

3691

**CITY OF NEWPORT, OREGON
TOURISM MARKETING GRANT AGREEMENT**

THIS AGREEMENT is between the City of Newport, an Oregon municipal corporation (City), and Newport Loyalty Days Association (Grantee) for Newport Loyalty Days and Seafair Festival (Event).

TERMS OF AGREEMENT

1. PURPOSE

The purpose of the grant program is to promote tourism and increase stays in lodging establishments within the city limits of Newport by funding advertising outside of Lincoln County. Events/activities scheduled for the off and/or shoulder seasons, September 15 through June 15.

2. ACKNOWLEDGEMENT

Acknowledgement must be given to the City of Newport in all promotional materials and programs associated with the event/activity.

3. FINAL REPORT

Grantees are required to provide the City with a final report summarizing the results of the event/activity including attendance, publicity outside of Lincoln County, lodging occupancy resulting from the event, advertising breakdown, and closing revenue/expenditure report. Failure to provide a final report to the City shall jeopardize future applications.

This information must be submitted to the City Manager's Office no later than one month from the final day of the event/activity.

Samples of all marketing materials and acknowledgements should be attached to this report.

4. COMPENSATION AND PAYMENT

The Grantee shall be paid \$4,000.00 for marketing and advertising the event outside of Lincoln County. Grant monies shall be paid after an invoice with incurred advertising costs, and a final report as noted in Section 3. above, has been submitted.

Payment to Grantee shall be made by City within thirty (30) days of receipt of the final report and invoice(s) for marketing and advertising the event outside of Lincoln County.

5. TERM

This agreement shall be effective when signed by both parties and end thirty days after submission of the final report.

6. SUBMITTING NOTICE, BILLS AND PAYMENTS

All notices and payment requests shall be made in writing and may be given by personal delivery, mail, or electronically. The following addresses shall be used to transmit notices and other information:

City of Newport
Attention: City Recorder
169 SW Coast Highway
Newport, Oregon 97365

e.glover@newportoregon.gov

7. WARRANTY & INDEMNIFICATION

Grantee certifies that:

- A. Grantee is fully liable for the acts and omissions of Grantee, the Event, and Grantee's contractor's that cause any damage, injury, death, property damage or loss to any person or property.
- B. Grantee will indemnify and defend the City, its officers, agents, employees, and volunteers and hold them harmless from any and all liability, causes of action, claims, losses, damages, judgments, or other costs or expenses including attorney's fees that may be asserted by any person or entity which in any way arise from, during, or in connection with, the performance of the work described in this Agreement. Grantee's indemnification shall also cover claims brought against the City under state or federal workers' compensation laws. If any aspect of this indemnity shall be found to be illegal or invalid for any reason whatsoever, the illegality or invalidity shall not affect the validity of the remainder of this indemnification.

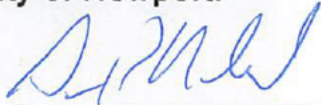
7. TERMINATION WITHOUT CAUSE

At any time and without cause, City shall have the right in its sole discretion, to terminate this Agreement by giving notice to Grantee. If City terminates the Agreement pursuant to this Section due to no fault of Grantee, City shall pay Grantee for all approved and undisputed services rendered up to the date of termination.

8. COMPLIANCE WITH LAWS AND RULES

Grantee shall comply with all applicable federal, state, and local laws, rules, and regulations.

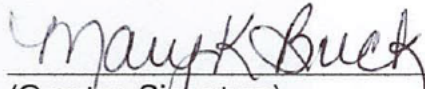
City of Newport:



Date: 06-17-2024

Spencer R. Nebel, City Manager
City of Newport
169 SW Coast Highway
Newport, Oregon 97365
Business Phone: 541.574.0603

Grantee:



Date: 6-15-2024

(Grantee Signature)

Newport Loyalty Days Association





CITY MANAGER'S REPORT AND RECOMMENDATIONS

Meeting Date: March 04, 2024

Agenda Item:

From Discover Newport Committee: Consideration and Potential Approval of a Tourism Marketing Grant Application for Newport Loyalty Days and Seafair Festival

Background:

The Newport Loyalty Days and Seafair Festival is slated from May 4,5,6, 2024. The U.S. tradition of Loyalty Day was started by members of the Veterans of Foreign Wars during the 1930s. The holiday, held on or near May 1, became a national holiday under President Dwight D. Eisenhower in 1958. As in previous years, a parade is going to be held. An internet search shows Newport, Oregon amongst the top results when searching for Loyalty Days, with a few entries from other cities across the United States.

