

City of Sedro-Woolley 2018 Lodging Tax/Tourism Promotion Funding Application and Guidelines

2018 funding requests are now being accepted by the City of Sedro-Woolley. Applications for Lodging Tax/Tourism Promotion Funding are due September 5, 2017 at the Finance Office in City Hall.

What Can be Funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- tourism marketing,
- marketing and operations of special events and festivals,
- operations of tourism-related facilities owned or operated by nonprofit organizations,
- operations and capital expenditures of tourism related facilities owned by the City of Sedro-Woolley.

Who May Apply?

The 2018 funding program is open to organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in Sedro-Woolley by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to Sedro-Woolley and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, travelling 50 miles or more, or coming from another state or country.

Selection and Award Process

Funding of the program and specific awards are dependent on recommendations of the City's Lodging Tax Advisory Committee (LTAC). The LTAC will receive all applications and recommend a list of candidates and funding levels that will be forwarded to the Sedro-Woolley City Council for final determination. **Funds will be awarded on a competitive basis**, and applicants will be notified following City Council decision. Grant awards will be distributed on a reimbursement basis.

The LTAC and City Council will make awards based on the most competitive applications that meet the criteria for funding. The City and/or LTAC may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

Application Requirements

All organizations seeking funding under this program must submit a completed application form in order to be considered for funding. Incomplete applications will not be considered by the Lodging Tax Advisory Committee.

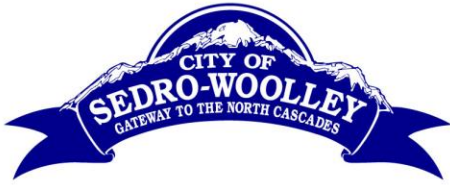
Applications must be received at Sedro-Woolley City Hall by 5:00 p.m. on September 5, 2017. Please submit only one fully completed and signed original. All applications must be able to be clearly reproduced in black and white.

Sedro-Woolley City Hall mailing address: Lodging Tax Advisory Committee
Finance Department
325 Metcalf Street
Sedro-Woolley, WA 98284

For more information contact Patsy Nelson at 360-855-9925 or by email at pnelson@ci.sedro-woolley.wa.us

Organizations awarded funds will be required to:

- execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment
- obtain all legally required special events permits, licenses, insurance and approvals
- acknowledge the City's contribution in formal promotional materials and efforts (ie: City logo, etc.)
- submit a post-event activity report to the City describing the total number of travelers generated in each visitor category. The City will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC).



City of Sedro-Woolley 2018 Tourism Promotion Funding Application

Applicant Information	
Organization Name:	
Event Name:	
Amount of Funding Requested:	
Address:	
Website:	
Contact Person:	
Contact Phone Number:	
E-mail:	

Project Summary
Provide a Description of the Project Activity:

How will requested funds be used for tourism promotion, marketing special events, tourism-related events/festivals or operation of tourism-related events/festivals?

State required information about the Agency's project	Enter amount
Total amount anticipated to be spent on the project	\$
1. Estimated total attendance	
2. Estimated number of attendees traveling 50+ miles	
3. Estimated number of attendees from out of state	
4. Estimated attendees paying for overnight lodging	
5. Estimated attendees <u>not</u> paying for overnight lodging	
6. Estimated number of paid lodging nights (1 lodging night equals 1+ person occupying 1 room for 1 night)	

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories. Note: The City must report this information to the Washington State Legislature's Joint Legislative Audit and Review Committee.

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved Sedro-Woolley logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the Lodging Tax Advisory Committee that are open to the public under RCW 42.30.

Organization Representative Name

Organization Representative Signature

Date