

# CAPITAL ASSET / IMPROVEMENT PROJECT APPLICATION PACKET

## TRANSIENT OCCUPANCY TAX APPLICATION INSTRUCTIONS AND CHECKLIST

Salem Cultural and Tourism Promotion Advisory Board  
Fiscal Year 2008-09

### Required for Submission:

1. Applicant must be a 501(c) (3), 501(c) (4) or 501(c) (6) at the time of application submission. A copy of the applicant's current IRS determination letter must be included with the application.
2. Applicant must address eligibility of event under City Charter. Review the charter language below and identify which sub-part best applies to your application. Capital projects at facilities best qualify under sub-part (3) as improvements to tourist attractions or cultural facilities.

The City of Salem has collected a Transient Occupancy Tax (TOT) since 1974. Commonly known as a Hotel/Motel Tax, it is a nine percent (9%) tax on the nightly rate charged for lodging and is collected by lodging establishments within the Salem city limits. Section 56 of the City Charter specifies how the funds may be used:

- (1) Enhancement and beautification of vehicular and pedestrian entrance-ways to the city;
- (2) Urban beautification generally;
- (3) Improvements to or operation of major tourist attraction or cultural facilities;
- (4) Activities performed directly by the city or through contracts which promote use of Salem for conventions, conferences, seminars or for general tourism.

3. Applicant must provide a summary of all anticipated revenues and expenses for the project. The following is a sample budget.

EVENT BUDGET				
Revenues			Expenditures	
XYZ Grant	10,000	Applied 10/26/07	Permits	3,000
ABC Grant	5,000	Award Letter 11/14/07	Materials	10,000
Donations	2,000	Fundraising Event 12/16/07	Labor	12,000
TOT	10,000		Contingency	2,000
Total	27,000		Total	27,000

Note: TOT funds will be used for advertising. At time of application, all revenues are estimated.

4. Application criteria and special instructions for FY 2008-09.
  - a. One application per category per organization/applicant. Categories include Operating Expense for Facilities, Operating Expense for Special Events, and Capital Assets/Improvements to Facilities (Capital Project).

- b. Capital Asset / Improvement project applications are due no later than 5:00 pm on Friday, November 30, 2007.

5. Submit completed applications in a sealed envelope marked:

**FY 2008-09 TOT Funding Application**  
Cultural and Tourism Promotion Advisory Board  
City of Salem Budget Office, Room 230  
555 Liberty Street SE, Salem, OR 97301

6. Checklist of information required to be included in the application narrative.

## **APPLICANT CHECKLIST**

**REQUIRED OF ALL APPLICATIONS - APPLICATIONS MISSING ANY OF THE BELOW-LISTED REQUIRED MATERIALS WILL NOT BE CONSIDERED FOR FUNDING**

- All applicant/contact information.
- Copy of current 501(c) (3), 501(c) (4) or 501(c) (6) IRS determination letter.
- Description of project. (*Project Description and Statement of Need, Section 1 of application*)
- Statement of eligibility under charter. (*Project Description and Statement of Need, Section 1 of application*)
- Statement from city of contractor's responsibility under operating agreement, if city-owned facility. (*Project Description and Statement of Need, Section 1 of application*)
- Capital project budget with all revenues/resources and expenses, and specific use of TOT funding identified. (attachment) (*Project Budget and Cost Estimate, Section 2 of application*)
- Cost estimate from a qualified professional on letterhead. (attachment) (*Project Budget and Cost Estimate, Section 2 of application*)
- Summary of three completed projects in past five years. (*Past Performance, Section 3 of application*)
- Evaluation of prior year capital project. (*Past Performance, Section 3 of application*)
- Statement of community benefit. (*Community Benefit, Section 4 of application*)
- Plan for future maintenance. (*Community Benefit, Section 4 of application*)

**Additional Instructions:** Submitted applications must follow the format on pages 3 and 4 of the application packet. For each section of the application, with the exception of item a in section 2, please submit the response immediately following the question. Item a in section 2 (project budget) should be submitted on a separate page.

