



# City of Rockaway Beach

## City Council Workshop Agenda

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**Date:** Wednesday, February 14, 2024  
**Time:** 4:30 P.M. – 5:40 P.M.  
**Location:** Rockaway Beach City Hall, 276 HWY 101 – 2<sup>nd</sup> Floor Conference Room

**Watch live stream here:** [corb.us/live-stream](https://corb.us/live-stream)  
**View meeting later here:** [corb.us/city-council](https://corb.us/city-council)

**Join here to attend remotely:**

[City Council Workshop](#)

Meeting ID: 864 7060 3208

Passcode: 297711

Dial by your location

253 215 8782 US (Tacoma)

***What is a City Council Workshop?*** Workshops are intended to allow for preliminary discussions by the City Council and staff. Workshops are held to present information to the Council so that the Council is prepared for upcoming regular meetings. Workshops are subject to Oregon’s public meeting law and must be noticed accordingly. No final City Council decisions are made during workshops. The public is encouraged to attend workshops but may not participate unless expressly asked.

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*Note: Agenda item times are estimates and are subject to change.*

**1. CALL TO ORDER (4:30 p.m.)**

**2. ROLL CALL**

**3. COUNCIL BRIEFING/DISCUSSION**

- a. Discussion Regarding Strategic Planning Proposal (4:31 p.m.)**  
- Sara Singer Wilson, SSW Consulting
- b. Marketing & Facade Grant Award Review (4:50 p.m.)**
- c. Update on Election Administrative Process (5:10 p.m.)**
- d. Review of Draft Resolution 2024-08 Setting Short-Term Rental (STR) Cap (5:15 p.m.)**
- e. Review of Resolution 2024-13 Authorizing Letter of Support for the Salmonberry Trail Intergovernmental Agency’s (STIA) Application for RAISE Grant (5:25 p.m.)**

**4. ADJOURNMENT (5:40 p.m.)**

# CITY OF ROCKAWAY BEACH STRATEGIC PLANNING SERVICES

PROPOSAL  
JANUARY 10, 2024



SSW CONSULTING



SSW CONSULTING

January 10, 2024

City of Rockaway Beach  
Attn. Luke Shepard, City Manager  
Email: citymanager@corb.us

Dear Mr. Shepard,

Thank you for your time to discuss the opportunity of working with the City of Rockaway Beach in developing a five-year strategic plan. The SSW team is pleased to present the project approach based on the project outcomes identified during our call earlier this month. These outcomes include:

- » Develop a five-year vision and strategic plan for the community
- » Identify the values that will guide the organization in achieving the vision and supporting the mission.
- » Build a cohesive team amongst the organization and Council that is aligned around shared five-year goals.
- » Conduct inclusive community engagement to inform the development of the plan and build support for implementation.

The proposal includes ideas for how this process could be implemented, and if the city decides to move ahead with this work, we would look forward to discussing these ideas with you further and developing a fun, creative approach for engaging your Council and organization throughout the strategic planning process.

The proposal also includes information about the firm, the team's professional background, and our experience. At SSW Consulting, we have a passion for building great communities and organizations, and we would welcome the opportunity to work with you and the Rockaway Beach team. Thank you for your consideration, and please do not hesitate to reach out with any questions or requests for additional information.

Sincerely,

Sara Singer Wilson, Principal/Owner  
sara@sarasingerwilson.com  
503.305.5067

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# ABOUT SSW

## SSW CONSULTING

SSW is a Portland, Oregon based consulting firm offering facilitation and strategic planning services for organizations, teams, and individuals. We help leaders develop beautiful, thriving communities and engaging, supportive organizations.

Guided by the belief that engagement should be fun, SSW takes a creative approach to their work. Using the practice of graphic facilitation, we draw on our clients' mission, vision, and values to bring them together and build relationships that get work done.

While serving a variety of clients, SSW specializes in working with local governments. Even after working in the public sector for the last two decades, we are still in awe of the hardworking, dedicated people who sign up to serve their communities. We love being able to help these community-minded individuals do their jobs better in whatever big or small ways we can. We love to see how the passion of a committed organization, team, or individual paired with a plan for action can create positive change in the world.

Our approach to workshops and Council retreats/strategic planning has been outlined in the project approach. We strive to create a collaborative process that is customized based on each client's needs while also bringing our expertise and best practices that we've learned over the years to benefit your team. We are experienced in hosting in-person and virtual workshops. Our clients benefit from the visuals used in the virtual environment to simulate a similar workshop experience to that of being in-person.

We work with the project team to customize the project approach, communication protocols and expectations for providing counsel and recommendations. These expectations will be outlined during the scoping meeting and revisited occasionally throughout the process to ensure communication is flowing freely and our project goals are being fulfilled.

## SSW PROJECT TEAM

### SARA SINGER WILSON PRINCIPAL/OWNER SSW CONSULTING

Sara spent 15 years working directly in local government serving communities in Missouri, Kansas, California and Oregon where she honed her skills in community building. In 2015, she began serving local governments as a consultant where she has led community visioning and strategic planning projects for both large and small communities. She is an expert facilitator who can guide groups through conversations while also bringing the conversations to life through the technique of graphic facilitation. Sara uses the power of visualization through her use of graphics and illustrations to bring meetings and concepts to life. She has been trained as a graphic facilitator, and uses her facilitation skills, creativity, and graphic work to summarize meetings and enhance outreach efforts.



Sara has a future-oriented, dynamic, and collaborative leadership style that can bring people together. Through her extensive work in local government and with various community groups and stakeholders, Sara understands the importance of genuine and authentic engagement and establishing strong connections between constituents and leadership. These relationships can manifest powerful community change when paired with vision and goals developed through the process of strategic planning or community visioning. She has experienced this in working with clients such as the City of Tualatin's Tualatin Tomorrow Community Vision, the City of Lincoln City's Imagine Lincoln City Community Vision, and the City of Hillsboro's 2035 Community Plan.

Sara maintains active involvement in professional associations including the International City/County Management Association, the Oregon City/County Management Association, and other professional groups. She has served on various professional association committees and participated in conferences as a facilitator, planner, and speaker.

### EXPERIENCE

- » Principal/Owner, SSW Consulting, August 2017 to present
- » Vice President, J Robertson and Company (JRO + Co.), October 2015 to December 2017
- » Deputy City Manager, City of Tualatin, OR, February 2011 to October 2015
- » Senior Administrative Analyst, City of Rancho Palos Verdes, CA, March 2008- February 2011
- » Other local government positions held with City of Shawnee, KS, City of Mission Hills, KS, City of Merriam, KS, and City of Brentwood, MO

### EXPERTISE

- » Community Visioning
- » Strategic Planning
- » Graphic Facilitation
- » Community Engagement
- » Communications Strategy
- » Project Management
- » Strengths Based Leadership

### EDUCATION + TRAINING

- » Bachelor of Science, Political Science, Benedictine College, Atchison, KS
- » Master of Public Administration, University of Kansas, Lawrence, KS
- » Total Strength Deployment Inventory (TotalSDI)/Core Strengths Certified Facilitator
- » Advanced Visual Facilitation/Designing + Leading Change/Strategic Planning, The Grove Consultants International
- » Certified Facilitator, Mid-America Regional Council

## **ASHLEY SONOFF ASSOCIATE SSW CONSULTING**

Ashley has over a decade of progressive responsibility developing and implementing policy and programs in organizations of varying sizes in the public, nonprofit, and private sectors. Highly skilled in strategic planning, data analytics, and community engagement, she enjoys using these skills to implement innovative approaches to enhance public programs and services.

Ashley is a people person through and through and enjoys building effective working relationships to have fun while accomplishing great things together. One of her favorite parts of government work is engaging with the community to build trust, enhance accountability, and support good governance.

Ashley is an active member of the International City/County Management Association (ICMA) and the Oregon City/County Management Association (OCCMA).



### **EXPERIENCE**

- » Associate, SSW Consulting, December 2019 to Present
- » Administrative Analyst, City of Gresham, OR, November 2016 to October 2019
- » ICMA Local Government Management Fellow, City of Gresham and Multnomah County, OR, July 2016 to November 2016
- » Policy and Performance Municipal Graduate Intern, City of Seattle, WA, June 2015 to September 2015
- » International Information Management Assistant, World Concern, August 2013 to September 2014
- » Financial Analyst, Indiana University, August 2012 to May 2013
- » Key Account Planning Analyst, Sunrise Greetings/Hallmark Cards, July 2011 to August 2012
- » Global Buyer/Operations Specialist/International Account Services, Columbia Sports-wear, June 2008 to June 2011

### **EXPERTISE**

- » Strategic Planning
- » Data Analytics
- » Program Evaluation
- » Project Management
- » Community Engagement

### **EDUCATION**

- » Master of Public Administration, University of Washington, Seattle, WA
- » Bachelor of Arts, International Studies, George Fox University, Newberg, OR

## **PROJECT EXPERIENCE**

### **CITY OF HERMISTON STRATEGIC PLANNING**

For the past eight years, SSW has served as the facilitator and strategy advisor for the Hermiston, Oregon (pop. 17,000). Annually, we have conducted a retreat with the City Council and Management Team. Over the years, the agendas and activities have varied for the team based on current issues in the community and the needs of the organization and Council. The retreats have included the development of team vision and values, team building activities, Core Strengths training, environmental scans to identify current community issues and drivers of change, celebrations of prior year accomplishments, and goal setting for the future.

In 2020, the SSW Consulting team supported Hermiston team in the development of their community vision to

serve as the community's road map over the next 20 years. The development of the **Resilient 2024** has been used as the foundation for Council goal setting to support the advancement of the vision. The focus of the retreat has shifted from developing the vision and building an effective team to identifying specific goals and strategies that support the community vision and address current community needs.

## CITY OF HILLSBORO GOAL SETTING WORKSHOP

For the last four years, SSW facilitated the City of Hillsboro's (pop. 108,000) City Council and Management Team goal setting workshop. Over the four years, the sessions have included diversity, equity and inclusion training, celebration and recognition of the City's accomplishments, developing a shared community context to set the stage for goal-setting, and the launch of the City's strategic plan update.

SSW is currently working with the City on the strategic plan update which will serve as the foundation for the Council's annual goal setting and the development of the City's biennial budget.



