

TILLAMOOK COAST TOURISM SIGNAGE GRANT



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Applications Accepted on an Ongoing Basis

Email completed application to: grant@tillamookcoast.com

Contact Deputy Director, Amy Blackburn for Questions
amy@tillamookcoast.com or 503-842-2672

OVERVIEW

Tillamook Coast Visitors Association is allocating \$70,000 toward the Tillamook Coast Signage Grant program as a pilot project until funds are exhausted. TCVA recognizes the economic importance of adequate business signage. A study by the University of Cincinnati has shown that roughly 60% of businesses reported that enhanced signage led to an average increase of 10% in sales, number of transactions, and profits. The goal of the program is to assist tourism business owners with the costs of upgraded signage which will also improve the visitor experience.

Tourism businesses in Tillamook County are encouraged to apply for a grant to install new and well-designed business signage and lighting. **The signage projects are eligible for a 50% reimbursement up to \$10,000.**

APPLICANT ELIGIBILITY

Tourism-related businesses and nonprofits within Tillamook County are eligible to apply.

- **Must be business or not-for-profit who provides goods and/or services to tourists including:**
 - **Accommodations:** Accommodation is a group of rooms and/or a dedicated outdoor facility which the customer pays to stay overnight. Eligible businesses include hotels, motels, resorts, inns, bed and breakfast establishments and campgrounds.
 - **Recreation & Entertainment:** Recreation and entertainment businesses are those that provide a tourism experience and/or attraction for a fee. Eligible businesses include museums, theaters, outdoor recreation outfitters, sightseeing, transportation and tour operators.
 - **Food & Beverage:** Food and beverage services include the process of preparing, presenting and serving of food and beverages to the customers. Eligible businesses include restaurants, bars, breweries, catering, cafés or food trucks.
 - **Visitor Information Center:** Organizations that operate as a visitor information center are eligible to apply.
- **Business or not-for-profit must have a registered business number;**
- **Business or not-for-profit must be located in Tillamook County;**
- **Business must be in operation for at least three years**

INELIGIBLE

- **Retail establishments are not eligible for the pilot program.** *If you are a retail business that sells goods to a customer and 80% of the overall business sales are generated through the sale of products such as apparel & accessories, home furnishings, general merchandise, or a speciality store and your business has a need for new signage, please send an email to amy@tillamookcoast.com to share your interest for consideration in a future grant program.*
- Additional *ineligible* include, but are not limited to, personal services, professional services, grocery stores, hardware stores, car dealerships.
- Grants are limited to one per business owner or entity every five years.

PROJECT ELIGIBILITY

The Tillamook Coast Visitor Association board has sole discretion to determine which projects are approved. TCVA will not consider remodeling costs or expenses not associated with signage projects. TCVA will not consider applications for funding after the project has been started or completed.

All grant-funded signage must be permanent and fixed in type and/or nature. Improvements must meet all code requirements for the local jurisdiction including signage ordinances, zoning, and building and safety codes. The applicant must obtain and pay for any necessary permits.

ELIGIBLE EXPENSES

- Signage
- Lighting fixtures
- Electrical
- Hardware
- Installation
- Costs associated with removing current sign
- Modification of current sign if appropriate

INELGIBLE EXPENSES

- Expenses incurred prior to application approval and grant award
- Site plan, sign or building permit fees
- Structural Improvements
- Window signs
- Temporary signs
- Awnings & canopies
- Funds cannot be used to correct outstanding code violations, for property damaged by collision, acts of nature or occurrences covered by insurance
- In-kind contributions will not be considered when calculating the total signage cost. Only cash expenditures made by the applicant will be considered when determining the reimbursement amount
- Expenses not included in the grant application

REVIEW & FUNDING PROCESS

Applications will be reviewed on an ongoing basis. The TCVA board generally meets the third Wednesday of the month. In order to be considered at the monthly board meeting, **complete applications must be received no later than the 5th of the month.**

Applications will be reviewed by the Deputy Director for completeness. Eligible projects will be presented at the TCVA board meeting for consideration. The Board retains the discretion to request additional documentation and determine final funding award.