# CAPITAL ASSET / IMPROVEMENT PROJECT APPLICATION

## TRANSIENT OCCUPANCY TAX FUNDING APPLICATION

Salem Cultural and Tourism Promotion Advisory Board  
Fiscal Year 2008-09

Event/Project Title:	Funding Request: \$
Non-profit applicant:	Tax ID:
Mailing Address:	Phone:
	Fax:
Contact:	E-mail:

**Application Due Date: No later than 5:00 pm on Friday, November 30, 2007**

### **General Instructions:**

Provide required application information in narrative form. With attachments, application should not exceed a total of six pages. Please provide answers for all questions.

#### **1. Project Description and Statement of Need**

- a. General description of what is to be accomplished with TOT funds. (Summarize the capital project in a few sentences or paragraph.)
- b. Statement of eligibility under City Charter. (See attached instructions and checklist for charter language.)
- c. If capital project is proposed for a city-owned facility, provide written confirmation from Community Services, Facilities, or Legal that project is not city responsibility. (Considered an attachment.)

#### **2. Project Budget:**

- a. Provide an attached budget with all anticipated revenues and expenditures for the event (See attached instructions and checklist for example.)
- b. Identify the specific use of City TOT funds in the project, if known.
- c. What percentage of the total budget are City TOT funds?
- d. Explain how City TOT funds be used to leverage other funding.
- e. In the budget document, indicate the status of other resources (i.e., received, award letter, application made, application to be filed by date, etc.). If other fund sources are not committed at time of application, indicate anticipated sources by category of funding such as sponsorships, grants, or in-kind services.

- f. Attach a cost estimate from a qualified professional on letterhead.

### 3. **Past Performance**

- a. List three projects, which have been successfully completed by your organization in the past five years. TOT funding of the project is not a requirement for reporting. Include the date of the event/project, anticipated results, actual results, and amount of TOT funding provided, if applicable.
- b. If a capital project was recently funded by TOT for your organization, were funds expended as anticipated in the application? Was the project completed on time and within budget?

### 4. **Community Benefit**

- a. Describe any enhanced quality of life or increase in opportunity for tourists in Salem anticipated as a result of this project.
- b. Describe how this project is designed to be available, usable, or appealing to those of diverse backgrounds, ages, and abilities.
- c. Summarize planned maintenance requirements for the completed project, including estimated cost.

#### **Disqualification Notice**

An otherwise eligible applicant could be disqualified for this grant for failure to comply with Section 56 of the City Charter, failure to meet reporting requirements and deadlines, supplying the Salem Cultural and Tourism Promotion Advisory Board with inaccurate information, or other non-compliance with city contracts.

## **RATING CRITERIA AND SCORE SHEET FOR APPLICATIONS For Applicant's Information Only**

The Cultural & Tourism Promotion Advisory Board will use the following criteria when evaluating competing proposals for funding. Required items will be screened by staff prior to review and scoring by the board.

### **1. Capital Project Description and Statement of Need (10 points)**

- a. Does the application provide a summary of the capital project? (Required)
- b. Does the capital project qualify for funding under the City Charter? (Required)
- c. Is the capital project the responsibility of the applicant and not the city?

### **2. Capital Project Budget and Cost Estimate (30 points)**

- a. Is a complete capital project budget attached with revenues and expenditures? (Required)
- b. Is specific use of TOT funding identified? (Required)
- c. How much is TOT funding as a percentage of the total project budget? (Required)
- d. Will TOT funds be used to leverage other dollars?
- e. Are other resources or in-kind contributions identified for the project?
- f. Is a cost estimate from a qualified professional included for the project? (Required)

### **3. Past Performance (30 points) (Required)**

- a. Are examples of past successful projects included with dates, anticipated results, actual results, and amount of TOT funding, if applicable?
- b. Was the prior year capital project completed on time and within budget?

### **4. Community Benefit (30 points) (Required)**

- a. Will the capital project enhance the quality of life for residents or increase opportunities for tourists?
- b. Is the capital project available, usable, or appealing to those of diverse backgrounds, ages, and abilities?
- c. Are planned maintenance requirements summarized, including estimated cost?