## CITY/COUNTY INSURANCE SERVICES (CIS) STRATEGIC PLAN

SSW Consulting began working with CIS in 2019 to assist the organization with the update of their Strategic Plan. Working with CIS staff and their Board of Trustees, SSW facilitated several workshops over the course of five months to develop a focused and updated strategic plan. The plan included high-level goals, strategies and implementation structure with broad support from the Board of Trustees and all levels of the organization. SSW developed an engagement strategy to build buy-in at every phase of development of the plan which translated into accountability across the organization upon completion of the plan.

SSW has assisted CIS in their annual progress review of the plan. We reviewed the goals, strategies, progress and challenges. Working with the CIS Executive Team, we outlined potential recommendations for plan updates for Board consideration. In 2021, SSW supported the CIS Marketing Team in scoping and implementation of one of their strategic plan strategies. SSW facilitated the process to develop four marketing plans for each business unit within the organization. This process was conducted virtually over Zoom while using visual tools to graphically facilitate the workshops.



The SSW team is currently supporting CIS in the 2024 5-year update of the strategic plan which includes the engagement of staff, the Board of Trustees and the city and county members across the State of Oregon.

## SSW CLIENTS

We have a number of long-term and repeat clients with local governments and other organizations as you will notice in the client/project list below.

- » City of Hood River Homelessness Strategic Plan (2020)
- » City of Tualatin Goal Setting Workshop (2019, 2024), Tualatin Tomorrow Vision, America's Best Communities Revitalization Plan (2016-2018)
- » City of Stayton Goal Setting Workshop (2019, 2023)
- » City of Hermiston Goal Setting Workshops (2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024)
- » City of Hermiston Community Vision (2020/2021)



- » City of Hillsboro Goal Setting Workshop (2020, 2021, 2022, 2023, 2024), Hillsboro Parks and Recreation Commission Strategic Plan (2020/2021/2023), City of Hillsboro Strategic Plan (2022)
- » City of Forest Grove Goal Setting Workshop and Mid-year Retreat (Feb. 2020, Sept. 2020, 2021, 2022, 2023, 2024)
- » City/County Insurance Services Strategic Plan (January 2020, 2024), CIS Strategic Plan Annual Update (2021, 2022, 2023) Marketing Plans (2021)
- » Happy Valley City Council Retreats and Goal Setting Workshops (2016, 2019, 2020)
- » Hood River County Strategic Plan 2020-2021, 2023
- » Mercer Island City Council Team Building (2018)
- » City of North Plains City Council Retreat (2019, 2023)
- » City of Talent Goal Setting Workshop (2020)
- » City of Yachats Goal Setting Workshop (2020)
- » City of Wilsonville Park Board Prioritization Workshop (2019), Parks Bond Task Force Facilitation + Management (2020), City Council Goal Setting (2021, 2023), Sister City Advisory Board Strategic Plan (2021)
- » City of Florence Executive Team Training (2020/2021)
- » City of McMinnville Department Team Training (2020), City Council Team Building and Core Strengths Training (2021)
- » City of Albany Strategic Plan (2021/2022), Core Strengths Training (2018, 2020)
- » City of Cornelius City Council Goal Setting (2021)
- » City of Gresham Pathways to Employment Strategic Plan (2017), Community Engagement Strategic Plan (2018), Community Engagement Training (2019), Gresham Strategic Plan Engagement Support (2022)
- » Multnomah County Drainage District Strategic Plan (2019), Plan Updates and Implementation Support (2019-2020)
- » City of Oregon City Council Goal Setting (2021)
- » City of Sandy City Council Goal Setting (2021)
- » City of Scappoose City Council Orientation (2021), Council Goal Setting (2022, 2023, 2024)
- » City of Tigard City Council Goal Setting and Core Strengths Training (2021, 2023), Council Ground Rules Workshop (2021)
- » Bend Parks and Recreation District Diversity, Equity and Inclusion Strategy (2021)
- » NW Women's Leadership Academy Core Strengths Training and Strategic Planning (2018, 2019, 2020, 2021)
- » Columbia Memorial Hospital Strategic Plan (2022)
- » City and Borough of Sitka, Alaska Strategic Plan (2022, 2023)
- » City of Bend Council Goal Setting (2023)
- » City of Beaverton Council Goal Setting and Governance Training (2022, 2023, 2024)
- » City of Mankato, Minnesota Strategic Plan (2023-2024)
- » City of The Dalles City Council Goal Setting (2023)
- » City of Vernonia City Council Training (2023)
- » City of Monmouth City Council Goal Setting (2023)
- » City of Independence City Council Goal Setting (2023)
- » Washington County Strategic Planning Support (2023)
- » Clackamas County Facilitation Services (2022/2023)

# PROJECT APPROACH

This approach outlines a strategic planning process that includes the City Council and City organization in the development of shared goals, an action plan, and implementation structure to bring the plan to life. The process will build on the City's previous planning work and will seek to achieve the following goals:

- » Develop a five-year vision and strategic plan for the community
- » Identify the values that will guide the organization in achieving the vision and supporting the mission.
- » Build a cohesive team amongst the organization and Council that is aligned around shared five-year goals.
- » Conduct inclusive community engagement to inform the development of the plan and build support for implementation.

The process is estimated to take about 6-7 months to complete depending on the organization's capacity and the alignment of project milestones with city processes. Strategic planning is a useful tool to guide an organization and Governing Body in aligning the allocation of resources with their long-term vision and strategic goals during the annual budget process. SSW will work with the city to ensure the project goals and timelines align with the team's desired outcomes and the organization's processes.

SSW Consulting brings the unique skill of graphic facilitation to our work to help teams envision the big picture and move beyond the discussion to visualizing their plan. All workshops will be facilitated using graphic facilitation, which is the fusion of large-scale notetaking with meeting management. SSW will capture the discussion including areas of agreement and decisions and use this in the meeting summaries and final reports. Graphic facilitation helps increase individual and group retention of the meeting information, buy-in and takeaways. The final piece of art gives the group a unique way to share their accomplishments with others or revisit their process with recall of key points.

The purpose of a strategic plan is to set priorities and help the organization focus their energy and resources towards these priorities. When a strategic plan is developed with an engaged and supportive team, it can strengthen operations and ensure teams are working towards common goals. It does this by establishing agreements around intended outcomes and results, and it provides a mechanism to assess and adjust direction in response to a changing environment.

A strategic plan also helps organizations make decisions and take action that shape and guide what an organization is, who it serves, what it does, and why it does it with a focus on the future – defining or realigning with a mission, vision, and values.

The strategic plan may consider community engagement, as well as new input from the City Council and the City organization. It can account for addressing community needs as well as internal organizational needs. It provides high level goals and an action plan with strategies to advance the goals. Each strategy at a minimum has a project lead identified and a timeline for implementation. Additionally, some plans may identify key partners, progress/performance indicators, success measures, etc. A strategic plan will also outline a process for implementation which will include the structure for progress reporting, plan updates, and other key steps to ensure the plan remains a living, dynamic document to guide the organization and team.

The tasks on the following pages describe a process based on the goals outlined. During the planning and scoping phase, we will discuss the approach and determine any revisions to ensure the process meets the project goals, addresses challenges, and leverages the strengths of the organization and community.

## PROJECT APPROACH + SCHEDULE

### TASK 1: SCOPING + PLANNING

SSW will meet with city project team members to refine the project goals, work plan and schedule. As part of this meeting, participants will clarify project expectations, challenges, success measures, key stakeholders, and identify background information for consultant review. The SSW team will review all pertinent documents, reports, and other background information related to Rockaway Beach's strategic planning work including any previous goals, reports, and other City planning documents.

As part of this meeting with staff, SSW will develop a project game plan and charter to outline goals, team members, timelines, and expectations. We will also review the organization's key stakeholder groups and discuss ideas and goals for the communications and engagement strategy.

SSW will develop a communication and engagement plan to connect with all stakeholders. The plan will identify the engagement goals, target audiences, proposed engagement tools, and key messages to communicate and engage stakeholders in the strategic planning process.

The plan will include a stakeholder map, identifying the various community groups, organizations, and individuals that we want to target during the engagement process. To ensure broad engagement of all segments of the community, the plan will include demographic information to align our engagement efforts to reach all segments of the community. The plan will also include a list of engagement tools and techniques for engaging the City's stakeholders. Using our engagement expertise and the input from staff, we will build tools and techniques that have proven success in Rockaway Beach. We want to build on and expand the engagement network that already exists. We will also gather input on the project brand and key messages. A consistent project brand and message will be critical in engaging the community and building awareness for the strategic plan.

This plan will be shared with the strategic planning team and shared at the strategic planning workshop for review and additional input.

#### Task 1 Tasks + Deliverables:

- Meet with Project Team
- Develop Project Charter
- Develop Graphic Work Plan and Schedule
- Identify Key Stakeholders + Engagement Goals
- Communications + Engagement Plan

#### Task 1 Timeline:

March - April 2024

### TASK 2: STRATEGIC PLAN WORKSHOP

SSW proposes kicking off the strategic plan engagement with a workshop for department heads, city council, and any other key staff. SSW will facilitate a full-day strategic planning workshop with the Council and Leadership Team. In preparation for the workshop, the SSW team will conduct outreach which may include interviews with elected officials and department heads/Leadership Team via phone or virtually. These interviews will assist in developing an agenda and materials for a strategic planning workshop. SSW will ask team members about challenges, opportunities, organizational/community strengths, and potential threats on the horizon. We will also identify each stakeholders' expected outcomes for the process and gather input on workshop formats. The interviews not only inform the first team workshop, but they also provide a valuable opportunity to develop trust and rapport with each team member.

Following the interviews, SSW will present a summary of the interview themes and findings to the project team. These themes will shape the workshop agenda and ensure expectations and outcomes are aligned with the agenda topics and sequence. We will work with the project team to finalize the agenda, background materials, and discuss any logistics (e.g., audio/visual, room set-up, special presenters, etc.). The workshop could include both

strategic planning discussions/exercises and team-building activities. We will explore topics which might include:

**Rockaway Beach's History:** This exercise allows us to explore the history of the organization and consider where we've been before we explore where we are heading in the future. It orients the group to a larger historical context of its work, explores how the past can inform future direction, inspires and reenergizes the team, and serves as a springboard for analyzing the current situation and envisioning the future.

**Shared Context:** This discussion will result in a context map that identifies what is currently happening in the community/organization. We might explore current challenges, the economic climate, community trends or needs, political factors, technology factors and more. We will explore the themes that emerge which will help us begin thinking about goals we want to set for the future.

