



Salem Tourism Promotion Area (STPA) Grant Application

STPA Background & Mission

The STPA was formed by the tourism industry to benefit the tourism industry, with oversight by Salem hoteliers and managed and executed by Travel Salem. The STPA provides a stable source of funding for Travel Salem's marketing and promotional efforts. Travel Salem is the region's official destination marketing & management organization serving Salem & the Mid-Willamette Valley. STPA funds support a healthy tourism ecosystem which builds vibrant communities, enhances quality of life for residents, and diversifies the economy through thriving local businesses and job creation. STPA programming and initiatives are specifically designed to drive room nights and increase average daily rates for Salem hoteliers.

Applicant

Name of Business:

Contact Name & Job Title:

Mailing Address:

Phone:

Mobile:

Email:

Event/Project:

Event/Project Title:

Amount of Funding Request:

Date Funds Would Be Needed:

Tourism Region (select all that apply):

- Salem
- Marion County
- Polk County
- Other:

Project/Event Description

Application is for (check one & answer corresponding questions):

- Event
- Project

- a. Tell us about your organization, including key members and their roles, how long you've been in business, and defining moments of success.
- b. Provide a full description of the project/event, including any planning completed to date. Is this a first-time project/event? If not, please share track record of success and any challenges. Who are your competitors? Who are you collaborating with on your project/event?
- c. Describe the need for your project/event ... what niche or opportunity is your project/event fulfilling?
- d. What are the goals of your project/event, what do you hope to achieve? How will you measure success?
- e. Describe how this project complements and is consistent with your community and/or region's current local objectives?
- f. Impact of grant funds, how will these grant funds make a difference in your project/event?
- g. Describe in detail your target audience, and marketing and promotion plans. Include how you would recognize STPA funding support. Please attach a copy of your marketing plan.
- h. Demonstrate how this project has the support and involvement of the community. List any partners, sponsors, volunteers, and their contributions and/or activities. (Support letters from these partners will also enhance your application.)
- i. In what ways does this project/event support the tourism engine and what is the potential to generate regional and/or local economic impact?
- j. Please explain how your project/event will reach diversified audiences?
- k. How will your project/event be financially sustainable after the infusion of these funds?

STPA Goals

Please select which STPA Key Initiatives your project/event aligns with (select all that apply); note: a strong application will include valid & quantifiable data:

- Increasing room nights
- Increasing length of stay
- Drive shoulder season destination-oriented travel (Nov-Mar) from Travel Salem's key domestic markets by aligning and optimizing local opportunities
- Increasing economic impact for Salem businesses

Identify two measurable outcomes supporting STPA goals. Provide a target for each outcome and the methodology to achieve each outcome. For an event, one of the measurable outcomes must be anticipated attendance expectations with an estimate of the percentage of Salem residents and guests, out-of-town visitors, and overnight

visitors. Overnight visitors are considered those whose zip codes are 50 miles or more outside of Salem.

Outcome #1

- Total anticipated attendance:
 - Total number of out-of-town visitors:
 - Total number of Salem residents:
 - Total room nights:
- Method used to track Outcome #1 (e.g., ticket sales, surveys)

Outcome #2

- Define goal/target:
- Method used to track Outcome #2 (e.g., ticket sales, surveys)

Event/Project Budget

- a. Identify the specific use for STPA funds
- b. List other financial support
- c. List any in-kind donations included in the budget (In-kind donations are donations that are goods or services rather than cash)
- d. Complete the project/event budget section below with all anticipated revenues and expenditures

Fund Source	Status of Revenue	Amount
STPA Grant	<input type="checkbox"/> Confirmed <input type="checkbox"/> Tentative	\$
Sponsorships	<input type="checkbox"/> Confirmed <input type="checkbox"/> Tentative	\$
Admission/Ticket Sales	<input type="checkbox"/> Confirmed <input type="checkbox"/> Tentative	\$
Concessions/Merch Sales	<input type="checkbox"/> Confirmed <input type="checkbox"/> Tentative	\$
Donations	<input type="checkbox"/> Confirmed <input type="checkbox"/> Tentative	\$
Other Business Funds	<input type="checkbox"/> Confirmed <input type="checkbox"/> Tentative	\$
Total Revenue		\$

In-kind (List Sources & Description of Donation)	Value
	\$
	\$
	\$
	\$
Total In-kind Value	\$

TOTAL REVENUES & IN-KIND VALUE	\$
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Direct Expenses	Cost	In-kind	Total
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
	\$	\$	\$
TOTAL OPERATING EXPENSES	\$	\$	\$

Percentage of the Total Cost Represented by STPA Funds	%
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- e. Indicate the status of other resources (Committed, Tentative and To Be Submitted – MM/YY) and the type of resource (e.g., Donations, Sponsorships, Grants and In-kind).

Event/Project Timeline

Project timeline, including benchmark dates and approximate grant project planning meeting dates, etc.

Attachments to Application (select all that are appropriate to your application):

- Event/Project Business Plan & Budget
- Letters of support
- Federal W-9 Form
- If your business is a nonprofit organization, please provide a copy of current 501c3, 501c4, or 501c6 IRS determination letter
- Signage Documentation (If your grant project involves signage of any kind, you are required to gather and submit letters from all required local, regional, or state sign authorities involved, demonstrating approval to place signage on their land/property during the timeframe of the grant)
- Distribution Plan (If producing collateral you must describe your distribution plan, including budgeted costs)
- Certificate of Insurance (Event Applicants only)

Disqualification Notice

An otherwise eligible applicant could be disqualified for this grant for failure to comply with reporting requirements and deadlines, supplying inaccurate information or other non-compliance issues.

Right to Deny

Travel Salem reserves the right to approve or deny applications for any cause, at its sole discretion. If STPA funds for an approved grant application are not available or don't come in as anticipated, Travel Salem further reserves the right to cancel grant awards at any time with 30 days written notice.

Reporting Requirements

Approved applicants will be required to submit a mid-term progress report to Travel Salem (e.g., project updates, expenses to date). The timing of the mid-term report will be customized to the applicant and project timeline, and mutually agreed upon. In addition, a final project/event report will be required within 60 days of project completion. Applicants may be asked to present reports/updates to the STPA Committee. If reports aren't submitted by agreed upon deadlines, then STPA funds granted must be reimbursed by the applicant.

Extensions

Grant recipients may make a written request to extend completion time for a project/event. Extensions will be approved or denied by Travel Salem at its sole discretion, and grant recipients will be notified in writing.

Disbursement of Funds

Grant recipients will receive disbursement of funds according to the following schedule:

- 50% at start of project
- 40% at midpoint
- 10% once the final report has been received

Grant Application Submission

Grant applications must be received a minimum of 6 months prior to when grant funds are needed. Please submit your request to the following:

In person:

Travel Salem

Attention: STPA Grant Request

630 Center Street NE

Salem, OR 97301

Via email:

jennifer@travelsalem.com

You might be asked to present your proposal to the STPA Committee at an upcoming meeting.