



**GLADSTONE CITY COUNCIL WORK SESSION  
CIVIC CENTER COUNCIL CHAMBERS  
July 26, 2022 - 5:30 PM**

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**5:30 p.m.**  
CALL TO ORDER  
ROLL CALL  
FLAG SALUTE

The City of Gladstone is abiding by guidelines set forth in House Bill 2560, which requires the governing body of the public body, to extent reasonably possible, to make all meetings accessible remotely through technological means and provide opportunity for members of general public to remotely submit oral and written testimony during meetings to extent in-person oral and written testimony is allowed. Therefore, this meeting will be open to the public both in person and virtually using the Zoom platform.

Please click the link below to join the webinar:  
<https://us06web.zoom.us/j/81876098894?pwd=MzRmVjM0TFUxSjBBZjZNSGV2ZWwUT09>

Passcode: 650297

Or One tap mobile :  
US: +16694449171,,81876098894#,,,,\*650297# or +17207072699,,81876098894#,,,,\*650297#

Or Telephone:  
Dial(for higher quality, dial a number based on your current location):  
US: +1 669 444 9171 or +1 720 707 2699 or +1 253 215 8782 or +1 346 248 7799 or +1 646 558 8656 or +1 646 931 3860 or +1 301 715 8592 or +1 312 626 6799 or +1 386 347 5053 or +1 564 217 2000

Webinar ID: 818 7609 8894  
Passcode: 650297

The public is welcome to attend the Work Session in person, or on-line however, no public comment will be allowed.

**REGULAR WORK SESSION**

- 1. THE GLADSTONE COMMUNITY EVENT SPONSORSHIP PROGRAM**  
City Administrator Betz, tourism consultant Lori Bell, and Jim Austin, the Development & Community Relations Coordinator from Oregon's Mt. Hood Territory will provide an overview of the use of transient lodging tax dollars and the proposed Gladstone Community Event Sponsorship Program.
  - A. Discuss Music Festival Proposal
  - B. Halloween

**ADJOURN**

**Upcoming Meeting Dates:**

- August 9, 2022 - Regular City Council Meeting - 6:30 p.m.
- August 23, 2022 - City Council Work Session - 5:30 pm
- August 31, 2022- Joint Meeting between City Council and Gladstone School Board- 5:30 pm (Gladstone High School).

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**MEETING ACCESSIBILITY SERVICES AND AMERICANS WITH DISABILITIES ACT (ADA) NOTICE**

The Civic Center is ADA accessible. Hearing devices may be requested from the City Recorder at least 48 hours prior to the meeting. Individuals requiring other assistance must make their request know 48 hours preceding the meeting by contacting the City Recorder at [bannick@ci.gladstone.or.us](mailto:bannick@ci.gladstone.or.us). Staff will do their best to respond in a timely manner and to accommodate requests.

# City of Gladstone Staff Report

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Report Date: July 12, 2022  
Meeting Date: July 26, 2022  
To: Gladstone City Council  
From: Jacque Betz, City Administrator

## AGENDA ITEM

Discussion regarding a proposed Gladstone Community Event Sponsorship Program

Joining us for this discussion is Jim Austin, the Development & Community Relations Coordinator from Oregon's Mt. Hood Territory and the City's tourism liaison Lori Bell. This program involves allocating Gladstone transient lodging tax dollars to qualified events.

The 2003 Oregon Legislature passed House Bill (HB) 2667 to establish a state lodging tax. A portion of the revenue this tax generates must go towards tourism promotion in Oregon. Tourism promotion means any of the following activities; "(a) Advertising, publicizing, or distributing information for the purpose of attracting welcoming tourists; (b) conducting strategic planning and research necessary to stimulate future tourism development; (c) operating tourism promotion agencies; and (d) marketing special events and festivals designed to attract tourists" (ORS 320.300(7)).

"Tourist" means a person who, for business, pleasure, recreation or participation in events related to the arts, heritage or culture, travels from the community in which that person is a resident to a different community that is separate, distinct from and unrelated to the person's community of residence, and that trip.

Included in the packet is a draft of the Community Event Sponsorship Program and Application. Jim Austin and Lori Bell will have a presentation on how Gladstone's transient lodging tax dollars should be allocated.

## RECOMMENDED STAFF ACTION

There is no staff recommendation for this item. If the City Council provides a consensus to move forward with the program then staff will bring it back for approval on the consent agenda at the August 9, 2022 City Council meeting.

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Department Head  
Signature

Date

  
City Administrator  
Signature

7-14-22

Date



### Gladstone Community Event Sponsorship Program

Thank you for your interest in hosting an event in the City of Gladstone. The 2003 Oregon Legislature passed House Bill (HB) 2667 to establish a state lodging tax. A portion of the revenue this tax generates must go towards tourism promotion in Oregon.

Tourism promotion means any of the following activities; "(a) Advertising, publicizing, or distributing information for the purpose of attracting welcoming tourists; (b) conducting strategic planning and research necessary to stimulate future tourism development; (c) operating tourism promotion agencies; and (d) marketing special events and festivals designed to attract tourists" (ORS 320.300(7)).

Funding for Gladstone tourism efforts, including some community events, comes from the Transient Lodging Tax (TLT) collected by all lodging properties in Gladstone from guests at their properties.

### Gladstone Event Sponsorship Program

The Gladstone Event Sponsorship Program is designed to assist the development/marketing of festivals and community events, and to improve or enhance existing festivals and events in Gladstone. This sponsorship requires a one-to-one cash "match" by the applicant and is payable only as reimbursement for agreed-upon expenses. Gladstone is interested in supporting projects that are aligned with proposed deliverables from the Gladstone Tourism Strategy. Community Events is one agreed area to support tourism in the city.

