

2023-2024
FACADE IMPROVEMENT GRANT



Funds Available: \$200,000
Maximum Request: \$20,000

Grant is made possible by City of Rockaway Beach lodging tax funds

Grant opens: October 1, 2023
Deadline: December 15, 2023 at 11:59pm

Download application at
visitrockawaybeach.org/grants
(Select the Facade Improvement Grant link)

3

Grant process managed by Tillamook Coast Visitors Association

For questions and support, contact:
Marni Johnston at 503-842-2672, ext. 3
or marni@tillamookcoast.com

OVERVIEW



The City of Rockaway Beach designed the **Facade Improvement Grant** to assist in making buildings more attractive and accessible to visitors through repairs, painting, ADA entries and bathrooms, and other projects. First impressions count: **the look of a town is its best advertising, and encourages more business development and economic vitality.** This grant is funded with lodging tax collected by the city and is compliance with use of the tax as a way to encourage more visitation.

The City of Rockaway Beach is offering a **\$200,000 grant fund** to help tourism-related businesses improve the look of their storefronts. **Applicants may request up to \$20,000 with no match required (any amount over \$20,000 is the responsibility of the business owner).**

Grant funds will be provided as quarterly reimbursements upon submission of approved and paid invoices. Projects must be completed within 6 months from approval of grant or issuance of building permit when required. One additional 6-month extension may be approved and must be requested prior to the initial six-month deadline.

PROMOTIONAL CAMPAIGN

When the facade improvement projects are finished, Tillamook Coast Visitors Association, as the marketing administrator for the City of Rockaway Beach, will develop a strategic communications plan that showcases a promotional theme along the lines of "We're all dressed up and waiting for you."

The campaign will include a series of press releases, newsletters, stories and videos on the welcoming appeal and feel of the town. New photography will be done, which will be shared with business owners use on websites, social media and other marketing efforts.

Visitrockawaybeach.org website will showcase new photos, videos and stories

GRANT MANAGEMENT

In partnership with the city of Rockaway Beach, Tillamook Coast Visitors Association (TCVA) is tasked with managing the grant application process and contract management for the program. TCVA serves as the main point of contact for applicants and grant recipients. TCVA will execute contracts with awardees, issue grant reimbursements, and manage project contracts.



Each grant recipient will be required to execute a grant agreement with TCVA and provide all project management and oversight for all phases of the project. TCVA will disburse funds to grant recipients on a **reimbursement basis only** in accordance with terms of the grant agreement. Each grant recipient must also comply with federal, state, and local public contracting rules, regulations and permits, provide quarterly progress reports to TCVA, and submit a project completion report. Successful applicants will be required to submit contract signatures, project reporting, and reimbursement requests.

2024 Grant Funds Available: \$200,000

Maximum Grant Request: \$20,000

GRANT TIMELINE

Applications open & publication of notice

October 2, 2023

Applications due, 11:59pm

December 15, 2023

Grant completeness review by Tillamook Coast Visitors Assoc.

December 20, 2023

Planning commission review

by January 5, 2023

Approved applications submitted to city council

by January 10, 2023

Notifications to grantees; grant contracts sent to recipients

January 31, 2024

Project deadline - 6 months from BOCC decision

July 31, 2024

Eligible Applicants

- Property owners of buildings in Rockaway Beach commercial zones that include for-profit, tourism-based businesses.
- Business owners or tenants of commercial buildings operating tourism-based businesses with written consent of property owner.
- Applicants must have a current business license and show proof that property and other taxes are current.
- Applicants may only have one active/open grant at any time with the City of Rockaway Beach.
- Preference will be given to first-time grant recipients

ELIGIBILITY

Eligible Projects

Funds must be used for existing exterior façade improvements on commercial buildings supporting the tourism industry in compliance with City of Rockaway Beach ordinances. Funds may also be used to improve ADA access.

- Cleaning, preparation and painting of exterior walls and trim, including murals or similar artwork
- Repair, replacement or installation of awnings, windows, exterior lighting and doors
- Repairs or reconstruction of entryways, including removal of barriers for those with disabilities (ADA entrance ways)
- Repair, replacement or installation of exterior masonry or siding materials
- Removal of signs (for new signs, apply for marketing grant – will link to this)
- Work on cornices, gutters and downspouts
- Asbestos/hazardous material abatement
- Add/improve ADA accessibility (i.e. improvements to floorspace, ADA rooms with roll-in showers, ADA fixtures, etc.)
- Attractive fencing to reduce traffic noise/visuals for outdoor dining areas located along Highway 101
- Beautification elements, such as planters, benches or other streetscaping

Ineligible Projects

- Refinancing of existing debt
- Interior improvements
- Roofs – exception: roof area that extends over entryway awnings
- Structural foundations
- Financing of inventory
- Financing of building acquisition
- Working capital
- Landscaping
- Non-profit organizations

