



Applications will not be considered if the instructions or format are not followed.

Application deadline - Wednesday, December 31, 2025, at 5:00 p.m.

No late submissions will be accepted.

Tourism Program Grant Application

TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES AS DEFINED IN OREGON REVISED STATUTE (ORS) 320.300:

TOURISM PROMOTION:

- Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists.
- Conducting strategic planning and research necessary to stimulate future tourism development.
- Operating tourism promotion agencies.
- Marketing special events and festivals designed to attract tourists.

TOURISM RELATED FACILITY:

- A conference center, convention center or visitor information center.
- Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities.

STATE LAW DEFINING TOURIST

“Tourist” means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person’s community of residence, and that trip: **(a) Requires the person to travel more than 50 miles from the community of residence; or (b) Includes an overnight stay.**

STATE LAW REQUIRES THAT:

Applicants applying for use of revenues must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Roseburg tracks the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project will help the city in determining the effectiveness of the dollars granted.

Project Title: _____

Event/Project Start Date: _____ End Date: _____

Type of Project: _____

Project Location: _____

Is this a new or reoccurring event/program? ☐ New ☐ Reoccurring

Contact Person: _____

Contact E-mail: _____

Company/Organization: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signer & Title: _____

(Person representing agency or organization authorized to sign contracts with the City)

Please explain your project *(Responses are limited to the size of the text box)*.

If grant funding is awarded, the applicant will be required to sign a contract with the City of Roseburg outlining the terms and conditions of the event or project. At the end of the event or project a summary report is required, including contracts and invoices paid with grant funding.

☐ Acknowledge

Organization is: ☐ Governmental Entity ☐ Non-Profit 501-C* ☐ Business Enterprise*

***Non-Profit 501-C - Please provide verification of your non-profit status with the application.**

***Business Enterprise - May be required to apply for a Roseburg business license depending on the type of event. Staff will review the application and contact the applicant if a business license is required.**

Which type of category does your project fall under per ORS 320.300?

☐ Special event or festival (i.e., sporting event, music event)

☐ Tourism marketing/development

☐ Capital improvement

Have you previously received a City of Roseburg Tourism Grant?

☐ No

☐ Yes * If so, when and grant amount: _____

***Only one (1) grant application per organization may be submitted per grant cycle.**

FUND CRITERIA

1. Funding:

ESTIMATED BUDGETED REVENUE		ESTIMATED BUDGETED EXPENSES	
*Grant amount requested:	\$ _____	Marketing:	\$ _____
Your organization funding given to this project:	\$ _____	Operations:	\$ _____
Sponsorships:	\$ _____	Staff:	\$ _____
Other Grants:	\$ _____	Other:	\$ _____
**Other revenue sources:	\$ _____	Other:	\$ _____
Total project revenue:	\$ _____	Total project expenses:	\$ _____

***The grant amount awarded cannot exceed more than 50% of the cost of the project.**

****List all revenue sources expected/committed for this event. Include your own organization funding, sponsorships, ticket sales, etc.**

2. Tourism Promotion:

Please read the below carefully and provide estimates	Estimates
Overall attendance expected for this project? <i>If this is a multi-day event, include TOTAL attendance for the entire event/project. (example – how many people will come for all 5 days of event or project programming?)</i>	
Of the total attendance, how many are predicted to travel more than 50 miles? <i>This number must be at least 25% of your total attendance to qualify for this grant.</i>	
Of the people who travel more than 50 miles, how many are expected to travel from another state or country?	
Total number of attendees who are estimated to stay overnight.	

Total number of projected paid lodging nights: _____

(Note: one lodging night = one or more persons occupying one room for one night. For example: two people in one room for three nights equals three lodging nights.)

What is your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers? *(Responses are limited to the size of the text box)*

How will your organization verify the attendance and hotel stay information for your project? (i.e. attendee questionnaires, registration information, ticket sales information, hotel room data, etc.). *(Responses are limited to the size of the text box)*

If this project took place in the past:

Where did it take place?

