**EXPLORE LINCOLN CITY Community Partnership Fund**

Events and attractions that result in compelling reasons to visit Lincoln City that align with the mission of Explore Lincoln City:

*Strengthen Lincoln City’s economic health by inspiring travel, encouraging overnight stays and stewarding brand identity.*

Explore Lincoln City (ELC) has funding available to assist both non-profit and for-profit organizations to enhance our tourism offerings in alignment with one or more of the following strategic initiatives:

* Prove the Lincoln City brand promise to be true: *Lincoln City is THE UNEXPECTED, uniquely full of surprises big and small*
* Increase tourism in Lincoln City during the shoulder and off seasons and weekday travel
* Increase visitor length of stay by creating more to see and do in Lincoln City
* Increase the Average Daily Rate lodging properties can command by making Lincoln City a more attractive destination
* Create events and attractions that ELC can use to entice new guests to Lincoln City
* Provide unique, quality visitor experiences
* Contribute to the development and improvement of the local economy and enhance livability
* Support diversity, equity, inclusion, accessibility, and stewardship efforts

ELC will give preference to the following factors when evaluating proposals for the purchase of goods & services in support of tourism:

* A new or improved facet for an established event or attraction
* Ability to increase the PR and marketing value of an event or attraction
* Encouraging visitation from September through May
* Encouraging overnight stays Sunday through Thursday
* The probable positive impact on guest satisfaction to visitors to Lincoln City
* Improvement of products or experiences, especially improvements that are one-time investments, not recurring costs

**ELIGIBILITY & PROJECT DEFINITIONS**

ELC is funded by a portion of the City of Lincoln City Transient Lodging Tax, which requires specific use of funds for tourism promotion. All applicants must clearly demonstrate that their proposed projects are primarily visitor focused and in order to receive funding support.

The City of Lincoln City reserves the right to approve all, or a portion of, any request, or deny a request altogether regardless of availability of funds. ELC reserves the right to evaluate responses submitted; waive any irregularities therein; select candidates for the submittal of more detailed or alternate proposals; accept any submittal or portion of submittal; reject any or all Respondents submitting responses; should it be deemed in ELC’s best interest; or cancel the entire process.

ELC reserves the right to reject any and all Proposals not in compliance with public bidding procedures and requirements and may reject for good cause any and all Proposals upon the finding that it is in the public interest to do so and to waive any and all informalities in the public interest.

**Definitions of Eligible Projects:**

***Special Events & Festivals:*** Events & festivals that currently attract visitors from 50 miles away or have the potential to do so with additional investment.

***Attraction Development:*** Create new or add improved/new facets to attractions which significantly enhance the visitor experience and provide ELC with a marketing opportunity.

**INELIGIBLE PROJECTS & ACTIVITIES**

* Projects that are not tourism-related
* Activities that are not new efforts or initiatives
* Existing operational expenses
* Investments considered to be a regular cost of doing business
* Ongoing maintenance and upkeep
* Cannabis or tobacco tourism-related products
* In-house marketing programs and advertising campaigns

**GENERAL INFORMATION**

Note that funding is limited and varies from year-to-year. ELC’s annual budget allocation, as approved by City Council, determines the amount available for event and attraction support. Proposals will not be considered once the annual funding budget is committed.

ELC purchases of goods & services in support of tourism shall not be considered long-term commitments. ELC wishes to encourage independent viability as well as to have resources available to support new initiatives. There is no guarantee that a purchase will be repeated.

A request for an ELC purchase for an event or attraction must be submitted at least 60 days prior to the proposed project implementation. Applicants will be notified of award status within 30 days of submission. ELC will pay approximately 30 days prior to a project start date.

Projects that involve permits require approval letters from state and/or local permitting authorities.

ELC should be noted as a sponsor via name or logo on recipient’s promotional materials, or represented another way, as reasonable, depending on the specific project. ELC staff must review and approve materials where the ELC name and/or logo is featured.

Upon approval applicant will fill out a Personal Services Agreement with the City of Lincoln City.

Approved applicant must provide receipts of purchase showing how award was spent. Must provide by two weeks after approved event/festival/attraction is complete.

**FUNDING STRUCTURE & EVALUATION**

**Events and Festivals:**

**TIER 1: Award of $500-$1,000**

* Good promotional and public relations potential
* Current base of 100 or more attendees
* A significant percentage of attendees are expected to be from 50 miles away or more
* Provides a marketable product with growth potential that ELC can promote in tourism source markets
* ELC funding will demonstrably improve the product and make it more attractive to guests

**TIER 2: Award of $1,000-$2,000**

* Good promotional and public relations potential
* Current base of 200 or more attendees
* A significant percentage of attendees are expected to be from 50 miles away or more
* Provides a marketable product with growth potential that ELC can promote in tourism source markets
* The sponsorship should demonstrably improve the product and make it more attractive to guests

**TIER 3: Sponsorship of $3,000-$5,000**

* Excellent promotional and public relations potential
* Provides a unique experience only available in Lincoln City
* Current base of 300 or more attendees
* A significant percentage of current attendees are from 50 miles away or more
* The investment requested will demonstrably improve the product and greatly enhance guest satisfaction.

**All Other Projects:**

All other projects will be evaluated on a case-by-case basis based on funding availability. ELC will only consider awards above $5,000 if funding permits. Applicants are encouraged to discuss projects with ELC staff prior to submitting a Proposal.

Major sponsorship award availability (above $5,000) will be opened and announced at the discretion of ELC and are subject to funding availability.

Each application will be scored using identical criteria.

Grading criteria for non-event and festival projects is as follows:

**Criteria Total Available Points**

Match to Explore Lincoln City strategic initiatives 30

Promotional & PR potential 30

Potential to attract visitors 20

Impact on shoulder seasons and/or weekday visits 20

**Total 100**

**Please provide the following information:**

Organization Name:

Mailing Address:

Phone Number:

Website Address:

Email Address:

Contact Person:

Contact Mobile Phone:

Project Title:

Requested Amount:

Description of the Event/Attraction:

How Funding Will Be Used:

Expected Impact on Event/Attraction:

Project Date and/or Timeline:

Supporting Documents:

* Lincoln City Occupation Tax Permit
* W-9
* Proof of Non-profit Status (if applicable)
* Proof of Commercial Liability Insurance ($1,000,000 per occurrence and $2,000,000 aggregate)

**SUBMISSION**

Completed sponsorship applications and all supporting documents may be submitted electronically to shull@lincolncity.org or delivered to the address below:

Explore Lincoln City

Attn: Stephanie Hull

801 SW Hwy 101, Suite 401

Lincoln City, OR 97367

541.996.2119