APPLICATION PROCESS

- Grant application is available for download at <https://visitrockawaybeach.org/grants>
- Be sure to **download the application to your hard drive** and save it as your company name and project. It is a fillable PDF.
- **Upload the completed application at visitrockawaybeach.org/grants using the SUBMIT button. Applications must be submitted no later than**
- **11:59pm-Monday, December 11, 2023**
- Applications will first be reviewed for eligibility and completeness, then reviewed by the Planning Commission. The Planning Commission will make recommendations to the City Council of Rockaway Beach, which will have final approval for grant awards.
- For questions on the grant application, or project eligibility, **contact Marni Johnston at marni@tillamookcoast.com or call 503-842-2672, ext. 3**

PROJECT CHECKLIST

- ✓ **Complete Application**
- ✓ **Attach photographs, designs, drawings, quotes, estimates as needed**
- ✓ **Attach permit. and written permission of building owner if business not owner.**
- ✓ **Attach budget, using the application budget form**

*Preferred delivery format is one combined PDF with all documents in order listed above. Will accept multiple document uploads if titled with in the following format: [Organization Name, Page 1 of X] You will receive an email confirmation of receipt within 48 hours of upload. It is the applicant responsibility to verify successful receipt of the application. **If confirmation is not received in the allotted time frame, contact Marni Johnston at marni@tillamookcoast.com***

BUSINESS INFORMATION

Business Name

Contact Name

Phone Number

Business Type

Physical Address

Mailing Address

Employer Identification Number (EIN)

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

Company Principals

Name	Title	% Ownership
Name	Title	% Ownership
Name	Title	% Ownership

Ownership totals should equal 100%. Use comments section to add additional information if necessary.

Grant Request

Total Project Cost

**This number is not required to be different than the grant request.*

Project Description

Answers must fit in the space with provided formatting.

Provide a complete description of the facade improvement project's intended function, design, and structural components. If relevant, attach a drawing of the plan showing its position on the property.

What are the anticipated challenges in completing this project on time?

Please list the contractors, estimates and predicted timelines provided for this project.

RB

TCVA

For review purposes

PROJECT WORK PLAN

The project work plan highlights key objectives of your application, how you plan to achieve them, and how you intend to measure the impacts.

The work plan describes project goals. Each goal further defines the following:

- Budget amount per goal
- Key action steps
- Timeline to complete each step
- Expected outcome for each step
- Evaluation method for each step

Complete the template below. Limited to three goals in the formatting provided. However, not required to use all space provided.

****Total of 'Budget to Complete Goal' entries should equal total on budget!***

Goal #1:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method



Goal #2:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

Goal #3:

Budget to Complete Goal:

Key Action Steps	Timeline	Expected Outcome	Evaluation Method

5

PROJECT BUDGET

The project budget ties to the work plan and further describes the costs involved to complete each goal. It is important that the total budget amount align with the project goals. A realistic budget is one of the five areas in which the application is scored. Although not required, seeking quotes to accompany the budget and work plan adds to the reliability of the budget request.

INCOME	
City of Rockaway Beach Façade Improvement Grant Request	BUDGET
OTHER INCOME	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
TOTAL INCOME	

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
*Total Income should equal Total Expenses					TOTAL EXPENSES



AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

I am an eligible applicant. Applicants must operate in Rockaway Beach and be a business engaged in tourism activities.

My project fits within eligible use of tourism funds. Applicants will be required to provide information to support accountability for use of the funds in compliance with the application requirements for Transient Lodging Taxes as outlined in ORS 320.300:

1. "Tourism" means economic activity resulting from tourists.
2. "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. Required the person to travel more than 50 miles from the community of residence; or
 - b. Includes an overnight stay.
3. "Tourism promotion" (as it relates to this grant) means any of the following activities:
 - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
 - b. Marketing special events and festivals designed to attract tourists.

I agree to enter into a contract with TCVA upon grant approval on behalf of the City of Rockaway Beach. I agree to provide progress and completion reports as outlined in the grant award letter and grant contract. Failure to properly prove use of funds will result in disqualification of reimbursement and subject to repayment of disbursed funds.

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 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.

I give permission to the city of Rockaway Beach to use my project for public information, promotional, and educational purposes. Applicants understand that the information supplied throughout the course of the project will be used to promote success stories and project deliverables. Information may be released to the media, social media channels, governmental legislative bodies or used in promotional materials intended for public release.

My company has an anti-discrimination policy. The policy states that my company does not discriminate with respect to race, color, creed, sex, age, national origin, disability, religion or sexual orientation and comply with affirmative action programs and all applicable federal, state or local laws.

I agree to provide necessary insurance coverage. Applicants are required to provide insurance coverage or event permits required pursuant to the marketing and promotions project.

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