**Idea Mapping:** This discussion would include a mapping of all ideas that emerged during the previous discussions. The ideas will present themes that will serve as the basis of the strategic plan. We will begin to discuss potential goals and desired outcomes of these goals.

### **Task 2 Tasks + Deliverables:**

Conduct Interviews with Council + Leadership Team  
 Prepare + Present Outreach Themes to Project Team  
 Prepare for Strategic Planning Workshop  
 Facilitate Workshop (including presentations, group discussions, and team building exercises)  
 Conduct Workshop Debrief + Prepare Summary

### **Task 2 Timeline:**

May-June 2024

## **TASK 3: STRATEGIC PLAN ENGAGEMENT**

Using the input gathered from the Strategic Planning Workshop, we will finalize the Communications and Engagement Plan which will direct the outreach and communication activities for the duration of the project.

The project brand, key messages, stakeholder map, and engagement tools will be presented in a final Communications and Engagement Plan that will include our strategy and timeline for gathering the engagement data needed to develop the Strategic Plan.

We will work alongside staff to conduct engagement, and we will support the development of a variety of outreach tools to be outlined in the Communications and Engagement Plan. The outreach approach for each group will be designed to be culturally and generationally appropriate. The SSW team understands the value of inclusive engagement, and we will propose a mix of activities and approaches to ensure broad and diverse participation from across the community. Our approach assumes ideas would be solicited under a standard set of questions and later sorted into emerging themes.

We will support staff in conducting the outreach, bringing our skills and expertise wherever needed to begin gathering ideas. We will also design engagement activities that will involve the City organization. Staff have a unique community perspective that can often be overlooked during a community engagement process. In delivering services, they are Rockaway Beach experts, and their input is of great value to the strategic planning process. It is important to engage them and build support for the plan, as they will likely be tasked with implementing actions in the future.

The Communications and Engagement Plan will also include an evaluation process for each engagement tool. Measuring the results is critical to ensuring our engagement techniques are successful. Wherever possible, we will evaluate the engagement efforts and adjust our strategy as needed.

All the information gathered during the engagement process will be organized and sorted by emerging themes into a database. We will analyze the data and look for community trends, opportunities, and challenges. Using this data, the SSW team will develop draft content for the plan. Content will include a summary of public engagement activities, community trends/opportunities/challenges, mission, vision, values, goal statements, and potential

actions organized by theme.

The engagement summary and draft mission, vision, values, and goals will be presented to the Council for their review and input.

**Task 3 Tasks + Deliverables:**

Finalize Communications + Engagement Plan  
 Develop Outreach Tools  
 Community Engagement Support  
 Engagement Summary + Draft Plan Content (Mission, Vision, Values, Goals)  
 Engagement Database  
 Present Mission, Vision, Values, + Goals to Council

**Task 3 Timeline:**

June - July 2024

**TASK 4: STRATEGIC PLAN DEVELOPMENT**

Using the direction from the City Council, the mission, vision, values, and goals will be refined with City staff. SSW will facilitate a 1/2-day workshop with the Leadership team to engage the team on the Strategic Plan draft goals and begin the goal refinement process and the development of an action plan. The team will use their technical expertise and knowledge of other City Master Plans to align actions/strategies with goals. The team will also discuss and outline an implementation structure for the plan goals and actions. SSW will provide implementation recommendations for the team's consideration. The draft strategic plan will be developed in preparation for the Council review.

**Task 4 Tasks + Deliverables:**

Prepare for Leadership Team Workshop  
 Facilitate Half-Day Workshop  
 Prepare Draft Strategic Plan

**Task 4 Timeline:**

August 2024

**TASK 5: STRATEGIC PLAN REVIEW + ADOPTION**

Once the draft has been finalized, it will be presented to the Council for their review and input. A draft of the plan will be circulated for community review prior to the final updates. The Council input and community review comments will be reviewed by staff and used to make updates to the draft plan.

A final draft plan will be prepared and presented to the Council for adoption. A visual summary can be developed to include in the final report. These graphics have been used effectively in other organizations to provide a visual poster of the strategic plan goals and actions.

SSW can assist with strategic plan implementation, staff training, and progress reporting tasks. These items can be added to the scope of work or scoped as the next phase following the adoption of the plan depending on the organizational support needed.

**Task 5 Tasks + Deliverables:**

Present Draft Strategic Plan to City Council  
 Circulate Plan for Community Review  
 Incorporate Edits and Prepare Final Strategic Plan  
 Prepare Summary Graphic  
 Present to Council for Approval/Adoption  
 Prepare Implementation Memorandum

**Task 5 Timeline:**

September - October 2024

# WORK EFFORT + COSTS

Please see the estimated cost proposal below. The Client will be billed for hours worked and reimbursable expenses. Expenses will be billed for reimbursement at cost. Additional services can be contracted for optional tasks, reports, or work outside of this scope based on a description of services provided by the City of Rockaway Beach. The costs for additional services will be based on the hourly rates listed below:

Sara Singer Wilson, Principal/Owner	\$200/hr
Ashley Sonoff, Associate	\$130/hr
Sasha Konell, Communications and Engagement Strategist	\$110/hr

Tasks	Sara Singer Wilson \$200/hr	Ashley Sonoff \$130/hr	Sasha Konell \$110/hr	Cost
Task 1: Scoping + Planning	3	3	6	\$1,650.00
Task 2: Strategic Plan Workshop	16	0	16	\$4,960.00
Task 3: Strategic Plan Engagement	8	8	28	\$5,720.00
Task 4: Strategic Plan Development	10	15	15	\$5,600.00
Task 5: Strategic Plan Review + Adoption	10	5	10	\$3,750.00
<b>Ongoing Project Tasks/Costs</b>				
Project Admin	10	8	15	\$4,690.00
Graphic Design + Engagement Materials	-	-	-	\$1,000.00
<b>CONSULTANT HOURS</b>				
	57	39	90	186
<b>TOTAL CONSULTANT FEES</b>				
	\$11,400.00	\$5,070.00	\$9,900.00	
EXPENSES (Facilitation supplies, travel, etc.)				\$800.00
<b>GRAND TOTAL</b>				<b>\$28,170.00</b>

# REFERENCES

The project references listed below can attest to SSW's facilitation, leadership, and project management capabilities.

## **SHERILYN LOMBOS**

Tualatin City Manager

Phone: [REDACTED]

Email: [REDACTED]

## **PATRICK PRIEST**

City/County Insurance Services Executive Director

Phone: [REDACTED]

Email: [REDACTED]

## **BYRON SMITH**

Hermiston City Manager

Phone: [REDACTED]

Email: [REDACTED]



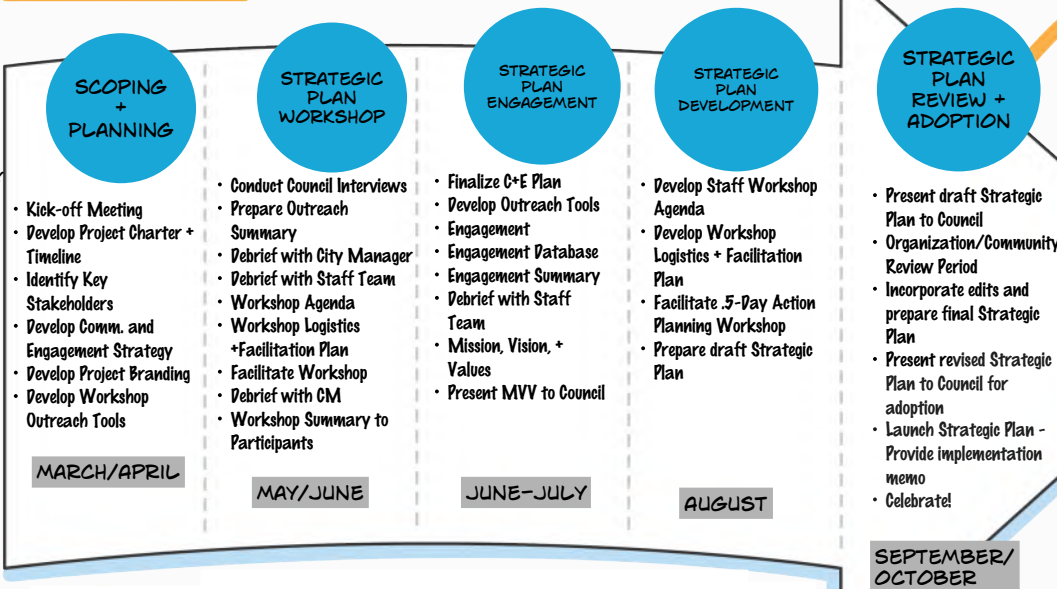
# CITY OF ROCKAWAY BEACH STRATEGIC PLAN

## STAGES/TASKS

### TEAM/RESOURCES

- Luke Shepard, City Manager
- Melissa Thompson, City Recorder
- City Council
- Community
- City Staff

Other Resources TBD



## TARGET

### PRIMARY OBJECTIVES

Develop a five-year vision and strategic plan for the community

Identify the values that will guide the organization in achieving the vision and supporting the mission

Build a cohesive team amongst the organization and Council that is aligned around shared five-year goals

### OTHER OBJECTIVES

Conduct inclusive community engagement to inform the development of the plan and build support for implementation



### Façade Improvement Grant Applications FY2023-2024

	Applicant	Request	Project	Contact/Notes
1	Beach Bakeshop	\$20,000	Remove and replace façade with new cedar shingles. Replace windows and door	James Schroeder Total cost of project: \$27,466
2	Rockaway Snack Shack	\$14,950	Painting and new lighting	Debra Reeves
3	Rockaway Mercantile/SAI Design Build	\$20,000	Add door to create new retail space within current building; exterior lighting; replace sidewalk	Isis Breazile applied; Dual use building Total cost of project is \$24,498
4	Sand Dollar Restaurant	\$20,000	Replace front door and windows, ADA entrance, new doors on patio side (ocean front)	Emma Heathershaw \$19,680 total project cost (may not understand that expenses/revenue have to match on budget)
5	Trash and Treasures	\$7,500	New siding and paint; replace cracked window	Stephen Press
6	Upper Crust Pizza	\$3,321	Replace broken front entrance door	Janeen McIlvenna
7	Lakeside Hideaway	\$10,000	Resurface parking lot on Hwy 101 side	Jacob Biber; total project cost \$17,500; not sure why not asking for full amount?
	<b>TOTAL REQUEST</b>	<b>\$115,771</b>		

### NOT ELIGIBLE

	Lion's Club	\$10,000	<b>Nonprofit:</b> Not eligible for this round of grant	Ron Hemberry
	Original Rockaway Beach Train Station	\$20,000	<b>Does not have a business license</b>	Justin McMahan Historic building used now as a short -term rental; is on Hwy 101 along railroad tracks at north end of town, within commercial district

**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](http://visitrockawaybeach.org/grants)  
(Select the Facade Improvement Grant link)**

**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](mailto: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
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](https://visitrockawaybeach.org/grants) using the SUBMIT button. Applications must be submitted no later than 11:59pm-Friday, December 15, 2023**
- For questions on the grant application, or project eligibility, **contact Marni Johnston at [marni@tillamookcoast.com](mailto: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](mailto:marni@tillamookcoast.com)***

# BUSINESS INFORMATION

**Business Name** Beach Bakeshop

**Contact Name** James Schroeder

**Title** Owner

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** Cafe/Bakshop

**Business Industry** Food/hopsitality

**Physical Address** 108 HWY 101 S Rockaway Beach, OR 97136

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name	Title	% Ownership	
James Schroeder	Owner		100%

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

**Grant Request** \$ 20,000

**Total Project Cost** \$ 27,466

*\*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.