The Discover Newport Committee, at its regular meeting held on February 27, 2024, considered a request from the Newport Loyalty Days and Seafair Festival for a tourism marketing grant. The grant application is attached. The Discover Newport Committee recommended this event *RECEIVE* a tourism marketing grant in the amount of \$4,000. It was noted in conversation the Newport Chamber would offer non-monetary technical assistance and marketing resources from the City relationship with the Greater Newport Chamber of Commerce, to attempt to broaden the reach of this event to draw outside attendance into Newport.

The program funds are primarily designed to assist events during the off and/or shoulder seasons, September 15 through June 15.

Recommended Action:

I recommend that the City Council consider the following motion:

I move to approve an application from the Newport Loyalty Days and Seafair Festival from the Tourism Marketing Grant Fund, in the amount of \$4,000 as recommended by the Discover Newport Committee.

Fiscal Effects:

The amount of \$25,000 was budgeted for the fiscal year that will end June 30. To date, \$3,000 of these funds have been used. The funds are appropriated from the Room Tax Fund for this program

Alternatives: Deny, Modify or as suggested by Council.

Respectfully submitted,

Erik Glover

Erik Glover, Assistant City Manager/City Recorder on behalf of:
Spencer R. Nebel, City Manager



CITY OF NEWPORT
169 SW Coast Highway
Newport, Oregon 97365
541.574.0613
p.hawker@newportoregon.gov

TOURISM MARKETING GRANT FUND APPLICATION

Please read the rules instructions on page 4. prior to completion.

General Information:

Name of Applicant Organization: Newport Loyalty Days & Sea Fair Festival

Mailing Address: [REDACTED]

City, State, Zip: Newport, Oregon, 97365

Telephone: [REDACTED] Fax: _____

E-Mail Address: [REDACTED]

Principal Contact (If different from Applicant): Luke Bobeda, Parade Chairman

Mailing Address (If different from Applicant): [REDACTED]

City, State, Zip: Newport, Oregon, 97365

Telephone: [REDACTED] Fax: _____

E-Mail Address: [REDACTED]

Date(s) and Time(s) of Event: May 4, 5, and 6th, 2024

Description of Event or Activity*: The following is a synopsis of some of the events that will be held (planning is in process at this time), during the festival.

Scholarships are awarded to Newport High School Seniors to continue their education. Requirements are to have a GPA of at least 3.0, commit to several community services, participate in community activities, write and deliver a speech as designated by the Loyalty Days theme of the year in front of a group, agree to wear wardrobe as provided, commit to public appearances as required. Show respect and conduct themselves appropriately during events. This year, three young ladies have been selected by a panel of judges from our

*Use additional sheets as necessary.

community to be princesses. There will be a recognition ceremony held at the Performing Arts Center on Friday evening. The young ladies will give their speech and answer some impromptu questions before an audience and a different panel of judges. The princesses participate in the reading of the names of our military people who gave their lives during the past years.

On Saturday the Fun Run will be held prior to the Parade which steps off at noon. The theme is "United For Freedom". Highway 101 will be shut down for 2 hours during this event with an alternate route planned. The highway is lined with about 1500 - 2000 or more observers.

The Fishermen's Wives group are also very active during the celebration, they are currently planning their activities which will include Blessing of the Fleet as well as Remembrance of Fishermen Lost at Sea as well as special activities, including games and challenges for the Princesses as well as the fishermen.

Nature of Event or Activity:

Loyalty Days and Sea Fair Festival has been a community celebration that was started 66 years ago. It is an event that young and old look forward to. We, as board members are doing everything in our power to continue to support our Veterans and those who live here in our community. This year we are expanding our invitations to the weekend events and parade to other communities and school bands.

