



Capital Projects Advisory Committee (CAP Committee)

Tourism Master Plan Grant Guide and Application FY 2021-22 Allocation

The Capital Projects Advisory Committee (CAP Committee) is soliciting applications for projects that implement Tourism Master Plan (TMP) priorities and benefit communities located in eastern Placer County for the award of Placer County Transient Occupancy Tax (TOT) funds.

The TMP was approved by the Placer County Board of Supervisors in 2015 and provides a road map for TOT investment in eastern Placer County. The TMP identifies several focus areas to support the tourism economy of eastern Placer County and positions the region to achieve the vision of the plan through the Tier 1 and Tier 2 priorities¹.

Grant Priorities

The Tourism Master Plan Grants Program focuses on visitor-serving capital projects identified in three focus areas of the TMP including **Visitor Activities and Facilities**, **Transportation** and **Visitor Information**². Example projects include:

- Trails
- Wayfinding and interpretive signage
- Bus shelters
- Sidewalks and pedestrian infrastructure
- Cultural facilities such as museums, interpretive centers, and public art

Please see project examples at:

<https://tot-tbidatwork.com/>

The CAP Committee reviews grant applications and recommends projects through the County Executive Office to the Placer County Board of Supervisors. The CAP Committee, co-chaired by Placer County and the North Lake Tahoe Resort Association, includes representatives of resorts, small business, residents, and visitors.

¹ Review Chapter 5 in the TMP for more information on Tier 1 and Tier 2 Priorities

² Review Chapter 5 in the TMP for more information on the focus areas

Eligibility Information

In order to be considered for funding, applicants must submit a complete proposal and include the templates attached to this application. The deadline for project proposals is **Thursday, October 14, 2021 by 5 p.m.** All information requested in this solicitation is mandatory unless otherwise indicated. Failure to submit any required attachments or complete all required application components will make the proposal incomplete. Incomplete proposals will not be submitted to the CAP Committee to be scored or considered for funding. The proposals must include the following:

1. Cover Sheet. (Page 5)
2. A project Scope of Work and schedule including project completion date. (Page 9)
3. Project summary, including Tier 1 or Tier 2 priorities addressed by the project.(Page 11)
4. Identification of a required minimum 10 percent match through other secured funding sources. Match requirement may be reduced for project planning, design and/or environmental review proposals. (Page 12)
5. Economic impact of the project. (Page 14)
6. Project budget worksheet including funding request, 10 percent matching requirement and in-kind contribution if applicable. (Page 16)
7. Letter(s) of support. (Page 23)
8. Proof of nonprofit or legal entity status including Form 990 or letter of incorporation.

FY 2021-22 Grant Cycle Timeline

Please note this schedule is tentative.

October 14, 2021 at 5 p.m.	Complete project proposals due
October 19, 2021	Chair and Vice-Chair application review
October 28, 2021	CAP Committee grant application review
November 09, 2021	Applicant interviews
November 18, 2021	Committee Deliberation/Recommendation
December 16, 2021	CAP Committee recommendations to Placer County Board of Supervisors
January-February 2022	Placer County staff prepares grant agreements for approved projects

*Note - Projects approved for this grant cycle will not receive funding until after Placer County Board of Supervisors approval and execution of a grant agreement between Placer County and grantee.

Grant Requirements

1. Eligible organizations include 501(c) nonprofits, government agencies and for-profit companies. Project must demonstrate public benefit and consistency with TMP priorities.
2. Project is consistent with TMP Tier 1 or Tier 2 priorities.
3. Must be a capital project that includes a proposal to build, restore, retain or purchase any equipment, property, facilities, programs or other items, including buildings, infrastructure, information technology systems; or other equipment, that is funded on a necessarily non-repeating, or non-indefinite, basis and that is to be used for the public benefit.
4. Projects must strengthen overall tourism economy.
5. Demonstrate need for infrastructure program or project.
6. Enhance visitor experience and economic value in eastern Placer County.
7. Clear description of how public funds will be used, including measurable results and benefits.
8. Quantifiable goals and objectives.
9. Secured funding or funding plan for future maintenance or ongoing operating expenses.
10. Measurable economic return on investment.
11. Feasibility under current regulations.
12. Project does not directly compete with or replace private enterprise.
13. Ten percent match (minimum requirement).

