




CITY OF ASTORIA
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TO: Tourism Organizations
FROM: Hilary Norton, Finance Director 
DATE: January 2, 2025
SUBJECT: Tourism Organization Funding Application
Fiscal Year Beginning July 1, 2025

The Astoria City Council has requested that all tourism promotion agencies requesting funding from the Promote Astoria Fund shall apply for funding each year. The Promote Astoria Fund receives its funding from Transient Lodging taxes. Funds must be used as allowed by ORS 320.300. The amount of funding will depend on resources available, and will be finalized during the annual budget process. Awards will not be final until the 2025-2026 Fiscal Year Budget is adopted by the City Council in June 2025.

Who May Apply?

Applicant must be a nonprofit organization tax exempt under IRC 501(c)(3), organized for charitable, educational, scientific, or literary purposes; or, under IRC 501(c)(4) as a civic league, or social welfare organization; or, under IRC 501(c)(6) as a Chamber of Commerce, business league, etc.; or, a social club, or fraternal organization under 501(c)(7), 501 (c) (8), or 501(c)(10). In addition, an organization may be a Federal, state, or local governmental unit. If tax-exempt under IRC 501 (c), the determination letter from the Internal Revenue Service is required to apply. If an applicant is not registered as one of the 501(c) designations above they may partner with another 501(c) registered organization which can serve as a sponsor, as long as the non-profit intent is maintained.

Funding Eligibility

Funding must be used for tourist promotion, funding a tourist promotion agency, or for a tourism-related facility as defined in ORS 320.300

- Organization or program must operate between **July 1, 2025 and June 30, 2026**.
- Applicant must demonstrate how this organization or program will promote or increase tourism in Astoria.
- Oregon Revised Statute 320.300 describes (in part) **acceptable uses** of the Promote Astoria Fund as follows:

(7) "Tourism promotion" means any of the following activities:

- (a) Advertising, publicizing or distributing information for the purpose of attracting and 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.
- (8) "Tourism promotion agency" includes:
- (a) An incorporated nonprofit organization or governmental unit that is responsible for the tourism promotion of a destination on a year-round basis.
 - (b) A nonprofit entity that manages tourism-related economic development plans, programs and projects.
 - (c) A regional or statewide association that represents entities that rely on tourism-related business for more than 50 percent of their total income.
- (9) "Tourism-related facility" means:
- (a) A conference center, convention center or visitor information center; **and**
 - (b) Other improved real property that has a useful life of 10 or more years and has a substantial purpose of supporting tourism or accommodating tourist activities

Funding Priorities

Priority will be given to organizations and activities that have the greatest impact within the city limits of Astoria and the immediate surrounding areas.

Funding is granted for no more than a one year period of time, per application.

Funding will be made available each year based on the resources available in that budget year. Transient Lodging Tax revenue is variable and impacted by economic conditions and events. The level of funding available will vary from year to year, and no specific amount of funding is guaranteed to any organization or agency. Amounts will be determined by the Budget Committee each year as part of the annual budget process.

Applications

Applications may be dropped off or mailed to 1095 Duane St, Astoria, Oregon 97103 or sent in PDF format to rquigley@astoria.gov. Questions may be directed to Ryan Quigley via e-mail. Notification of allocation will be made upon budget adoption by the City Council in late June. If funding is awarded to your organization, you will need to sign an agreement with the City. Contracting organizations shall provide semi-annual financial reports (using forms provided by the City), by August 1 and February 1, covering the six months ended June 30 and December 31, respectively, of each year. These reports shall provide a verified listing of the expenditures with adequate narrative, so the City can be satisfied as to the appropriateness of the expenditures. Contracting organizations must submit both forms to be eligible to receive funding for the following fiscal year.

APPLICATIONS ARE DUE BY END OF BUSINESS (5:00 PM PST) ON FEBRUARY 28, 2025