Our proposed improvements to the facade of our building include three components or phases.

1. The first phase/component includes obtaining a bid and required city and county permits, which we have already obtained in anticipation of being able to move forward with this work. We wanted to be "shovel ready" for this project. The first phase of actual work, is to remove the existing facade, which is a cedar shingle that has been painted several times over the years. This facade is in need of updating both for aesthetic reasons and also for functional reasons. After the facade has been removed, it will be replaced with a new cedar shingle or slab. We do not intend to paint the cedar, but to apply a stain that will be more in line with our Pacific Northwest location. During this phase we will need to remove our existing external lighted sign and then reinstall it. Since we recently upgraded our sign, we don't intend to do any updating to it as part of this scope of work.
2. The second phase will consist of removing the three existing windows in the front of our building. These windows have been there for quite some time and are the older plate glass with a simple wooden frame built around it. We would remove and replace these three windows with new vinyl windows. Two of which would also have the ability to open along the bottom which would improve the air flow in our building, especially during the summer months. The new windows would have our logo placed on them and would greatly improve the look of the building when people walk by.
3. Finally we would move and replace the main door and screen door. We plan to have the new door be a bright color-like blue-that is consistent with our beach themed decor and would greatly improve the look of our building as people enter.

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

We have already obtained a bid and completed the permitting process, so that process has been completed, which is often an unknown duration. The potentially challenges that remain include any difficulties in obtaining needed materials, although that risk is small. Additionally, weather could cause delays.

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

The contractor is Blue Room Construction who has given us a bid of \$27,465.81. The contractor will be able to start shortly after notice of award and believes the project can be completed in 45 days or less.

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:** Obtain bid and approved permits. Initiate work with removal of existing facade and replacing it with new facade.

**Budget to Complete Goal:** \$ 17,000

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Obtain a bid from a contractor	Completed	A detailed bid	Completed bid obtained
Obtain a permit from City and County	Completed	An approved permit to proceed with the project	Permits obtained
Remove and replace existing facade, including staining of the new facade.	10-14 days from initiation of project	Successful removal of existing facade that is replaced with new facade.	Completion of work that is within budget, on time and with the expected quality.

**Goal #2:** Window Replacement

**Budget to Complete Goal:**

\$ 5,000

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>
Remove existing windows and replace with new vinyl windows	10-14 days after the facade has been replaced.	Successfully remove and install 3 new windows to the front of the building.	Completion of work that is within budget, on time and with the expected quality.

**Goal #3:** Remove and replace the existing front door and screen door

**Budget to Complete Goal:**

\$ 5,000

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>
Remove and replace the existing front door and screen door.	10-14 days after the facade has been replaced.	Successfully install new front door and screen door.	Completion of work that is within budget, on time and with the expected quality.

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## 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	<b>BUDGET</b>
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>	
Beach Bakeshop	\$ 7,466
Grant	\$ 20,000
<b>TOTAL INCOME</b>	<b>\$ 27,466</b>

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	Permit	BRC	yes	1	\$ 0
2	Windows (2)	BRC	yes	2	\$ 4,500
3	Window signs	Nerdy Gems	yes	2	\$ 500
4	Screen door	BRC	yes	3	\$ 500
5	Front door	BRC	yes	3	\$ 4,500
6	Removal of existing facade	BRC	yes	1	\$ 4,466
7	Materials for facade and install	BRC	yes	1	\$ 13,000
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>\$ 27,466</b>
<b>TOTAL EXPENSES</b>					



# 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:
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- 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 12/12/2023

Printed Name James Schroeder

Title Owner

**2023-2024  
FACADE IMPROVEMENT GRANT**



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December 20, 2023

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by January 10, 2023

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July 31, 2024

## Eligible Applicants

- Property owners of buildings in Rockaway Beach commercial zones that include for-profit, tourism-based businesses.
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## Ineligible Projects

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- Structural foundations
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# APPLICATION PROCESS

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## PROJECT CHECKLIST

- ✓ **Complete Application**
- ✓ **Attach photographs, designs, drawings, quotes, estimates as needed**
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# BUSINESS INFORMATION

**Business Name** HISTORICAL ROCKAWAY SNACK SHACK LLC

**Contact Name** DEBRA REEVES

**Title** OWNER

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** DELI/CONV STORE

**Business Industry** RETAIL

**Physical Address** 101 S MILLER ST ROCKAWAY BEACH OR 97136

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name	DEBRA REEVES	Title	OWNER	% Ownership	50%
Name	BRYCE ZEHRUNG	Title	OWNER	% Ownership	50%
Name		Title		% Ownership	0%

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

**Grant Request** \$ 14,950

**Total Project Cost** \$ 14,950

*\*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.

PREPERATION OF EXTERIOR WALLS BEFORE PAINT IS APPLIED. PAINTING THE ENTIRE BUILDING.

OUR GOAL IS TO MAKE THIS 104 YEAR OLD HISTORICAL BUILDING THAT IS IN THE CENTER OF TOWN NEXT TO THE WAYSIDE, ATTRACTIVE AND FUNCTIONAL TO IMPROVE TOURIST STOPPING AND VISITING OUR STORE AND THIS AREA. THE PAINT AND LIGHTING ON THIS BUILDING HAVE NOT BEEN IMPROVED FOR OVER 20 YEARS.

QUOTES AND PICTURES WILL BE INCLUDED FROM JJ ELECTRIC AND A LOCAL PAINTING COMPANY DURATION CONTRUCTION AND PAINTING..

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

WEATHER WILL BE A FACTOR BUT PREDICTED TIME LINE IS 2 MONTHS DEPENDING ON CONDITION OF TRIM

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

JJ ELECTRIC OUT OF SEASIDE WILL BE REPLACING WIRING, CONDUIT, LIGHTS ALONG THE OUTSIDE EVERY 10 FT - 12'. WIRING INSIDE THE BUILDING ALONG THE WALL IN FRONT TO CONNECT ALL OUTSIDE CONDUIT WILL BE DONE. SOME WIRING MAY HAVE TO BE REPLACED ONCE CEILING IS OPENED UP. ESTIMATED TIME TO COMPLETE IS 2 MONTHS.

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:** PAINTING OF EXTERIOR BUILDING INCLUDING PRESSURE WASHING AND FILLING IN HOLES WITH CALKING

**Budget to Complete Goal:** \$ 8,700

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
SCHEDULING WITH CONTRACTOR TO COME OUT AND PAINT	2 MONTHS FEBRUARY 29TH 2024	ENTIRE BUILDING PAINTED SANDED, CALKED, PRESSURE WASHED AND WOOD FIXED WHERE NECESSARY	I WILL BE SENT A BILL/ INVOICE TO BE PAID WHEN WORK IS COMPLETED

**Goal #2:**

**Budget to Complete Goal:**

\$ 6,250

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
SCHEDULING WITH CONTRACTOR TO DO WORK	2 MONTHS FEB. 29TH 2024	ALL LIGHTING REPAIRED OR REPLACED DEPENDING ON CONDITION OF CONDUIT AND WIRE. CEILING WILL BE REMOVED AND INSPECTED TO MAKE SURE NOTHING MORE IS NEEDED	I WILL BE RECEIVING A BILL FROM CONTRACTOR WHEN WORK IS COMPLETED

**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	<b>BUDGET</b> \$14,950
<b>OTHER INCOME</b>	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
<b>TOTAL INCOME</b>	\$14,950

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	EXTERIOR LIGHTING AND FIXTURES	JJ ELEC	YES	2	\$ 6,250
2	EXTERIOR PAINT AND MATERIALS	DURATION	YES	1	\$ 8,700
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b> \$ 14,950

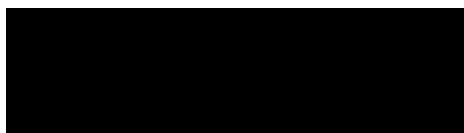


# AUTHORIZATION & CERTIFICATION

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.
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  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
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    - a. Advertising, publicizing or distributing information for the purpose of attracting and welcoming tourists;
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- 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.
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- 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 DEC 4 2023

Printed Name DEBRA REEVES

Title OWNER



## Proposal

Customer Name: Joe's Snacks and Beer  
Location: 101 S. Miller, Rockaway  
Type of Electrical Work: Install new exterior lights.

Date: 11/29/23

Thank you for considering JJ Electric Service for your electrical needs. We are pleased to provide you with the following Proposal for the project as described below:

### Install new exterior lights:

- Disconnect and remove (10) existing exterior lights and associated conduit located along east and north exterior walls.
- Provide and install (9) new exterior lights (\$200 limit per fixture) at existing locations except for over store entrance.
- Install new wiring to lights, routed through drop ceiling space to light fixture locations.
- Disconnect existing soffit light above entrance, and install (1) surface mount LED fixture directly over existing fixture.

**Electrical Labor, Materials, and Permitting: \$6,250.00**

**50% Deposit required before starting project.**

Any additional work or changes to the project as described above will be billed at \$130.00 per hour plus materials.

Exclusions: Electrical troubleshooting to existing equipment, existing electrical wiring, hidden or unforeseen conditions, any existing code violations. Roof Patching or repair to any building surfaces of any kind. Repair to landscaping by others.