Multi-night local lodging event 3 days

Amount of Funding Requested: \$ 4,000.00

Total Event/Activity Budget: \$ 12,922.00

What specific marketing expenditures will the granted funds be used for?*

The granted funds will be used for increased advertising to communities outside our immediate area as well as awards for parade participants, permitting fees, sound system for parade route which will include two announcers within the parade route, security for participants, and princess expenses.

List event/activity supporters or partners*:

Newport Fishermen's Wives Club, Lincoln County Veterans Resources, Newport City Police, Oregon State Police, ODOT, City of Newport, Newport National Guard, Newport Schools, Newport Chamber of Commerce, Newport coast Guard, Northwest Natural Gas, American Legion, Toastmasters, Rotary, Lincoln County Mounted Sheriff's Posse

Applicant/organization must be a non-profit corporation. Attach a copy of the IRS determination letter.

Has applicant received funding in prior years from the city for this event/activity?
If yes, when: yes in 2022

Projected Event/Activity Impact:

Describe how the event/activity will affect the Newport economy (e.g., room nights, number of visitors/attendees, restaurant sales, retail sales, etc.):*

With Loyalty Days and Sea Fair Festival occurring on the first weekend in May which also includes Cinco de Mayo, there will be plenty of events to bring in visitors to the Newport area. We anticipate there will be a rise in our nightly stays as well as visits to our local restaurants, which will provide a boost to our local economy. Between the festival events being held Friday night thru Sunday afternoon, and the local beaches, there will be good reasons for our visitors from out of the area to extend their stay in our location.

We anticipate upwards of 30,000 visitors new to our area.

Also important to note is the fact that we have up to 150 Soldiers from 224 EN Co Oregon National Guard coming to the area from as far away as Medford Oregon to Washougal Washington.

There have been Shriners from Albany, Oregon as well.

We are exploring a new way of querying visitors this year to find out how many nights they stay as well as how many times and how many persons in their party eat out at local restaurants. With this new data we hope to have additional information for our year end report to the City of Newport

The Parade is an advertisement that draws the tourists and money to the local businesses. This year we have had more interest in the parade and with our planned invitations and advertising we hope to have many more new visitors to our town. Last year we had a total of 67 entries and this year we hope to have many more

Financial Reporting Requirements:

Please provide a proposed budget of revenues and expenditures in a form similar to the following:

PROPOSED REVENUES

Source #1	Parade entry fees	Amount	\$2000.00
Source #2	NW Natural Sponsorship	Amount	\$1000.00
Source #3	projected sponsors	Amount	\$4000.00
Source #4	News Times in kind donation	Amount	\$2000.00
Source #5	_____	Amount	\$_____
TOTAL REVENUES			\$9000.00

PROPOSED EXPENDITURES


Use #1	Newspaper advertising	Amount	\$2797.00
Use #2	Printing expenses (posters/cards)	Amount	\$ 800.00
Use #3	Royalty expenses	Amount	\$1500.00
Use #4	Princess Scholarships	Amount	\$4000.00
Use #5	Insurance inc. terrorism coverage	Amount	\$2275.00
Use #6	Office exp, IRS,Permits,Dept of Justice	Amount	\$ 500.00
Use #7	SAR, security & safety of parade	Amount	\$ 250.00
Use #8	Awards for parade entrants	Amount	\$ 300.00
Use #9	Parade supplies, safety signs, port a pot	Amount	\$ 500.00
Use #10	_____	Amount	\$_____
TOTAL EXPENDITURES			\$12,922.00

REVENUES MINUS EXPENDITURES \$ (-3,922)

*Use additional sheets as necessary.

As a final condition to accepting granted funds, the applicant agrees to provide the City of Newport with a final report summarizing result of the event/activity (e.g., attendance, local and regional publicity, lodging occupancy, closing revenue and expenditure report, etc.), with a detailed and verified accounting.

2-1-24
Date



Applicant Signature
Luke Bobeda

Applicant Printed Name