executive Director. We accept applications from Coos Bay, North Bend and Charleston organizations for events or programs, with special attention given to those planned in the shoulder or winter months and matching the criteria put forth within this document.

Who may apply

Non-profit organizations and businesses with a project, program or event in Coos Bay, North Bend or Charleston aimed at increasing tourism to the area and has the potential to create overnight stays in Coos Bay's or North Bend's commercial lodging properties.

Eligible projects and activities

The goal is to support events and programs which ensure that Oregon's Adventure Coast can exceed visitor expectations as a destination and derive the greatest possible economic impact from visitor spending. Priority will be given to events and programs that:

- are in the inaugural year
- are multi-day in duration that encourage extended lodging stays
- occur during the shoulder seasons and winter months (October – May)
- have a strong potential of generating local room nights

No more than \$3,000 will be awarded to individual events or program and is based on available funds. The Board of Directors of the VCB reserves the right to provide only partial funding or to deny funding to any given request.

The Coos Bay-North Bend Visitor & Convention Bureau funds an extensive marketing program to promote the entire area. Where possible, the VCB will provide in-kind donation of marketing promotional efforts in lieu of monetary funding. Existing events, in years two and beyond, may request additional marketing support via the Grant Application below. Such marketing support will be placed utilizing the VCB's social media channels and in some, limited cases, additional advertising in markets with the largest propensity to draw visitors to the area.

Grant application process

In order to be considered for grant funds, or additional marketing support in lieu of funds, from the Coos Bay-North Bend Visitor & Convention Bureau:

1. A completed application must be delivered to the Executive Director at least three (3) months prior to the date of the event or program to allow sufficient time to evaluate the request, determine funds availability, and to adequately plan any promotional efforts in lieu of monetary funding. An application form is included in this packet and is available from the VCB. If you have multiple programs or events, separate applications for each event will need to be submitted.
2. All application forms **MUST** be typed and sent to the VCB's Executive Director as an e-mail attachment to: director@OregonsAdventureCoast.com. **No hand written, non-electronic application forms will be accepted. Failure to abide will result in application disqualification.**
3. All applicants will be notified of the Board's decision regarding their funding or marketing requests in a timely manner.
4. Approved funding requests will be awarded and funds disbursed in a timely manner. Approved marketing requests will require a follow up meeting to determine the marketing materials the VCB will need to successfully market the event, including photographs, descriptions, and links.
5. Reports on activity, spending and results are to be submitted to the VCB's Executive Director within sixty (60) days of the conclusion of the event for which funding was received. Consideration for support for future years is dependent upon receiving these reports. The VCB will provide a report on any marketing results for those activities selected for additional marketing support within a timely manner.

Grant projects

Below is a sample list of grant projects; actual projects are not limited to only what is listed below. All projects must generate overnight stays in Coos Bay or North Bend or have the potential to generate overnight stays.

1. Inaugural festivals, events or programs that accentuate, depict, or complement Oregon's Adventure Coast.
2. Existing events, festivals or programs which could benefit from additional marketing efforts to bring in tourists and have the greatest potential for overnight visitation in the area's commercial lodging properties.

Activities not eligible for funding or marketing support

- A. The following is a partial list of activities that are **not eligible** for grant fund consideration:
- Grant funds for existing events or programs.
 - Grant funds to cover general administrative costs.
 - Grant funds to cover operational expenses.
 - Commercial or for-profit organizations requesting funds for capital improvements or projects.
 - Programs, events or festivals directed at the residents of the Coos Bay, North Bend or Charleston areas and have no potential to draw tourists and create overnight visitation.
 - Award requests exceeding \$3,000.00.
- B. The following is a partial list of activities that are **not eligible** for marketing support consideration:
- Programs, events or festivals directed at the residents of the Coos Bay, North Bend or Charleston areas and have no potential to draw tourists and create overnight visitation.
 - Programs, events or festivals for which the VCB provided funding in previous years whose organizers did not complete the required reports.

Proposals received in **approved electronic form** will be reviewed by the VCB Board of Directors and the Executive Director at its closest regularly scheduled meeting to application receipt. Organizations will be notified of the status of their funding or marketing support request within five (5) business days of the scheduled meeting at which the request was reviewed. The VCB Board of Directors reserves the right to not award funds or support if the project(s) does not meet necessary requirements or, in the case of monetary support, funds are not available for the grant program in any given year.