Indirect Cost

Applicants must provide a breakdown and justification for indirect cost charges using the budget worksheet on Page 16. Indirect costs represent the expenses of doing business that are not readily identified with the project function or activity, but are necessary for the general operation of the organization to conduct activities it performs.

Land Tenure Requirements

Applicants proposing projects on land owned by other entities must demonstrate support from the land owner. This may be achieved in a letter from the landowner. Planning proposals may be exempt if several sites are under consideration.

Letters of Support

All projects must include a letter(s) of support from businesses, nonprofits, government agencies and other community groups. A template is included on Page 23.

Match Requirements

This program requires a minimum 10 percent match of the total project cost. **Match requirement may be reduced for project planning, design and/or environmental review proposals.** Matching funds must be used to support the proposed project and be spent during the grant term. The project match can include in-kind contributions of up to 15 percent of the total match including donated goods, facilities and volunteer services. Please see the In-Kind Contribution Form on Page 18. If the project is chosen for funding, match commitment letters from the contributing entities will be required prior to execution of the grant agreement.

The match is calculated as a percentage of the total project budget, not as a percentage of the grant funds requested. See the example below for reference:

Total Project Budget	\$250,000
Local Match	\$25,000 (10%) of \$250,000
TOT Funds Requested	\$225,000 (\$250,000 - \$25,000)
In-Kind Match if applicable	\$3,750 (15% of \$25,000)

Project Evaluation

Each proposal will be ranked per the Grant Ranking Sheet included on Page 24. Please review prior to completing the grant application.

Project Proposal

Please **submit 1 pdf copy via email³** of your proposal to the following email addresses:

khopkins@placer.ca.gov

bonnie@gotahoenorth.com

lromack@placer.ca.gov

For questions regarding the application process, please contact Katelynn Hopkins at khopkins@placer.ca.gov or Lindsay Romack at lromack@placer.ca.gov.

³ Submit your application and other attachments via email clearly labeled with your organization's name in the file name.



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Tourism Master Plan Grant Proposal Template

The total application packet should be no more than **15 pages** including maps, appendices, literature cited or other required forms. Letters of support are not included in this total. If the application exceeds the maximum page limit it will be considered incomplete.

Date of Application:

Organizational Contact Information

Full Legal Name of Organization:		
Address:		
City:	State:	Zip Code:
Website:		
President/Exec. Dir.:		Title:
Phone #:	Email:	
Contact Person (if different):		Title:
Phone #:	Email:	

Tourism Master Plan Grant Proposal Request

Project Name:	
Application Type: <input type="checkbox"/> Planning/Design <input type="checkbox"/> Construction/Implementation <input type="checkbox"/> Other	
Project Term (Start/End Date):	
Total TOT Requested:	Total Matching funds:
Total In-kind Contributions:	Total Project Budget:
Geographic Area Served:	
TMP Priority:	
Brief project description:	

Check list of required documentation:

- Tourism Master Plan Grant Proposal
- Tourism Master Plan Grant Proposal Budget Worksheet (must agree with amounts listed above)
- Letter(s) of Support
- Proof of nonprofit or legal entity status
- In-Kind Contribution Form (if applicable)

SECTION I: ORGANIZATIONAL PROFILE

Please provide your organization's mission and vision statement.

Provide a brief overview of your organization's history and experience in managing and completing projects of a similar scope and scale.

Briefly describe the proposed project. Indicate if the project is new or continuing. If continuing, provide project funding history, accomplishment, funding shortfalls (If any) and explain why additional funding is needed.

SECTION II: PROJECT PROPOSAL

How does the project address a community need(s)? Is the project identified in other community plans? (Tahoe Basin Area Plan, transportation plans, other)

Will the project require maintenance? If so, how will your organization address maintenance needs and cost?

Does the project require outside agency approval? If so, please list the agencies below and status of the required approval. (i.e. Caltrans, U.S. Forest Service, Placer County, land owner etc.)

SECTION III: TOURISM MASTER PLAN

Tourism Master Plan Priority (Check all that apply)	
<input type="checkbox"/> Tier 1 priority	<input type="checkbox"/> Tier 2 priority

Does the project propose new and/or innovative solutions to address community priorities?

SECTION IV: FUNDING

Total project cost	
Total funds requested	
Identify other funding from secured sources	

Explain and justify all requested budget items and costs associated with the funding request.

Has the project secured the minimum match requirements? Provide clear description of how the match directly relates to the project's purpose, objectives, and approach.

Has the project been previously funded with TOT? If yes, what were the funds used for? Is this project complete or are there remaining funds?