How many years has this project taken place?

How many estimated attendees did the project have in the most recent years?

Year: _____	Attendance: _____	Paid Overnight Stays Generated: _____
Year: _____	Attendance: _____	Paid Overnight Stays Generated: _____
Year: _____	Attendance: _____	Paid Overnight Stays Generated: _____

What method was used for collecting and calculating past attendance and overnight stay data?
(Responses are limited to the size of the text box)

How will your project use these funds to attract an audience from outside of Roseburg? Is there an appeal for visitors from more than 50 miles away to come to your event or project? (Responses are limited to the size of the text box)

Note: This funding is awarded with the intention of attracting visitors from more than 50 miles away and to generate paid overnight stays in Roseburg.

Describe how you will advertise, publicize, or otherwise distribute information regarding your project to market and attract an audience from more than 50 miles away. *(Responses are limited to the size of the text box)*

Is there a targeted market or specific audience for this project and if so, please specify? *(Responses are limited to the size of the text box)*

3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from past years or similar events? Please explain. *(Responses are limited to the size of the text box)*

4. Benefit and Impact to the Community

Does your event benefit Roseburg businesses? If so, how? *(Responses are limited to the size of the text box)*

How will you evaluate the success of the project? *(Responses are limited to the size of the text box)*

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

_____ Oregon limits how hotel/motel taxes may be used. If awarded, requested funds will be used only for the purposes described and established by state law.

_____ I understand the use of these funds are subject to audit by the Oregon State Auditor.

_____ If awarded, my organization/agency intends to enter into a contract with the City of Roseburg, provide proof of appropriate insurance required for the duration of the project naming the City of Roseburg as an additional insured in an amount determined by the City (detailed in the contract), and file for a permit, if applicable.

_____ If my event or project is awarded tourism funds but is unable to receive special event permitting approval, or is cancelled, I understand the tourism funding will be terminated.

_____ If the awarded funds are not fully utilized for the project or event they were granted for, any remaining funds must be returned within 30 days.

_____ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive future funding.

_____ I understand I will need to promote the City of Roseburg logo on our website and other marketing materials.

Signature: _____

TOURISM PROMOTION FUND CRITERIA:

Funding:

- Are there additional revenue sources used to support this project/event?
- Is this funding request for a new project/event or to continue or expand on-going project/event?

Tourism promotion:

- Does the project/event:
 - Meet the basic state requirements for tourism promotion?
 - Promote the City as a destination place?
 - Attract visitors from more than 50 miles away, build new audiences, and encourage tourist expansion?
 - Support regional tourism planning?
 - Does the project or event have data to show proven positive impact on tourism in Roseburg?
 - Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue)

Benefit and Impact to the community:

- Does the project promote a positive image for the City? How?
- What benefits to the community are anticipated?

Innovation:

- Is this project/event unusual or unique? How?
- Does it move an existing program in a new direction? How?

PROJECT EVALUATION CRITERIA

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Roseburg-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
 - Promotes tourism which benefits the overall community, rather than a specific segment, interest, or individual business.
 - Supports regional tourism planning/promotion.
 - Promotes the unique attributes of Roseburg for tourists and the community.
 - Promotes the city as a destination place.
 - Encourages partnerships (public/private)
 - Supports long-lasting assets, capital facilities/amenities.
 - Supports businesses or programs that advance City of Roseburg equity and inclusion goals.

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

APPLICATION SUBMITTAL

Please submit your application via one of the following:

- Email application: Chrissy Matthews at cdd@roseburgor.gov
- Mail application: City of Roseburg; Attn: Chrissy Matthews, 900 SE Douglas Avenue, Roseburg OR 97470.
- Hand deliver application: City of Roseburg, Community Development Dept.; Attn: Chrissy Matthews, 900 SE Douglas Avenue, Roseburg OR 97470.