

Highway 1 Tourism Alliance (H1TA)
TOURISM INFRASTRUCTURE/BEAUTIFICATION PROJECTS
Local Fund Area Support Guidelines & Application
Updated: April 2025

We appreciate your interest in partnering with our Local Fund Area (LFA) for support of your infrastructure and/or beautification project. We are pleased to receive your application for review, and look forward to learning more about your project, and how it supports out-of-county visitors, which is our primary mission.

A tourism infrastructure and/or beautification project is defined as a one-time project that enhances our unincorporated community's cultural, environmental, recreational or historical assets that will benefit the visitor, and the resident, alike.

The Local Fund Areas (LFAs) support projects that are directly related to drawing tourists to our unincorporated regions, and your project must exist within one of the following areas:

San Simeon	Los Osos/Baywood/Unincorporated Morro Bay
Cambria	Nipomo/Oceano
Cayucos	Arroyo Grande Unincorporated/San Luis Obispo Unincorporated
Avila Beach	

Because the grants are funded by LFA funds, we must adhere to certain standards as we consider each request. If the LFA board chooses to support your funding application, the Highway 1 Tourism Alliance (H1TA) Board will then review each application, and will provide the final approval to support or deny funding requests. Funding requests under \$4,999 will be reviewed by a sub-committee of the H1TA Board consisting of the Chair and San Luis Obispo County representative. This sub-committee has the authority to approve, deny or bring to the full H1TA Board for approval. All funding applications are reviewed and approved at the next available H1TA Board meeting following the LFA board meeting.

Funding applications must be **submitted to LFA board a minimum of 60 days prior** to the project launch date, and a **minimum of 14 days before the LFA board meeting date**.

Criteria for Application Consideration:

- **Preservation** of historical and cultural assets
- **Enhancement** of the overall beauty and/or infrastructure of a CBID unincorporated community
- **Improvement** visible within the community
- **Usability** by the community, and by visitors to that community

All paperwork should be filled out completely prior to submission and be accompanied by supporting documents. All items below need to be included in order for your submission to be considered complete:

- All questions within the application addressed with thorough, complete answers
- Detailed budget and narrative of your project
- Project completion report must be provided once the project is concluded

Action required by LFA boards: Included with the application submission and supporting documents provided by the requesting organization, the LFA board minutes must clearly outline why the LFA board is considering the funding request and how it directly supports tourism infrastructure and beautification.

If you meet these criteria, please advance to the requirements and application details.

Highway 1 Tourism Alliance
Local Area Fund Infrastructure and Beautification: Application

Project Title: _____

Completion Date: _____

Amount of funding requested: _____ Overall budget: _____

Organization Information:

Local Area: _____

Submitted by: _____ Phone: _____ E-mail: _____

Organization receiving funds: _____

Mailing Address: _____

Contact Person: _____ Phone: _____

Please complete the following:

Briefly describe your organization and its mission.

Provide a detailed description of the project, and what will be achieved with the LFA funding.

How will the project be beneficial to residents and visitors of the unincorporated LFA?

Describe your organizational capacity to successfully carry out the project. What parts, if any, of the project will be contracted out? List the proposed contractors.

If appropriate, provide any drawings, pictures or other visual documentation of what your project will look like.

Will your project require approval or permitting by an advisory board or public entity (ie; County or Services District)? Is so, please provide support that these requirements have been met.

As part of your application submission, please include a detailed budget. Although the cost of insurance, salaries and equipment may be a part of the initial project (i.e. necessary to carry out the project); LFA funding **will not be used** to maintain the project or to pay for insurance, salaries, or equipment.

1. Provide a detailed budget with a list of any contractors and their associated costs.
2. Provide a budget narrative that:
 - a. describes each line item;
 - b. describes all sources of funding for the proposed project;
 - c. describes funding that is not yet secured and the subsequent timeline for securing such funding.

Please provide a project timeline and note that all projects must be completed within 1 year of funding.

Note if your organization has received project funding in previous years, include a project completion report as part of your application submission. If funded, a project completion report will need to be submitted 60 days following the conclusion of your project.

Before signing the statement below, please confirm that each of the following is included within your submission:

- _____ Completed & signed Application
- _____ Completed & signed w9
- _____ Financials
- _____ Prior year project report (if local fund monies have been provided in the past)
- _____ Submitting 60 days prior project launch, and 14 days prior to the LFA board meeting

APPLICANT'S STATEMENT

I have reviewed the foregoing application submitted by _____ proposing a contractual project to the Highway 1 Tourism Alliance (H1TA). I understand that by signing the contract with the H1TA, that the organization will be responsible for any damage claims or other liabilities arising out of the performance of the contract. Additionally, the applicant understands that he/she is entering into a contract with the H1TA for a specific program/project and/or event and the H1TA is not making a charitable gift to the applicant. I have reviewed this application on behalf of the organization named herein-above. I am informed and believe that the applicant and/or organization can and will carry out the program/project and/or event as described.

I declare under penalty of perjury that the foregoing is true and correct. Executed at,
_____, California, on this _____ day of _____, 20_____.

By (Signature): _____

Print Name: _____

Title: _____

Revised: May 01, 2025

Local Fund Area Chair

Date

Local Fund Area Co-Chair

Date