### ACCEPTANCE AND AUTHORIZATION TO PROCEED

The above prices, specifications and conditions are satisfactory and are hereby accepted. I agree to pay JJ Electric Service LLC 100% of the above stated total proposal at time of service. This proposal will not be deemed accepted until a signed original is received by JJ Electric Service LLC, and shall expire if not accepted within 30 days of the proposal date.

If any installments are not paid on its due date, the whole unpaid balance of said price shall become due and payable at the option of the contractor, JJ Electric Service LLC. If suit or action is filed hereon, JJ Electric Service LLC shall be entitled to recover from the losing party, any and all attorney fees and costs, and any court fees and costs.

Accepted By: \_\_\_\_\_

Acceptance Date: \_\_\_\_\_

---

JJ Electric Service LLC  
P.O. Box 342, Seaside, OR 97138  
john@jjelectricservice.com

Tel: 503-739-7145  
Fax: 503-739-7014  
CCB# 198257



Duration Construction & Painting, LLC. CCB# 239729  
2492 Four Point St NE  
Salem, OR 97301 US  
irami@durationcp.com



# Estimate

**ADDRESS**

Debra Reeves

ESTIMATE # 1113

DATE 11/19/2023

ACTIVITY	RATE	AMOUNT
<b>Services</b>		
EXTERIOR PAINTING ESTIMATE	8,700.00	8,700.00

- 1.- Labor and materials are included.
- 2.- Exterior building will be pressure washed before painting.
- 3.- New caulking will be applied on all gaps of cracks that needed.
- 4.- All metal rust areas will be primed with oil base primer before painting.
- 5.- 2 coats of Super paint exterior paint by Sherwin Williams will be applied to the building.
- 6.- Two different colors to be applied.
- 7.- Not other areas included.

TOTAL

**\$8,700.00**

Accepted By

Accepted Date

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](http://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](mailto: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.

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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**

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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.



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**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](https://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](mailto: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](mailto:marni@tillamookcoast.com)***

# BUSINESS INFORMATION

**Business Name** Rockaway Mercantile / SAI Design & Build LLC

**Contact Name** Isis Breazile

**Title** Office Administrator

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** Multi-use commercial space

**Business Industry** Multi-use

**Physical Address** 130 Hwy 101 N., Rockaway Beach, OR 97136

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name	Kristine Hayes	Title	Owner	% Ownership	50%
Name	Rodney Breazile	Title	Owner	% Ownership	50%
Name		Title		% Ownership	0%

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

**Grant Request** \$ 20,000

**Total Project Cost** \$ 24,498

*\*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.

Our building, approximately 3,000 square feet, sits on the corner of NE 1st Ave and Hwy 101.

Currently, two businesses occupy the space within. A vintage-retail shop in the west-most third of the building, and a construction office in the east-most third of the building. These are our goals if awarded the funds

One of our first projects will be to install a door, creating access to the remaining third of the building and opening up more commercial unit space in Rockaway Beach.

Second, we will improve our exterior lighting for aesthetic and safety purposes. The new copper outdoor wall sconces will comply with the dark-sky initiative guidelines. The sconces will compliment the new copper-penny roof we will soon be installing.

Third, we will replace the sidewalk under our awning with a visually appealing and decorative sidewalk.

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

The only hurdle that would challenge our ability in completing this project on time would be substantial material delays, issues with our contractors' schedules, or extreme weather.

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

Whitlatch Electric, \$7,200.00, approximately three-four days mid-March, 2024 (weather dependent)

Duration Construction, \$4,440.00, approximately seven days mid-April, 2024 (weather dependent)

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:** Replace and install new exterior lighting and wiring.

**Budget to Complete Goal:**

\$ 9,360



Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Order outdoor sconce fixtures.	Late February, early March, 2024	Order confirmation received.	Receive light fixtures in the mail.
Schedule electrician.	Mid March, 2024 - Late March 2024	Electrician on-site, work commenced.	Disposal of old materials. Receipt of invoice from electrician for work completed.

**Goal #2:** Paint partial exterior of building & new concrete walkway.

**Budget to Complete Goal:** \$ 10,640

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Schedule painter.	Mid April, 2024 - Late April, 2024	Paint crew on site, work commenced.	Receipt of invoice from painter for work completed.
Schedule concrete contractor.	Late April, 2024	Repair of existing concrete walkway, poured and stamped new concrete walkway.	Receipt of invoice from concrete contractor for work completed.

**Goal #3:** Install of entryway & doors.

**Budget to Complete Goal:** \$ 4,498

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Demo existing area.	Mid March, 2024 - Late March, 2024	Space to install door frame.	Disposal of demolished material.
Frame doorway and install door.	Mid March, 2024 - Late March, 2024	Completion of added door.	Access to remaining third of building.

# 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	<b>BUDGET</b> \$ 20,000
<b>OTHER INCOME</b>	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
SAI Design & Build	\$ 4,498
<b>TOTAL INCOME</b>	<b>\$ 24,498</b>

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	Dark Sky Outdoor Sconce (10)	Progress Lightin	Yes	1	\$ 2,160
2	Electrician	Whitlatch Electr	Yes	1	\$ 7,200
3	Partial Exterior Paint	Duration Cons.	Yes	2	\$ 4,440
4	Concrete Walkway	OCF	Yes	2	\$ 6,200
5	Framing Material, Door Labor, Install	SAI	Yes	3	\$ 1,800
6	Doors	SAI	Yes	3	\$ 2,698
7					
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b> \$ 24,498



# 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.
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Signature



Date 12/15/2023

Printed Name Isis Breazile

Title Office Administrator



Contract for Construction Work


This is a contract for construction work to be performed by Oregon Coastal Flowers LLC – Decorative Concrete for:  
Rodney Breazile Rockaway Mercantile

[Saibuild@hotmail.com](mailto:Saibuild@hotmail.com)



1. CCB license #: 232552, OCF Decorative Concrete, 9455 Kilchis River Rd., Tillamook, OR 97141.

2. HOMEOWNER's name and address:  
Rodney Breazile Rockaway Mercantile

130 Hwy 101 N, Rockaway Beach, OR,  
97136-9756 

3. The work site is located at:  
Rodney Breazile Rockaway Mercantile

130 Hwy 101 N, Rockaway Beach, OR,  
97136-9756

4. Project Description:

Project Description:

Approximately 375 ft<sup>2</sup> of stamped concrete:

- Grind existing concrete, patch major cracks. Apply overlay. Stamp into patterns or carve into custom design.

Total Cost \$6,200.

5. Design & Color:

To be determined by customer.

6. Price Includes: everything listed above including prep work concrete, cleanup, and sealing afterwards.

7. Price does not include: NA

8. Payment Terms -- Homeowner shall pay for the work on the following schedule: 50% prior to job commencement and balance upon completion of job.

9. Timing – Overlays require decent weather and couldn't be done prior to March for that reason.

10. Contractor requires: NA

Expectations (to be discussed in person):

- Using rebar & fiber mesh
- Water Reducer
- Compacted Base
- Explain that concrete is not tile, brick or stone and still needs to saw cuts
- Shrinkage cracks
- Could be damage done to the yard
- Cold Joints
- Texture Variations
- Color Variation

#### 11. EXPLANATION OF HOMEOWNER RIGHTS

1. Consumers have the right to receive the products and services agreed to in the contract.

2. Consumers have the right to resolve disputes through means outlined in the contract.

3. Consumers have the right to file a complaint with the CCB. Any arbitration or mediation clauses in the contract may need to be complied with during the resolution of the CCB complaint.

The Oregon Construction Contractors Board urges consumers to read and understand the entire contract – including any arbitration clause before signing a construction contract. Consumers are not obligated to accept contract terms proposed by the contractor, including arbitration provisions. These may be negotiated to the satisfaction of both parties.

Homeowner signature: \_\_\_\_\_ Date:

OCF signature: \_\_\_\_\_ Date:

Rodney Breazile Rockaway Mercantile

[Saibuild@hotmail.com](mailto:Saibuild@hotmail.com)



Stamp patterns: <https://ocf-deco-concrete.oregoncoastalflores.com/concrete-stamping-patterns-pacific-northwest-concrete-contractor-concrete-artisan/>

Basic colors: <https://ocf-deco-concrete.oregoncoastalflores.com/concrete-stamping-on-the-oregon-coast-color-options-decorative-concrete/>

The above colors will last forever as the base color. You can use blue/green acid stain, but outside it will eventually oxidize and change to other colors. Acetone is another option.

See examples of acid or acetone:



Duration Construction & Painting, LLC. CCB# 239729

2492 Four Point St NE  
Salem, OR 97301 US  
irami@durationcp.com



# Estimate

## ADDRESS

SAI Design & Build LLC,  
Job site: 130 N Hwy 101 Rockaway  
Beach OR.

ESTIMATE # 1114

DATE 11/19/2023

ACTIVITY	RATE	AMOUNT
<b>Services</b>	4,440.00	4,440.00
EXTERIOR PAINTING ESTIMATE.		
1.- Labor and materials are included.		
2.- Pressure washing and re-caulking before painting included.		
3.- Metal rusty areas to be prime with oil base primer before painting.		
4.- 2 coats of Super paint by Sherwin Williams to be applied.		
5.- Up to two different colors to be use.		
6.- Exposed walls only - Not other areas included.		
TOTAL		<b>\$4,440.00</b>

Accepted By

Accepted Date





# Progress Lighting Brookside 1 Light Dark Sky Outdoor Wall Sconce with Metal Shade - 11" Tall

Model: P5722-14

from the [Brookside Collection](#)

★★★★★ 2 Reviews

**\$216.00** **PRO PRICE** x 10 = \$2,160

Finish: Copper - 286 In Stock



### Height

10"  
\$180.00

11"  
\$216.00

12"  
\$252.00

### Free Shipping!

Leaves the Warehouse in 1 to 2 business days - [Shipping to 97136](#)

- 1 +

Add to Cart

Save to Project

Compare

[Return & Shipping Details](#)





6020 Bewley Creek Rd  
Tillamook OR 97141

Phone- (503) 842-0424

Email- Whitlatchelectric@gmail.com

# QUOTE

SAI Design & Build  
P.O. Box 4  
Rockaway OR 97136

Quote # 227

Date 12/14/2023

Expiration Date 30 Days

Description	Total
<p>This quote is for: 130 HWY 101 N ROCKAWAY BEACH OR 97141</p> <p>All work will be performed in a neat workmanlike manner and in compliance with all national and local electrical codes.</p> <p>This quote includes all labor, materials, and permit cost to complete the following:</p> <ul style="list-style-type: none"> <li>-Remove 8-10 existing exterior lights located along West and North exterior walls.</li> <li>-Disconnect previous questionable wiring to existing fixtures.</li> <li>-Trace and label existing wiring to outside locations</li> <li>-Install new wiring, conduit, and exterior lights at existing locations.</li> <li>-Install new wiring in PVC conduit from panel in the back of the building to the west and north sides of the building. Minimum of four 20 amp circuits per side</li> <li>- 1.lighting 2.outlets 3.sign 4.spare</li> <li>-Owner to provide new fixtures.</li> <li>-PVC conduit will be installed and secured with stainless screws on the fascia board</li> </ul>	<p>7,200.00</p>

Estimate is valid for 30 days, after this time pricing may change without notification. By signing this estimate I accept and agree to the following:

I attest to the fact that I am authorized to make this agreement as the or as an agent of the owner. I acknowledge and accept Whitlatch Electric's right to lien for non-payment and take other collection actions as necessary. Any cost to collect on overdue balances, including but not limited to attorney and court fees, will be the responsibility of signer and/or owner.