Funding will be issued on a reimbursement basis after proof of compliance and paid invoices are provided.

Projects must be complete within six months of award notification or applicant shall be deemed to have waived any right to reimbursement. Extensions may be granted for inclement weather or the ordering of special building materials, provided the grant recipient requests an extension in writing prior to expiration of the completion period. TCVA will notify the grant recipient in writing of its approval or denial of the extension.

1 BUSINESS INFORMATION



Business Name

Contact Name

Title

Phone Number

Email

Business Type

Check One

Physical Address

Building Owner

Assessor Tax Lot Number

Building Tenant

Mailing Address

Employer Identification Number (EIN)

Do not enter Social Security Number. Type 'SSN' if you are a sole proprietor.

Building Owner Information (if different)

Owner Name

Lease Term

Owner Mailing Address

Lease Expiration

Owner Phone

Owner Email

2 GRANT SUMMARY

Grant Request

Total Project Cost

Project Start Date

Expected Completion Date

Written Summary of Proposed Work

Attach additional information if necessary.

Be specific. Purpose of project, explanation of materials, design, and placement of signage.

3 GRANT CHECKLIST

Include the following items with the completed application. Documents may be emailed in a combined document or individual files. The completed application and attached documents should be emailed to **grant@tillamookcoast.com**.

- Completed and Signed Application, Including sign off from the building owner (if applicable)
- Copy of approved sign permit from business jurisdiction
- Proof of business registry showing at least three years in existence
- An estimate from a professional sign contractor with separate costs for signs, support structures, lighting fixtures, electrical, hardware installation, etc.
- Professional design drawings or color photo simulations with details of the proposed signs, support structures, lighting, etc.
- Current color photos of the building or property with existing signs, support, structures, lighting, etc.

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AUTHORIZATION & CERTIFICATION

Initial in the following authorization and certifications that apply:

- _____ **I am an eligible applicant.** Applicants must be located in Tillamook County and be in a tourism business as outlined in the application.
- _____ **I agree to enter into a contract with TCVA upon grant approval.** TCVA reserves the right to include such additional special conditions or requirements in each contract, as it might deem necessary or desirable to protect the public investment of tax dollars in the project.
- _____ **I agree to provide a W9-Request for Taxpayer Identification Number & Certification as needed.** I certify that the Federal Employer Identification Number and business type provided in the above application is accurate and the organization is not subject to back-up withholding. **OR** I do not have an EIN and will provide a W9 with my social security number before funds are disbursed. I understand that grant funds received will be issued on a year-end 1099 as 'Other Income.'
- _____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to ensure Grantee's compliance with the grant contract and process reimbursement requests.
- _____ **I agree to acknowledge support of funding either through press releases and/or a thank you letter to elected officials .** Guidelines and suggestions will be included with the grant contract.
- _____ **I understand that I am responsible for researching and obtaining a signage permit within my jurisdiction and am responsible for showing proof of compliance.** Projects that cannot prove compliance will not be eligible for reimbursement.
- _____ **I agree to provide project management and oversight.** Applicant activities must be well-documented and completed according to the grant contract timelines and as outlined in the grant application. TCVA's sole responsibility will be to process draw down requests and ensure Grantee's compliance with the grant contract. TCVA will provide overall guidance on best practices, vendor selection, and contract language through the cohort meetings. Subsequent changes to the project will be included as contract amendments.

AUTHORIZATION. I certify to the best of my knowledge that all information, contained in this application, including all attachments and certifications, is valid and accurate. I further certify that the application has been reviewed and approved by the authorized owner(s), managers with appropriately delegated authority and/or in accordance with the organization's articles of incorporation or organization.

Signature

Date

Printed Name

Title

PROPERTY OWNER CERTIFICATION

I/we certify that Tenant is operating under a valid lease at the address listed above and that Tenant may complete the project as presented.

Signature

Date

Printed Name

Title