Can the project accept partial funding? If yes, what is the minimum amount needed to successfully implement the project?

SECTION V: ECONOMIC BENEFIT

Geographic location:

Geographic Area Served (Check all that apply)	
<input type="checkbox"/>	Donner Summit
<input type="checkbox"/>	Kings Beach
<input type="checkbox"/>	Tahoe Vista
<input type="checkbox"/>	Carnelian Bay
<input type="checkbox"/>	Tahoe City
<input type="checkbox"/>	Squaw Valley
<input type="checkbox"/>	Northstar/Martis Valley
<input type="checkbox"/>	West Shore
<input type="checkbox"/>	Other _____

User Impact:

Estimated number of users	
Time of year	
Weekends	
Weekdays	

Visitor Attraction:

Percent of fulltime residents	
Percent of users out of the area (define location of visitor)	

Direct Impacts:

Jobs created for local residents	
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Indirect Impacts:

Tax Revenue Generated

Sales Tax	
Property Tax	
Transient Occupancy Tax	

Please describe how the project enhances visitor experiences in eastern Placer County.

SECTION VI: COMMUNITY SUPPORT/AGENCY COLLABORATION

Please document community support for the project. Please include project partners including government agencies, nonprofit organizations and/or other community groups. (Please see Page 3 in the TMP Grant Guide and Application for letter of support and land tenure requirements).



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Tourism Master Plan Grant Project Proposal Budget Worksheet

Line Item Description	Transient Occupancy Tax Funding Requested (\$)	Matching Funds (identify entities and amounts) (\$) ¹	In-Kind Contributions (identify entities and amounts) (\$) ²	Project Totals (\$)
Salary and Wages (specify position types utilized and rates)				
Staff Benefits				
Planning and Design				
Permitting				
Environmental Review				
Construction				
Equipment				
Materials and Supplies				
Public Outreach and Marketing				
Contractual Services (specify subcontractors, consultant services, travel)				
Total Direct Costs				
Indirect Costs (i.e. overhead) ³				
Total Costs				

¹ Additive total value of Matching Funds must be at least 10 percent of project grand total.

² In-Kind contributions cannot exceed 15 percent of the total Matching Fund requirement.

³ Provide indirect cost breakdown and justification below.

Please provide a breakdown and justification for inclusion of Indirect Costs (See page 3 for definition of indirect cost):



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Tourism Master Plan Award In-Kind Contribution Form

Instructions

Use the templates, or a similar form, on Pages 19 and 20 to document in-kind contributions. In-kind contributions are third-party donations of goods, facilities, or services used to meet the matching requirement for the award of Transient Occupancy Tax revenues. Your organization is not required to use these exact forms if your organization has other means to record the data.

Do not include property, facilities, or services contributed by your own organization. The third-party donations must be necessary and reasonable for the project.

On the form, show how the value of each contribution was determined by filling in the appropriate boxes:

- For donated goods,
 - provide a description and number of items,
 - date provided, and
 - the total fair market value of the items;
- For facilities,
 - the published rental rate and hours or dates the facility was used.
- For volunteer services (one person per form),
 - list the number of hours worked,
 - date(s) of service,
 - type of service, and
 - rate of pay.

Examples of completed in-kind contribution reports are on Pages 21 and 22 (**Example A and B**).

All in-kind items reported must:

- Be provided by a third-party, either an individual or an organization, not the grant recipient.
- Be for allowable costs and activities that were included in your approved project budget.
- Be supported by documentation that corroborates the fair market value of the goods or services provided.

If you have questions, please contact Katelynn Hopkins at khopkins@placer.ca.gov or Lindsay Romack at lromack@placer.ca.gov.

GRANTEE ORGANIZATION:

Organization: _____ Contract # _____

Project: _____

Authorizing Official: _____ Email: _____

Contact Person: _____ Email: _____

To the best of our knowledge, the below volunteer performed the listed service(s) on the specified date(s) and times.

VOLUNTEER DATA:

Volunteer's Name (Print): _____

Volunteer's Email: _____ Phone #: _____

Date(s) of Service:	Total Hours Worked:	Location(s) of Service:	Service Performed:	Fair Market Value of Service:

TOTAL _____

Rate based on:	
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- Rates for third-party volunteer services must be consistent with those paid for similar work. In those instances in which the required skills are not found, rates must be consistent with those paid for similar work in the labor market.
- For third-party in-kind contributions, the fair market value of goods and services must be documented and feasibly supported.