Payment terms shall be 60% due upon completion and inspector approval of the rough-in stage, with the remaining 40% due

**Total \$7,200.00**

Signature \_\_\_\_\_

Date \_\_\_\_\_

**2023-2024  
FACADE IMPROVEMENT GRANT**



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**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

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](https://visitrockawaybeach.org/grants) using the SUBMIT button. Applications must be submitted no later than 11:59pm-Friday, December 15, 2023**
- For questions on the grant application, or project eligibility, **contact Marni Johnston at [marni@tillamookcoast.com](mailto: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](mailto:marni@tillamookcoast.com)***

# BUSINESS INFORMATION

**Business Name** Sand Dollar LLC, dba Sand Dollar Restaurant & Lounge

**Contact Name** Emma Heathershaw

**Title** Owner

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** Restaurant

**Business Industry** Service

**Physical Address** 210 S 1st Ave, Rockaway Beach, OR 97112

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name	Emma Heathershaw	Title	Owner	% Ownership	100%
Name		Title		% Ownership	0%
Name		Title		% Ownership	0%

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

**Grant Request** \$ 20,000

**Total Project Cost** \$ 20,000

*\*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.

The project we intend to do is: replacing the existing front door and windows with commercial grade aluminum and glass door and matching vinyl windows to provide a professional appearance, be compliant with the ADA guidelines, equipped with the panic bar and automatic door closer. Same doors will be installed from the patio side of the building as well, to provide a better appearance and functionality.

Here's the description the vendor installing the doors and windows:

Activity Description	Qty	Rate	Amount
Labor:Stor37-1/2 x 82-1/2 ( Right Hinge)	1	4,995.00	4,995.00
Hardware Panic Bar	1	500.00	500.00
Hardware Door Closer	1	300.00	300.00
Labor:Stor37-1/2 x 81-1/2 (Left Hinge)	1	4,995.00	4,995.00
Hardware Panic Bar	1	500.00	500.00
Hardware Door Closer	1	300.00	300.00
Labor:Stor37-1/2 x 81-1/2 (Left Hinge)	1	4,995.00	4,995.00
Hardware Panic Bar	1	500.00	500.00
Hardware Door Closer	1	300.00	300.00
Windows:Vi60/30 XO	2	1,147.50	2,295.00

---

Total: \$19,680.00

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

The vendor is requesting 60% down to begin the work and that's the only challenge

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

The Contractor is AWE Glasco, AWE Environmental, LLC, PO Box 248, Seaside, OR 97138  
The contractor requires 60% payment to order materials for the project. Once the materials are ordered, the installation will be scheduled 3 weeks out and will require 7 days for completion.

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:** \$20,000

**Budget to Complete Goal:**

\$ 20,000

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Accept the quote and give ok to order materials	As soon as the grant is approved - January 2024	The contractor will order materials and schedule the work	
Once the materials arrive, the contractor will contact us to set the date for the work	End of January, beginning of February	The project will be completed in 7 days.	

**Goal #2:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

**Goal #3:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

# 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	<b>BUDGET</b>
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>	
<b>TOTAL INCOME</b>	<b>\$ 0</b>

EXPENSES						
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET	
1	Replacing front door and 2 patio doors	AWE Glasco	Yes		\$ 20,000	
2						
3						
4						
5						
6						
7						
8						
9						
10						
11						
12						
13						
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b>	<b>\$ 20,000</b>



# AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

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

EH **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.

EH **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.

EH **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.'

EH **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.

EH **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.

EH **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.

EH **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.

EH **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 Emma Heathershaw

Date 12/09/2023

Printed Name EMMA HEATHERSHAW

Title Owner



AWE Environmental, LLC  
 PO Box 248  
 Seaside, OR 97138 US  
 contact\_us@aweenv.com

Estimate 1066

<b>ADDRESS</b> Ralph Heathershaw	<b>SHIP TO</b> Ralph Heathershaw 210 S 1st Ave Rockaway Beach , OR 97136 United States	<b>DATE</b> 10/19/2023	<b>TOTAL</b> \$19,680.00	<b>EXPIRATION DATE</b> 10/26/2023
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DATE	ACTIVITY	DESCRIPTION	QTY	RATE	AMOUNT
	Store Front Doors	37-1/2 x 82-1/2 ( Right Hinge)	1	4,995.00	4,995.00
	Hardware	Panic Bar	1	500.00	500.00
	Hardware	Door Closer	1	300.00	300.00
	Store Front Doors	37-1/2 x 81-1/2 (Left Hinge)	1	4,995.00	4,995.00
	Hardware	Panic Bar	1	500.00	500.00
	Hardware	Door Closer	1	300.00	300.00
	Store Front Doors	37-1/2 x 81-1/2 (Left Hinge)	1	4,995.00	4,995.00
	Hardware	Panic Bar	1	500.00	500.00
	Hardware	Door Closer	1	300.00	300.00
	Vinyl Window	60/30 XO	2	1,147.50	2,295.00

Estimate price is valid for 7 days. Signed Estimate and a 60% down payment is due before the start of any contracted work. Remaining charges are due upon the date of completion.

<b>TOTAL</b>	<b>\$19,680.00</b>
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\*Labor & Materials quote is based on initial project assessment, including demolition and preparation. Any additional work will be billed separately.

THANK YOU.

Accepted By

Accepted Date

**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  
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(Select the Facade Improvement Grant link)**

**Grant process managed by Tillamook Coast Visitors Association**

For questions and support, contact:  
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or [marni@tillamookcoast.com](mailto: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

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## Eligible Applicants

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# ELIGIBILITY

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- 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

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- 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

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## 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](mailto:marni@tillamookcoast.com)***

# BUSINESS INFORMATION

**Business Name** Trash & Treasures

**Contact Name** Stephen Press

**Title** Owner

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** Retail

**Business Industry** Retail

**Physical Address** 180 South HWY 101, Rockaway Beach, OR, 97136

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name	Stephen Press	Title	Owner	% Ownership	100%
Name		Title		% Ownership	0%
Name		Title		% Ownership	0%

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

**Grant Request** \$7,500.00

**Total Project Cost** \$7,500.00

*\*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.

I plan to use the Facade Improvement Grant to update the exterior of my business, Trash and Treasures. My shop heavily relies on visiting tourists during the peak seasons, with an updated appearance I believe visitors will be more likely to stop in. The exterior of the building is dated and would benefit from new siding and fresh paint. One of our exterior windows is also cracked and needs to be replaced.

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

Working with contractors to finish the project in a timely manner.

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

Kiwi Glass INC - Seaside, OR.

Estimate - \$5,000, 3-5 weeks.

Big Wave Construction - Rockaway Beach, OR.

Estimate - \$2,500, 3-5 weeks.

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:** Gather estimates from various vendors for project

**Budget to Complete Goal:**

N/A

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Contact various vendors to gather estimates for project	Partially completed, finalized next week	Having all estimates for repairs	N/A

**Goal #2:** Finalize design & color options for new siding and paint

**Budget to Complete Goal:**

N/A

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Work with vendors to select desired style and color for new siding and paint	First week after grant is awarded	Updated appearance for business	N/A
			N/A

**Goal #3:** Install new window and siding/paint

**Budget to Complete Goal:**

\$7,500

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Install new window on west facing exterior wall	3-5 weeks	Upgraded appearance	N/A
Updated siding and building facade	3-5 weeks	Upgraded appearance	N/A

# 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	<b>BUDGET</b> \$7,500.00
<b>OTHER INCOME</b>	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
<b>TOTAL INCOME</b>	\$7,500.00

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	New window and installation	Kiwi Glass Inc	NO	#1, #2, #3	\$5,000.00
2	Siding and trim installation	Big Wave Const	Yes	#1, #2, #3	\$2,500.00
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b> \$7,500.00





# AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

SP

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

SP

**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.

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**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.

SP

**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.'

SP

**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.

SP

**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.

SP

**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.

SP

**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.

SP

**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 12/15/23

Printed Name Stephen Press

Title Owner



# 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](https://visitrockawaybeach.org/grants)**  
**(Select the Facade Improvement Grant link)**

**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](mailto: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).**

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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

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](https://visitrockawaybeach.org/grants) using the SUBMIT button. Applications must be submitted no later than 11:59pm-Friday, December 15, 2023**
- For questions on the grant application, or project eligibility, **contact Marni Johnston at [marni@tillamookcoast.com](mailto: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](mailto:marni@tillamookcoast.com)***

# BUSINESS INFORMATION

**Business Name** Upper Crust Pizza

**Contact Name** Janeen McIlvenna

**Phone Number** [REDACTED]

**Business Type** Restaurant

**Physical Address** 342 Hwy 101 N.

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name Janeen McIlvenna	Title Owner	% Ownership	50%
Name Georgianna Levitt	Title Owner	% Ownership	50%
Name	Title	% Ownership	

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

**Grant Request** \$3321

**Total Project Cost** \$3321

*\*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.

Replace the buildings front entrance door. Current door is broken; leaks water and hard for our customers to open. We have tried repairing the existing door over the years and have run its course of options to repair.

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

Finding a qualified contractor to complete the installation.

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

North Coast Door has provided a quote and is ready to go within 2 weeks of receiving the deposit. We are working to find the contractor for the installation and are expecting a quote within the next day or so.

