RESOLUTION 2016-12

A RESOLUTION ESTABLISHING POLICIES AND PROCEDURES FOR THE TRANSIENT ROOM TAX FUND ADVERTISING REIMBURSEMENT PROGRAM.

WHEREAS, the State of Oregon Revised Statutes provide for the expenditure of lodging tax revenues to be spent on promotional advertising and marketing to increase tourism; and

WHEREAS, the Garibaldi Budget Committee has approved a budget for FY 2016-2017 to support a program that provides a shared-cost reimbursement for advertising purchased by local businesses that promote the City of Garibaldi as a tourist destination; and

WHEREAS, Resolution 2015-12 re-established administrative guidelines for processing advertising reimbursement requests from the public and that resolution expires 30 June 2016,

NOW THEREFORE, THE COMMON COUNCIL OF THE CITY OF GARIBALDI RESOLVES AS FOLLOWS:

Section 1. Program, The Advertising Reimbursement Program is hereby established for the purpose of subsidizing businesses and organizations in the cost of advertising that is reasonably expected to generate overnight, non-resident occupancy within Garibaldi. This program is funded through the Transient Room Tax fund, and all encumbrances associated with this program are to be within amounts as approved and adopted for the FY 2016-2017 City of Garibaldi Budget.

Section 2. Committee. A sub-committee ("committee") consisting of the Mayor or a delegated Council member and City Manager will review all requests as submitted to the City of Garibaldi for reimbursement through this program and approve requests that qualify under the policies and procedures outlined in this resolution.

Section 3. Applicant. Any group or individual ("applicant") may request that the City pay for committee-approved advertising. An applicant may qualify for reimbursement through this program provided they; 1) are a licensed business in the City of Garibaldi; or 2) a non-profit organization, including but not limited to civic and governmental entities, that operates, or has a primary interest, in Garibaldi.

Section 4. Advertising. Qualifying advertising includes print, radio, televised, or internet advertising, and can include any marketing materials such as brochures, posters, fliers, websites, etc.... for the committee to determine that submitted advertising qualifies for reimbursement it must; 1) promote the City of Garibaldi as a destination; and 2) be likely to generate over-night occupancy within the City of Garibaldi or be for the promotion of special events sponsored by non-profit organizations; and 3) be completely paid for by the applicant; and 4) be published, aired, online or otherwise implemented by whatever means is appropriate for such form of advertising prior to receiving a reimbursement request.

Section 5. Submissions. Any request for advertising reimbursement should be made in writing and must include a form attached to this document as **Exhibit A**. Sufficient documentation of the advertising (i.e. audio or video recording, tear-sheet, brochure, website address and printouts); copy of the invoice, bill or agreement that provides sufficient information to determine what services were paid for; and a proof of payment of the advertising (i.e. canceled check or receipt), must be included with the submission. Deadlines for submissions are 5:00 p.m. on September 30, 2016, and 5:00 p.m. on March 31, 2017.

Section 6. Approval. The committee will review all requests made prior to September 30, 2016, and March 31, 2017, for completeness and compliance with the criteria of this resolution. The committee will approve reimbursement of each qualifying submission for up to one-half of the applicant's total advertising cost. Approved requests will be entered into the City's payment cycle and paid within 45-days

of approval. The committee has full authority for determining whether a request will be reimbursed up to one-half or less based upon available funds and the total amount requested through all submissions. No requests will be accepted after March 31, 2017 for 2016-2017 Fiscal Year.

Section 7. Indemnification. Applicants agree to defend, indemnify, protect and hold harmless the City from and against any suit, administrative proceedings, claims, damages or liability that may arise from the procedures outlined in this resolution. The City's name will not appear on any advertising contracts and the City will only reimburse the approved amount to the applicant. Any unreported or unpaid charges, fees, penalties or interest are the responsibility of the applicant and not of the City.

Section 8. Expiration. This Resolution expires June 30, 2017.

PASSED BY THE COMMON COUNCIL AND APPROVED BY THE MAYOR, this 20th day of June 2016.

Hon. Suzanne McCarthy, Mayor

ATTEST:

John O'Leary, City Manager

Attached - **Exhibit A** – Advertising Reimbursement Request Form

GF-123-16 City of Garibaldi, Oregon **GF-123-16**

City Hall • 107 6th St. (P.O. Box 708) • Garibaldi, OR 97118 • Phone (503) 322-3327 • Fax (503) 322-3737 • www.ci.garibaldi.or.us

ADVERTISING REIMBURSEMENT REQUEST

The City of Garibaldi has established a reimbursement program for local businesses who advertise with the intent of attracting non-residents to the City of Garibaldi. Any group or individual ("applicant") may submit a request for reimbursement of qualifying advertisement provided they are a licensed business in Garibaldi, or a non-profit organization, or other civic or governmental organization that has an economic interest in Garibaldi. Advertising that qualifies for reimbursement must:

1) promote the City of Garibaldi as a destination; and
2) be likely to generate over-night occupancy within the City of Garibaldi or be for the promotion of special events sponsored by non-profit organizations; and
3) be completely paid for by the applicant; and
4) be published, aired, online or otherwise implemented by whatever means is appropriate for such form of advertising prior to the City receiving a reimbursement request for said advertising.

Requests for reimbursement must in include:

1) this form as completed and signed by the applicant; and
2) sufficient documentation of the advertising (for example – audio or video recording, tear-sheet, brochure, website address and printouts, etc...); and
3) a copy of the invoice, bill or agreement that provides sufficient information to determine what services were provided; and
4) proof of payment of the advertising (for example – canceled check, receipt for payment, etc...).

Deadlines for submissions are 5:00 p.m. on September 30, 2016, and 5:00 p.m. on March 31, 2017. All applications will be reviewed by a sub-committee ("committee") of the City Manager and the Mayor. All committee decisions are final. The maximum reimbursement will be fifty percent (50%) of the total amount spent by the applicant on the advertising subject to this application, and reimbursement requests may be modified at the discretion of the committee.

Applicants agree to defend, indemnify, protect and hold harmless the City from and against any suit, administrative proceedings, claims, damages or liability that may arise from the procedures outlined in this application or the enabling resolution of the City Council that creates this program. The City's name will not appear on any advertising contracts associated with the applicant, and the City will only reimburse the amount to the applicant approved by the committee. Any unreported or unpaid charges, fees, penalties or interest are the responsibility of the applicant and not of the City.

Applicant Name (individual or business/organization): _____

Mailing Address: _____ Phone Number: _____

Total Amount Spent by Applicant on Advertising (only what is included in this request): _____

☐ Tear Sheets/Recordings/Other Documentation of Advertising Attached ☐ Copies of Invoices/Bills/Statements Attached

☐ Copies of Canceled Checks/Credit Card Statements/Other Proof that Advertising Has Been Paid For By Applicant

Signature: _____ **Date:** _____ Email: _____