

# Klamath County's COVID-19 Emergency Response Grant Program

The application Process is Open from 8:00 am July 1 and closes at 5 pm July 31, 2020.

Recognizing that lodging tax collections have been hit especially hard during the COVID crisis, Klamath County is making an effort to support entities that receive Transient Lodging Taxes, and who use those funds for activities that seek to generate additional lodging taxes. To that end, Klamath County has established a COVID-19 Emergency Response Grant Program. This Program recognizes that the generation of tourism is/will be vital to economic recovery efforts.

Klamath County's COVID-19 Emergency Response Grant funds may be used with the goals of (i) generating lodging visits that result in generating more/additional Lodging Tax Revenues, (ii) preserving businesses by supporting selective operating expenses, and, (iii) protecting jobs. Total funding available is \$100,000. One-time grant requests may be up to \$25,000 depending on applicant and their 2020 budget. The anticipated award range will be from \$10,000 - \$25,000 per applicant. No cash match is required. One application will be accepted per eligible entity.

## **Eligible Applicants**

Eligible applicants include those listed below, and have been conducting business for the past five (5) years and can demonstrate direct work in support of improving the economic impacts of Klamath County's travel and tourism industry:

- Recipients of Klamath County Lodging Tax dollars, who have a contract to receive such dollars, from Klamath County, Oregon.
- Organizations who receive Lodging Tax dollars directly from Klamath County; and, those dollars represent more than 50% of that entity's total annualized revenues.
- Organizations who use those dollars to advance tourism in and throughout Klamath County.
- For-profit hotels/motels/lodging only.

## **Project Eligibility**

Funds may be used for: Marketing and promotional activities that seek to drive overnight stays which in turn generates additional lodging tax dollars. Additionally, grant dollars may be used to support business continuity expenses, including but not limited to, wages, business insurance, utility costs, and/or lease or rent payments.

## **Award Decision**

- Preference will be given to applicants who have program ideas that are likely to generate additional Lodging Tax Revenues,
- Preference will be given to applicants who face demonstrated severe financial hardship.

## To Get Started

Review and complete Klamath County COVID-19 Emergency Response Grant Guidelines available on the Application Documents Page. You can access the application at the link below.

<http://www.klamathcounty.org/200/Traditional-Tourism-Grant-Program>

## Timeline

- **May 29, 2020**—Program announced
- **July 1, 2020**—Online application opens
- **July 31, 2020**—Online application closes
- **August 7, 2020**—COVID-19 Emergency Response Grant Application status notification
- **May 31, 2021**—Project completion deadline (grant funds spent)