EXAMPLE B

GRANTEE ORGANIZATION:

Organization: Trail ABC Association Contract # 19-8765-4321
 Project: Trail Head XYZ Restoration
 Authorizing Official: Tom Garcia Email: tom@trailabcassoc.net
 Contact Person: Marc Smith Email: Marc@trailabcassoc.net

To the best of our knowledge, the below volunteer performed the listed service(s) on the specified date(s) and times.

VOLUNTEER DATA:

Volunteer's Name (Print): Sally Doe
 Volunteer's Email: doe@otto.net Phone # 555-555-5555

Date(s) of Service:	Total Hours Worked:	Location(s) of Service:	Service Performed:	Fair Market Value of Service:
8/1/21 - 8/5/21	10	Trail XYZ	Trail Design	\$500.00
TOTAL				<u>\$500.00</u>

Rate based on:	Standard rate for similar services in eastern Placer County \$50.00 an hour trail design work.
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- Rates for third-party volunteer services must be consistent with those paid for similar work. In those instances in which the required skills are not found, rates must be consistent with those paid for similar work in the labor market.
- For third-party in-kind contributions, the fair market value of goods and services must be documented and feasibly supported.



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Tourism Master Plan Grant Letter of Support Template

On letterhead of partnering organization

Insert Date

Capital Projects Advisory Committee
Placer County
Lindsay Romack, Management Analyst
775 North Lake Boulevard, P.O. Box 1909
Tahoe City, CA 96145

Dear Capital Projects Advisory Committee Members:

On behalf of *[partner organization's name]*, we would like to express support for the *[your organization's name]* grant application entitled *[project's name]* submitted for the 2018-19 Tourism Master Plan Grant.

3-5 Sentences [Explain why the organization supports this project. If applicable, note any contributions (staff, facilities, services) that the organization is committing to the project]

Thank you in advance for your consideration of the *[project's name]* funding request.

Sincerely,

[Name of responsible person in partnering organization]

[Title of responsible person in partnering organization]

[Name of partnering organization]

[Address of partnering organization if not in letterhead]



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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)

III. Tourism Master Plan Tier 1 and Tier 2 Priorities	
Capital project addresses a Tier 1 priority in key focus areas including Visitor Activities and Facilities. Projects include class 1 bike trails, mountain bike trails, capital replacement for trails and signage. (Maximum 50 points)	
Capital project addresses a Tier 2 priority in key focus areas including Visitor Activities and Facilities, Transportation and Visitor Information. Projects include bus shelters, sidewalks and pedestrian infrastructure, wayfinding signage, museums, interpretive centers and public art. (Maximum 30 points)	
Category Total	(Maximum of 80 Points)
IV. Funding	
The applicant has provided a clear description of how public funds will be used.	
The project budget and funding request are reasonable based on comparable projects costs.	
Indirect project costs are either covered by other funding sources or are justified per the proposal description.	
The applicant has taken steps to secure funding from other sources and has met minimum match requirements.	
Category Total	(Maximum of 20 Points)
V. Economic Benefit	
The project attracts visitors to the region and enhances visitor experience.	
The project supports tourism in eastern Placer County.	
The project creates jobs.	
The project generates revenue in eastern Placer County.	
Category Total	(Maximum of 10 Points)
VI. Community Support/Agency Collaboration	
The applicant has secured partners to achieve the project/program goals.	
Landowners (if applicable), agencies and/or stakeholders have been informed about the project and are partners or have expressed support.	
The applicant received letter(s) of support from government agencies and or community groups including nonprofit organizations, business groups and other.	
Public outreach and engagement have demonstrated broad public support for the project.	
Category Total	(Maximum of 10 Points)
Reviewer ranking of project application	Ranking total 150 points maximum

Bonus Points	
Match funds (cash only) exceed the required ten percent minimum. Bonus points should be assigned as follows: 1. 11%-30% (5 points) 2. 31%-50% (10 points) 3. Greater than 50 percent (15 points)	
The project has previously received TOT funds and met project goals as outlined in the agreement. (5 points)	
The project is identified in other community plans (Tahoe Basin Area Plan, transportation plans, other) (5 points)	
The project demonstrates a new and innovative approach to addressing community needs. (5 points)	
Category Total	(Maximum of 30 Points)
Reviewer ranking of project application including bonus points	Ranking total 180 points maximum