



Tourism Master Plan Grant Program Scoring Criteria



north lake tahoe

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Presentation Objectives

- Review grant priorities
- Proposal review process
- Grant criteria updates
- Review grant ranking sheet
- Previously funded projects
- Q+A



Grant Priorities

The Tourism Master Plan grant program focuses on visitor-serving capital projects identified in three focus areas of the TMP including **Visitor Activities and Facilities**, **Transportation** and **Visitor Information**.

Example projects include:

- Trails
- Wayfinding and interpretive signage
- Pedestrian infrastructure
- Facilities such as museums, interpretive centers, and public art



Grant Program Overview

- 13 member CAP Committee co-chaired by Placer County and the Resort Association
- Application packet released in early February
- Proposals due late March
- Application updated per CAP feedback
- Application includes budget worksheet and schedule
- Proposals reviewed and ranked by CAP Committee per scoring criteria
- Recommendation presented to the BOS for approval

FY 2018-19 Grant Schedule

Grant Review/Approval Schedule

- Proposal Deadline: April 4, 2019
- Review of chair and vice-chair recommendation: April 25, 2019
- Interviews : Thursday, May 30, 2019
- Committee deliberation: Special meeting on June 5
- Recommendation to BOS in late June and/or July
- Grant agreements developed after BOS approval

Grant Requirements

- Project addresses a priority in the Tourism Master Plan
- Projects must strengthen overall tourism economy
- Enhance visitor experience and economic value in eastern Placer County
- Quantifiable goals and objectives
- Measurable economic return on investment



Additional Requirements

- Ten percent match minimum
- Letter of support from land owner
- Letters of support from community organizations
- Complete application including required attachments (budget worksheet, letter of support, other)
- Minimum points in all six categories of the ranking sheet
- Minimum points for Tourism Master Plan category



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Grant Ranking Sheet

- Revisions approved by the BOS on January 29, 2019
- Changes included addition of economic benefit category
- Additional points for projects that have previously received Transient Occupancy Tax funds and satisfied all grant requirements
- Additional points for projects identified in other community plans (Tahoe Basin, Area Plan, TART Systems Plan Update, other)
- Emphasis on project proposals with new and innovative approaches to addressing community

Additional Items Added

- Proof of nonprofit status must be provided
- Fiscal sponsor required for groups without 501 (c)3 or other legal designation
- Request detail on previous TOT awards:
 - Project status
 - Total of remaining funds
 - Timeline
- Limited budget for indirect costs
- Project timing



Updated Ranking Sheet

Attachment 1 – Amended Grant Ranking Sheet January 2019



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Ranking Sheet

Reviewer Name: _____ Date: _____

Project Name: _____

Minimum Criteria

1. Project must score a minimum of 75 points to be eligible for funding.
2. Project must score points in all categories including Organization Profile, Project Proposal, Tourism Master Plan Priorities, Funding, Economic Benefit and Community Support/Agency Collaboration.
3. Project must score a minimum of 30 points in the Tourism Master Plan Priority category.

Please refer to this document for guidance when responding to application questions. All proposals will be evaluated based on the categories listed below.

I. Organization Profile	
The applicant has the organizational structure and capacity to implement the proposed project.	
The organization has established oversight and financial management.	
The organization has experience successfully implementing similar projects/programs.	
The organization has demonstrated success in managing grant funding.	
Category Total	(Maximum of 10 Points)
II. Project Proposal	
The proposal includes achievable measures of success.	
The project addresses a community need.	
The proposal is feasible with a realistic timeline and schedule.	
The project addresses future operations and maintenance costs.	
Category Total	(Maximum of 20 Points)

Previously Funded Projects

- Fanny Bridge Replacement
- Martis Valley Trail
- Memorial Overland Emigrant Trail
- West Shore Highway Crossing Improvements
- Truckee River Recreational Access Plan
- Trail and History Hub at Donner Summit
- Bike Repair Stations
- The Stages at Northstar, A multi-venue Performing Arts





Thank you!

Questions?