Sponsorship funds have a maximum up to \$5,000 per event and are available from one event per organization, per year. The Gladstone Event Sponsorship Program Fund is up to \$50,000. Criteria for the program includes:

- Must demonstrate partnerships that leverage TLT funds and create a broad economic impact for the destination served by the proposed event or festival.
- Funding is not intended to be an annual award for ongoing expenses.
- If designated for an existing festival or event funds must be used for expanded, new marketing or development plans.

#### Application process:

- Applications will be received on a quarterly basis (schedule below)
  - August 31<sup>st</sup> deadline for an award October 1<sup>st</sup>
  - November 30<sup>th</sup> deadline for an award January 1<sup>st</sup>
  - February 28<sup>th</sup> deadline for an award April 1<sup>st</sup>
  - May 31<sup>st</sup> deadline for an award July 1<sup>st</sup>

- Applications must be mailed to [contactform@ci.gladstone.or.us](mailto:contactform@ci.gladstone.or.us)

Application Review:

- A committee consisting of the finance consultant, one employee from the Mt. Hood Territory Destination Management, a representative from the hospitality industry, and the City's tourism consultant will review applications. Each application will be rated against the listed criteria and recommendations will be made to the City Administrator for final award notifications.

A brief written report (outline provided upon receipt of sponsorship award) must be submitted to the City of Gladstone, City Administrator, within 30 days of the event conclusion.

Application Rating Criteria:

**These rating criteria are used by the City of Gladstone to evaluate event sponsorship applications. Applications with less than 6 points will not be eligible for funding.**

**(Maximum points earned per each criterion-2)**

1. Festival/Event has written support of the community, local businesses, civic organizations, and/or chamber of commerce.
2. Staff/volunteers have festival management experience and/or professional consulting.
3. Overall application demonstrates a project ready to move forward and a high likelihood of success.
4. Multiple sources of funding and/or earned income for the festival/event are secure and confirmed. Proof of 501c3 organization or private business sponsorship is provided.
5. Festival/event is identified in the Gladstone Tourism Strategy. A community event must relate to existing city products or assets and is in an accessible and "visitor-friendly" location.
6. Festival/event has measurable goals for economic impact on the community, expressed in terms of visitor spending and/or room nights sold, and the application demonstrates potential for positive economic impact.

**If festival/event or sponsoring organization has received Gladstone TLT funding in the past and the previous activity was incomplete or unsatisfactorily managed, there is potential to have up to six points deducted from final score.**

The rating of this application will be based on the above detailed criteria and within the frameworks of the Gladstone Tourism Strategy, which can be found here: [Link to City of Gladstone document](#).



**Festival/ Community Event Sponsorship *Application Cover Page***

**PLEASE EMAIL YOUR APPLICATION AND SUPPORTING DOCUMENTATION TO  
CONTACTFORM@CI.GLADSTONE.OR.US**

Application submitted by: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Total amount of matching funds requested: \_\_\_\_\_

Application submitted for: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: Fax: \_\_\_\_\_

Organization Federal ID number: \_\_\_\_\_

Nonprofit: YES NO If YES, type of nonprofit: \_\_\_\_\_

Festival/Community Event Title: \_\_\_\_\_

Physical location, date, and times of Festival/Event: \_\_\_\_\_

Provide a copy of the IRS certification letter or IRS file # as proof of 501c3 status:

Classify your Festival/Community Event (please check one):

\_\_\_\_ DEVELOPMENT

\_\_\_\_ MARKETING project

\_\_\_\_ NEW COMMUNITY EVENT

\_\_\_\_ ESTABLISHED COMMUNITY EVENT

Festival/Event Date: Funding Requested: \$ \_\_\_\_\_

## Event Sponsorship Program Application

1. Festival/Event description: (What is this festival/community event celebrating? Why is it being held?) *(Answer requires a fifty-word minimum)*

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2. Explain how this Festival/Community Event fits into Gladstone community/city's overall tourism plan *(Answer requires a fifty-word minimum)*

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3. List all other organizations/groups involved in this Festival/Community Event and explain their role: *(Answer requires a fifty-word minimum)*

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4. Explain the funding sources for your Festival/Event. Include major sponsors/vendors.

5. List Festival/Event management experience at both the staff and volunteer level and/or professional event consultation. *(Answer requires a fifty-word minimum)*

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6. Describe the target audience/attendees or participants for your Festival/Event. How many attended in the past? How do you learn about your audience profile? What is your projected attendance? *(Answer requires a fifty-word minimum)*

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7. Describe the Festival/Community Event's potential for attracting overnight visitors to Gladstone. Explain why someone would travel fifty miles or more to come to your Festival/Community Event. Include lodging partners, advertising/promotion efforts, and any other relevant information: *(Answer requires a fifty-word minimum)*

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8. Target Markets Product/Theme Areas *(Check all that apply)*

Meetings     Agritourism     Leisure     Recreation     Packaged Travel  
 Heritage/Cultural     Other (explain) \_\_\_\_\_

9. Submission of this application signifies that you agree to the terms and conditions set forth by the City of Gladstone (initial each line, your initial indicates you agree with the following):

- Approved use of Gladstone city logo
- Approved Special Events Permit
- Sharing of Zip Code and Attendance Information
- One-page, post-event report due within 30 days of Event)

Applicant Signature: \_\_\_\_\_