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:** Replace front entrance

**Budget to Complete Goal:**

3321



Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Get Door quote	done	have quote in hand	Review pricing to ensure budget compliance
Get Install quote	2 weeks	have a quote in hand	Review pricing to ensure budget compliance
Approve and Engage with contractors	within two weeks of grant approval	have new door installed	sign off on completion

**Goal #2:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

**Goal #3:**

**Budget to Complete Goal:**

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>

# 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	<b>BUDGET</b> 3321
<b>OTHER INCOME</b>	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
<b>TOTAL INCOME</b>	3321

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	New Door	North Coast Doc	Yes	#1	1821.22
2	Contractor		No	#1	1500
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b> 3321.22



# AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

- jm \_\_\_\_\_ **I am an eligible applicant.** Applicants must operate in **Rockaway Beach** and be a business engaged in tourism activities.
- jm \_\_\_\_\_ **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.
- jm \_\_\_\_\_ **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.
- jm \_\_\_\_\_ **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.'
- jm \_\_\_\_\_ **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.
- jm \_\_\_\_\_ **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.
- jm \_\_\_\_\_ **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.
- jm \_\_\_\_\_ **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.
- jm \_\_\_\_\_ **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**     Janeen McIlvenna

**Date**

**Printed Name**     Janeen McIlvenna

**Title**     Owner

**NORTH COAST DOOR CO**

Address: 1303 FRONT ST  
TILLAMOOK, OR 97141

Phone: 503-842-5300  
Fax: 503-842-5911

Email: NORTHCOASTDOORCO@HOTMAIL.COM



**Quote**

Quote Number:

Date: 11/22/2023

**Customer Information**

**Name:** upper crust pizza  
**Address:** 342 hwy 101 n  
rockaway  
**Phone 1:** [REDACTED]  
[REDACTED] [REDACTED]  
**Fax:**  
**Contact:**

**Job Name:**

**Specifications**  
U.D. = 37-1/2" x 80-13/16"; R.O. = 38" x 81-5/16"

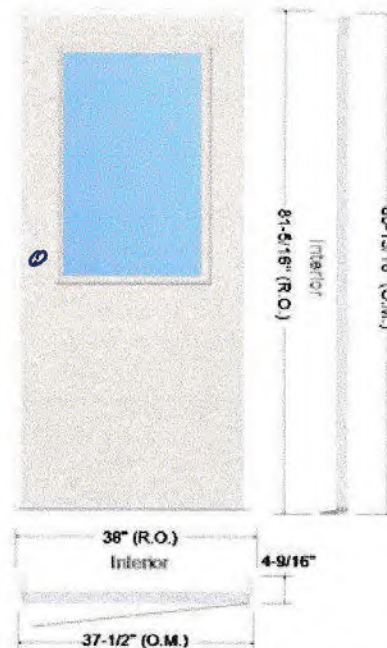


Image is viewed from Exterior!

Lead Time: Stock (Call to verify)

Item Description	Qty	Price	Extended
3' 0" x 6' 8" S104 Smooth-Star Fiberglass Door w/Clear Glass - Right Hand Outswing	1	414.98	\$414.98
No Bore w/2-1/4" Full Lip - Radius Corner Strike Prep	1	0.00	\$0.00
Set of Standard w/NRP - Stainless Steel Hinges	1	78.11	\$78.11
Smooth Composite Frame - 4-9/16" Jamb w/No Exterior Trim	1	283.71	\$283.71
Bronze Compression Weatherstrip <i>Single bore @ dead bolt height.</i>	1	0.00	\$0.00
ADA Compliant - Mill Finish Sill	1	58.42	\$58.42
MANUALLY ENTERED ITEM: *Non-Taxable Item	1	0.00	\$0.00
<b>Item Total</b>			<b>\$835.22</b>

**QUOTES ARE GOOD FOR 10 DAYS**

<i>Surface mount int panic bar + ext. handle</i>	<i>(1)</i>	<i>\$357.00</i>	<i>\$357.00</i>
<i>1/2 door S.S. Kick panel</i>	<i>(2)</i>	<i>\$100</i>	<i>\$200</i>
<i>new Brushed Chrome double Key dead bolt.</i>	<i>(1)</i>	<i>\$60</i>	<i>\$60</i>
<i>Pre-finish door jamb only 2 coats S.W pure white</i>	<i>(1)</i>	<i>\$300</i>	<i>\$300</i>
<i>delivery only -&gt; no install</i>			<i>\$75</i>

*50% non-refundable deposit required to order = \$910.00*

**Sign and Date here:**

**Order Sub Total:** *\$1,821.22*  
**Tax:** \$0.00  
**Order Total:** *\$1,821.22*  
Version #: 2.40  
Version Date: 11/1/2022



**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](http://visitrockawaybeach.org/grants)  
(Select the Facade Improvement Grant link)**

**Grant process managed by Tillamook Coast Visitors Association**

For questions and support, contact:  
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# BUSINESS INFORMATION

**Business Name** Lakeside Hideaway

**Contact Name** Jacob Biber

**Title** Owner

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** Restaurant

**Business Industry** Hospitality

**Physical Address** 670 N Hwy 101, Rockaway Beach, OR 97136

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** [REDACTED]

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

## Company Principals

Name	Jacob Biber	Title	Owner	% Ownership	50%
Name	John Biber	Title	Owner	% Ownership	50%
Name		Title		% Ownership	0%

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

**Grant Request** \$ 10,000

**Total Project Cost** \$ 17,500

*\*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.

The proposed project is resurface the primary parking lot for Lakesie Hideaway that abuts directly next to Highway 101. Currently the parking has several holes that make it unsafe for elderly patrons to park and safely access the facility. Further, as demonstrated by the flooding in December 2023, the parking lot has an improper grade, which causes the lot to fill with water during high precipitation. Finally, the parking lot does not have sufficient striping, leading to a haphazard parking of vehicles by locals and tourists alike. New striping on the improved parking lot will resolve this issue.

The proposed project has three key phases. The first phase is the leveling/fixing of the grade of the parking lot. This will require the introduction of material used to fill the existing holes in the parking lot as well as correct the improper grade which is causing flooding. The second phase, is the resealing of the leveled lot with asphalt. The third phase is striping the re-sealed, level parking lot to ensure that proper ADA parking spaces are clearly designated for the facility.

Please see the attached aerial picture of the project location with annotations designating the work area. Please observe the notes on the aerial picture as they denote the areas of the subject property that are not a part of the scope of work for this project. It is the intent of this project to be strategic, measurable, attainable, realistic, and timebound through this limited scope.

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

This project will require sunny, dry weather for an approximate seven day period of time. Additionally, it will require the contractor to time the arrival of equipment, material, and personnel within this window in order to facilitate a successful project.

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

The contractor selected for this project is S-C Paving. The estimated start time for this project is either the first or second week of March, weather depending.

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:** Patch existing holes in north parking lot

**Budget to Complete Goal:**

\$ 2,500

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
Site survey is performed by S-C paving.	March-April 2024	Site is surveyed.	Action is observed.
Material is delivered by S-C Paving to project location and applied to the holes in the parking lot.	March-April 2024	Material is delivered and applied.	Action is observed.
S-C Paving completes work and indicates the parking lot is now able to be re-sealed.	March-April 2024	S-C Paving indicates the parking lot is now able to be re-sealed.	Action is observed.

**Goal #2:** Re-seal north parking lot

**Budget to Complete Goal:** \$ 12,500

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>
S-C paving arrives with material and re-seals the parking lot.	March-April 2024, after holes are patched.	S-C paving arrives with material and re-seals the parking lot.	The aforementioned action is observed visually.

**Goal #3:** Re-stripe north parking lot

**Budget to Complete Goal:** \$ 2,500

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>
S-C Paving re-stripes north parking lot	March-April 2024, after completion of resealing the parking lot.	The parking lot is re-striped to maximize parking.	The aforementioned action is observed visually.

# 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	<b>BUDGET</b> \$ 10,000
<b>OTHER INCOME</b>	
<i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
The form will not let me input a number greater than \$10,000	
<b>TOTAL INCOME</b>	
\$ 10,000	

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	S-C Paving	S-C Paving	No	1,2,3	\$ 17,500
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b>
					\$ 17,500





# AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

- JB \_\_\_\_\_ **I am an eligible applicant.** Applicants must operate in **Rockaway Beach** and be a business engaged in tourism activities.
  
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  - 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.
  
- JB \_\_\_\_\_ **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.
  
- JB \_\_\_\_\_ **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.'
  
- JB \_\_\_\_\_ **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.
  
- JB \_\_\_\_\_ **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.
  
- JB \_\_\_\_\_ **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.
  
- JB \_\_\_\_\_ **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.
  
- JB \_\_\_\_\_ **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**     Jacob Alan Biber

**Date** 12/13/23

**Printed Name**     Jacob Biber

**Title** Owner



North Parking Lot, Included in Scope

Large Hole

South Parking Lot, Not Included in Scope

ADA Designated Spots

Lakeside Hideaway  
Family-friendly • \$\$

701



N 7th Ave

699

N Miller St

640

N Miller St

Oregon Coast Hwy



N Miller St



**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](https://visitrockawaybeach.org/grants)  
(Select the Facade Improvement Grant link)**

**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](mailto: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

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](https://visitrockawaybeach.org/grants) using the SUBMIT button. Applications must be submitted no later than 11:59pm-Friday, December 15, 2023**
- For questions on the grant application, or project eligibility, **contact Marni Johnston at [marni@tillamookcoast.com](mailto: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](mailto:marni@tillamookcoast.com)***



# BUSINESS INFORMATION

**Business Name** Original Rockaway Beach Train Depot

**Contact Name** Justin McMahan

**Title** owner

**Phone Number** [REDACTED]

**Email** [REDACTED]

**Business Type** vacation rental/historical building

**Business Industry** tourism

**Physical Address** 366 N McNair rd, Rockaway Beach, Oregon 97136

**Mailing Address** [REDACTED]

**Employer Identification Number (EIN)** SSN

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

## Company Principals

Name	Justin McMahan	Title	owner	% Ownership	50%
Name	Erin McMahan	Title	owner	% Ownership	50%
Name		Title		% Ownership	0%

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

**Grant Request** \$ 20,000

**Total Project Cost** \$ 20,000

*\*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.

The original Rockaway Beach Train Depot is well known in this community. There is a novel written about it from the perspective of the depot and there is a historical coffee table book written by Mike Arseneault called "Storytelling" that features the old depot prominently. Over the years the depot has had many owners and purposes. Today the build is in my possession and we use it as a vacation rental that we market as a historical building to visit. The building is right on the rail tracks on the way North out of town in the commercial zone and still retains many of its external features dating back to the early 1900's when it was a train depot. As the train and others pass it by it is a great reminder of Rockaways railroad roots and history.