Promotional materials

All recipients of promotional assistance will be required to use the Oregon's Adventure Coast logo in accordance with logo specifications, if applicable. If your event has a website, you are also required to include a link to www.OregonsAdventureCoast.com. No lodging property is to be purposely excluded from materials sent to attendees regarding lodging choices in the area.

If your group is awarded marketing assistance, you will agree to refer attendees to our website for a complete list of lodging facilities. This list includes hotels/motels, RV Parks, and B&B's.

Reporting process – Please use form attached to this document

Applicants that are awarded grant funding are required to submit a final report within 60 days after the completion of the event to the VCB's Executive Director. This report must be in writing and can include PowerPoint slides, should the applicants so desire, to illustrate the impact of the granted



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funds on the project, how the project marketed to potential visitors, and if possible, how many attendees came from 50 miles or more away from the Coos Bay, North Bend, Charleston geographic area.

NOTE: if the event/program for which funding is provided is cancelled, funds must be returned to the VCB within 30 days of cancellation with a report as to why the event was cancelled.

For those projects receiving additional marketing support, the VCB will provide to the project organizers a recap of the reach and engagement generated and any analytics available within a timely manner following the conclusion of any marketing placements.

Record keeping

It is requested that all funding grantees maintain records for the minimum required amount of time set forth by the IRS including receipts and make the records available to the Coos Bay-North Bend Visitor & Convention Bureau upon request for audit purposes.

Permitting and licensing

The award of grant funding through this program does not supersede the need for proper permitting and licensing with the city in which the project shall be held, Oregon State Parks and / or other governing agents. Proof of all necessary permits and licenses is required before grant funds can be dispersed.



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Coos Bay-North Bend Visitor & Convention Bureau Grant Program Application

For complete guidelines, refer to the 4-page grant program overview document. Send questions to janice@OregonsAdventureCoast.com or call (541) 269-1181 ext 2303 for more information.

Today's Date _____

501(c)3/6? Y/N

Name of Group _____

Contact Name: _____ Email: _____

Address _____ City: _____

Website: _____ Phone: _____

Event/Program Name: _____

Event Address/Location: _____

Event Description
(include how this event will attract tourists)

(use additional sheets as needed to fully explain event/program, the audience, and its potential to attract overnight events)

Event/Program focuses primarily on the community of: _____

Date(s) of Event: _____

Anticipated needs of group (lodging, meeting space, permits, etc):

Anticipated Attendance _____ % out of area? _____

Is this an annual event? _____ If yes, what year did it start? _____

In which area would you like assistance? (please check all that apply)

Funding Support (*Inaugural Events Only*) Yes / No Requested Amount: _____

Additional Marketing Support Yes / No



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How will the
requested funds
be spent?

How will the VCB
be recognized in
your materials

The mission of the Coos Bay – North Bend Visitor & Convention Bureau is to promote overnight stays and foster tourism to the Coos Bay, North Bend, Charleston area.

THE FOLLOWING ITEMS MAY ACCOMPANY THIS COMPLETED APPLICATION AND WILL BE TAKEN INTO CONSIDERATION DURING THE REVIEW PROCESS:

- o Letters of support for this event and VCB support.
- o Experience of event/program organizers that will ensure success.

Please note: Brevity is encouraged, but project narrative must be as detailed as possible. Use additional space if necessary to fully explain the project you are submitting for.



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Coos Bay-North Bend Visitor & Convention Bureau Grant Program Post-Event Report

Provide this report to janice@OregonsAdventureCoast.com within 60 days of conclusion of event or program.

Today's Date _____

Name of Group _____

Contact Name: _____ Email: _____

Event/Program Name: _____

Event Address/Location: _____

Date(s) of Event: _____

Actual Attendance _____ % out of area? _____

(please provide a copy of any attendance records which may support these numbers)

Recap the success of the event
(please use additional pages as needed)



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Coos Bay-North Bend Visitor & Convention Bureau Grant Program Event Cancellation Report

Provide this report to Executive Director, Coos Bay-North Bend VCB, 50 Central Ave, Coos Bay, OR 97420 along with returned funds within 30 days of cancellation of event or program.

Today's Date _____

Name of Group _____

Contact Name: _____ Email: _____

Event/Program Name: _____

Event Address/Location: _____

Date(s) of Event:

Please provide reason event was cancelled

Grant Funding Amount Returned: _____

Date Funds Returned: _____

FOR OFFICE USE ONLY:

Date Funds Received: _____