Our plan is to restore the outside of the building by:

- #1 replacing the siding on the east and south facing side of the depot
- #2 repainting the entire building
- #3 replacing the failing gutter system

I will provide the demolition manpower but will contract the paint, siding and gutters out to professionals. We have already begun restoring the outside of the building by replacing the east facing windows, adding a fence and adding new outside lights that fit the railroad theme we are working towards. Other projects we will work towards after this will be a new sign on the building stating what the building is and rebuilding the bell tower for which only the uprights currently remain on our property.

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

Based on your timeline of approval in January I don't see any challenges except for those that come from refurbishing an old building. My contractor has already done work on the building and is familiar with the construction and age of the building.

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

Siding \$8,000, William Rogers Construction, complete May 15th

Gutters \$3,500, William Rogers Construction, complete by June 15th

Paint \$5,500 William Rogers Construction, complete by July 15th

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:** Partial replacement of east facing siding

**Budget to Complete Goal:** \$ 10,000

Key Action Steps	Timeline	Expected Outcome	Evaluation Method
remove old siding and prep surface	May 1st	My contractor has replaced siding on buildings many times. This step should be simple.	Sight evaluation
remove part of deck to properly install new siding	May 10th	No problem here either as I built the current deck and know how to dismantle it.	Sight evaluation
install new siding	May 10th-15th	My contractor has already bid the job and is prepared to do it so there should be any issues.	contractor removed several sections of siding to evaluate the job as he bid it. He also installed the new windows and has evaluated the wall structure.

**Goal #2:** Gutter Replacement**Budget to Complete Goal:**

\$ 4,000

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>
remove old gutters and replace eaves as needed	June 1st	I have demo'd and installed gutters and so has my contractor should be simple	sight evaluation
install new gutters	june 10th	Should be successful as the house has a standard gutter system with very few angles to navigate.	Sight evaluation

**Goal #3:** Repaint entire building**Budget to Complete Goal:**

\$ 6,000

<b>Key Action Steps</b>	<b>Timeline</b>	<b>Expected Outcome</b>	<b>Evaluation Method</b>
prep surface and cover windows	July 1st-5th	simple process involving scraping paint and taping windows should be easily achievable	Sight evaluation
paint home	July 5th-10th	standard painting process should make this job easy to complete	Sight evaluation

# 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	<b>BUDGET</b> \$ 0
<b>OTHER INCOME</b> <i>(Matching amounts are NOT required, but if your project exceeds the grant limits, use this section to add additional funding sources.)</i>	
grant monies	\$ 20,000
No additional income needed as my grant request will cover the required projects.	
<b>TOTAL INCOME</b>	
	\$ 20,000

EXPENSES					
Line Item	Description	Tentative Vendor	Estimate Obtained (Yes/No)	Associated with Project Goal #	BUDGET
1	paint and install supplies	Home Depot	yes	3	\$ 3,000
2	siding and install supplies	Home Depot	yes	1	\$ 4,000
3	lumber for siding	Home Depot	yes	1	\$ 2,000
4	gutters and install supplies	Home Depot	yes	2	\$ 2,500
5					
6	labor for painting	William Roger	yes	3	\$ 3,000
7	labor for gutters	William Roger	yes	2	\$ 1,500
8	labor for siding	William Roger	yes	1	\$ 4,000
9					
10					
11					
12					
13					
<b>*Total Income should equal Total Expenses</b>					<b>TOTAL EXPENSES</b>
					\$ 20,000



# AUTHORIZATION & CERTIFICATION

Initial the following authorization and certifications that apply:

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

JM **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.

JM **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.

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Signature

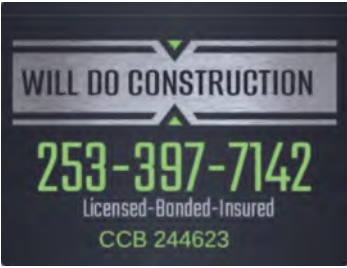


Date 12/4/23

Printed Name Justin McMahan

Title owner

# ESTIMATE



**Prepared For**

Justin McMahan

Rockaway , Oregon 97136

## Will Do Construction

12455 Highway 101 S  
Tillamook, Oregon 97141  
Phone: (253) 397-7142  
Email: will082618@icloud.com

Estimate # 2

Date 12/03/2023

## Description

---

### Siding Replacement

This covers replacement to all damaged/rotten siding and applicable trim

---

### Full Exterior Paint Job

This covers a 2 tone full repaint

---

### Gutter Replacement

This covers the gutter and potentially damaged eaves

---

**Subtotal** \$20,000.00

**Total** **\$20,000.00**

By signing this document, the customer agrees to the services and conditions outlined in this document.

---

Will Do Construction

---

Justin McMahan





366



ROCKAWAY

1909 WAITING FOR YOU AT ROCKAWAY BEACH ORE



Follow us on Facebook: [Rockaway Beach Oregon Memories & History](#). Created by [RecreateNow](#).

# What's old is new again.

Rockaway Train Depot  
Rockaway Beach, Oregon



**RESOLUTION NO. 2024-08**

**A RESOLUTION ESTABLISHING LIMITS (CAP) ON THE NUMBER OF SHORT-TERM RENTAL (STR) LICENSES THAT MAY BE ISSUED**

**WHEREAS**, the City of Rockaway Beach regulates the licensing and operation of STRs through the City of Rockaway Beach Code of Ordinances (Code) Chapter 113; and

**WHEREAS**, the City Council adopted amendments to Code Section 113.02 by Ordinance 2024-01 on \_\_\_\_\_, authorizing, among other things, the City Council to establish by Resolution limitations on the total number of STR licenses that can be issued; and

**WHEREAS**, the Council wishes to exercise the authority granted in Code Section 113.02 and set limits on the total number of STR licenses that can be issued at any one time; ~~and~~

~~**WHEREAS**, the Council wishes to review the cap on an annual basis each October beginning October 2025.~~

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

**Section 1.** Under the authority of City of Rockaway Beach Code of Ordinances Section 113.02, effective \_\_\_\_\_, a total of 450 licenses will be available at any one time.

**Section 2.** Except for licenses that may be granted to owners on the under-construction waiting list, the City will not issue more licenses than the total number of licenses established by the City Council.

~~**Section 3.** The City Council shall review the license cap on an annual basis each October beginning October 2025.~~

**Section 34.** This Resolution shall be effective \_\_\_\_\_.

**APPROVED AND ADOPTED BY THE CITY COUNCIL THE \_\_\_\_\_ DAY OF \_\_\_\_\_ 2024.**

APPROVED

Charles McNeilly, Mayor

ATTEST

---

Melissa Thompson, City Recorder

**RESOLUTION NO. 2024-14**

**A RESOLUTION AUTHORIZING A LETTER OF SUPPORT FOR THE SALMONBERRY TRAIL INTERGOVERNMENTAL AGENCY (STIA) REBUILDING AMERICAN INFRASTRUCTURE WITH SUSTAINABILITY AND EQUITY (RAISE) GRANT PROGRAM APPLICATION**

**WHEREAS**, the US Department of Transportation is accepting applications for the Rebuilding American Infrastructure with Sustainability and Equity (RAISE) Grant Program; and

**WHEREAS**, the Salmonberry Trail Intergovernmental Agency (STIA) wishes to complete the RAISE grant application for final submission by Tillamook County for funds to develop the Salmonberry Trail section through the City of Rockaway Beach; and

**WHEREAS**, the City of Rockaway Beach desires to express its support for STIA's application to the grant program.

**NOW, THEREFORE, BE IT RESOLVED THAT**

**Section 1.** The City of Rockaway Beach City Council hereby demonstrates its support for Tillamook County's submittal to the US Department of Transportation for a RAISE grant for the development of the Salmonberry Trail in the City of Rockaway Beach, and authorizes the Mayor to sign a letter of support on behalf of the City Council, attached as Exhibit A.

**Section 2.** This Resolution shall be effective immediately upon adoption.

**APPROVED AND ADOPTED BY THE CITY COUNCIL THE 14TH DAY OF FEBRUARY 2024.**

APPROVED

---

Charles McNeilly, Mayor

ATTEST

---

Melissa Thompson, City Recorder

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**City of Rockaway Beach, Oregon**

276 S. Highway 101, PO Box 5

Rockaway Beach, OR 97136

503.374.1752

February 14, 2024

Secretary Pete Buttigieg  
US Department of Transportation  
1200 New Jersey Avenue SE  
Washington, DC 20590

**Subject: Rockaway Beach City Council's Endorsement for the 2024 RAISE Grant Application for the Salmonberry Trail**

Dear Secretary Buttigieg,

On behalf of the City Council of Rockaway Beach, Oregon, I write to express our unwavering support and enthusiasm for the 2024 RAISE Grant application for the Salmonberry Trail project. **Our Council, alongside our community, has been devotedly working to advance this project, recognizing its potential to significantly enhance our city's appeal, safety, and connectivity.**

The vision for the Salmonberry Trail as a rails-with-trails project aligns perfectly with Rockaway Beach's strategic goals for economic development, community well-being, and environmental stewardship. We are excited about the prospect of this trail transforming our local businesses by increasing foot and bicycle traffic, thus offering a new avenue for economic growth and vitality.

Moreover, the implementation of the Salmonberry Trail promises to create safer crossings for our Middle and High School students. By providing a dedicated and safe path for walking and biking, we are not only ensuring the safety of our youth but also promoting a healthier, more active lifestyle among them.

The trail will also serve as a crucial link within our community, offering residents and visitors alike a safe and enjoyable way to explore and engage with all that Rockaway Beach has to offer. From our stunning natural landscapes to our vibrant local businesses, the Salmonberry Trail will make our city more accessible to everyone, fostering a greater sense of community and belonging.

**We have been tireless in our efforts to see the Salmonberry Trail project come to life, recognizing its transformative potential for Rockaway Beach. It is with great anticipation that we support this grant application, eager to witness the manifold benefits it will bring to our city and its residents.**



Thank you for considering the importance of the Salmonberry Trail to Rockaway Beach and for your support in making this vision a reality. We are committed to continuing our work on this project, confident in its capacity to enhance the quality of life and economic prosperity in our community.

Sincerely,

Charles McNeilly  
Mayor  
City of Rockaway Beach, Oregon