

City of Electric City

2017 Lodging Tax Funds

General Information

INTRODUCTION

The objective of the Electric City Lodging Tax Advisory Committee Process is to support projects which encourage eligible tourism and cultural activities and support tourism facilities in Electric City. Eligibility of applications and projects is defined broadly to encourage wide participation and innovative proposals. The source of the funds is the City's share of lodging tax collected on overnight stays within Electric City. Electric City will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies. Disbursement of funds occurs post-event and is based upon completion of the Post Event Report.

The general application period shall be open on September 1 and will close on September 30.

Each event requires a separate Event Form

PROJECT ELIGIBILITY

Legislation provides authority for cities to adopt a lodging tax of up to four percent. Electric City currently collects the maximum allowed by the law. The law allowed the use of lodging tax revenues in either of two broad categories: tourism promotion or tourism-related facilities.

1. **"Tourism promotion"** means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists. RCW 67.28.080

2. **"Tourism-related facility"** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities. RCW 67.28.080

3. Use of Lodging Tax

(1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization for:

(a) Tourism marketing;

(b) The marketing and operations of special events and festivals designed to attract tourists;

(c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or

(d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended. RCW 67.28.1816

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within Electric City.
- Promote Electric City and/or events, activities, and places in Electric City to potential tourists from outside Grant County.
- Have demonstrated history or success in Electric City, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership
- Provide, maintain, operate or enhance City-owned tourism facilities or infrastructure.

ELECTRIC CITY LODGING TAX ADVISORY COMMITTEE CONSIDERATIONS

In developing its recommendation, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Treasurer.
- Its qualification for use of lodging tax revenues
- Thoroughness and completeness of the proposal
- Projected economic impact within Electric City, in particular projected overnight stays in Electric City lodgings.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- The applicant's history of tourism promotion success
- The applicant's financial stability

Application Instructions and General Guidelines

Application Deadline: Friday, September 30, 2016 at 4:30 p.m. – received at City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. Incomplete and/or late applications will not be considered. Application may not be changed or amended by the applicant after the deadline for submission.

Submit original and three copies to:

City of Electric City
Office of City Clerk
PO Box 130
Electric City, WA 99123

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from Electric City.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organization's business plan, if you have one.
5. (Optional) Brochures (3 copies) or other information about your event/activity/activity/facility, in particular items showing recent tourism promotion efforts.

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

**City of Electric City
2017
Event Promotion Request
Hotel/Motel Funds**

For Office Use Only
Approval Date: _____
Amount: _____
Signature: _____

Name of Organization: _____

Address/Zip: _____

Phone: _____

Organization Contact person & Title: _____

Organization Contact Phone: _____

Organization email: _____

Organization Federal Tax ID #: _____ UBI Number: _____

Organization is a (select one): _____ Government Entity
_____ 501 (c) 3
_____ 501 (c) 6
_____ Other _____

(Note: You must submit 501(c)3 or 501(c)6 approval documentation)

Supplemental Questions – You may use this form or a separate sheet of paper for answers.

Each event requires a separate Event Form.

1. Description your tourism-related activity of event.

- **If an event, list the event name, time, dates(s) and projected overall attendance.**

Event Name: _____ Event Date: _____

Overall Attendance: _____

- **Describe why tourists will travel to Electric City to attend your event, activity/facility.**

2. Some of the following estimates are required by State law.

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility:	
b. Number of people who will travel more than 50 miles for your event/activity:	
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state:	
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Electric City or the Electric City area:	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations in Electric City or the Electric City area:	
f. Number of paid lodging room nights resulting from your proposed event/activity/facility:	

What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or your event may be able to be tracked by a partner hotel/motel/resort who offers a special rate?)

3. Describe the prior success of your event/activity/facility in attracting tourists:

4. Describe your target tourist audience (location, demographics, etc.):

5. Describe how you will promote your event/activity/facility to attract tourists:

6. Describe how you will promote lodging establishments, restaurants, and businesses located in Electric City.

7. Are you applying for Lodging Tax Funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested:

8. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Electric City Lodging Tax Fund?

9. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

PROPOSAL CERTIFICATION

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That if my application is approved I will sign the contract within 60 days of the approval date.
- That if my application is approved I will provide the Post Event Report to the City of Electric City in compliance with the application reporting requirements within 60 days of the event and that I may be subject to a state audit of expenditures for the lodging tax funds.

Certified by:

Signature: _____ Date: _____

Print Name/Title: _____

Submission Checklist

For office use only

Please mark “yes” or “no” to each criteria below:

- _____ Applicant filled out the proper application version for this grant cycle.
- _____ Applicant answered each question.
- _____ A budget is attached which includes revenues, expenses and anticipated profit or loss.
- _____ The applicant has signed and dated the certification statement required on page 3 of the Event Promotion Request application.
- _____ The application was submitted on time.
- _____ Proof of non-profit status is included (if applicable).

City of Electric City Post Event Report 2017 Lodging Tax Funds

After your event please complete this form and return it to:
City of Electric City, PO Box 130, Electric City, WA 99123

Event Name: _____ Event Date: _____ Organization Name: _____

Address/zip: _____ Phone: _____

Applicant Name: _____ Home Phone: _____

Address/zip: _____ Work/Cell Phone: _____

Funds Allocated: \$ _____ Total Event Expenditures: _____ Total Event Revenue: _____

- a.) Overall Attendance at your proposed event/activity/facility: _____
- b.) Number of people who traveled more than 50 miles for your event/activity/facility: _____
- c.) Of the people who traveled more than 50 miles, the number of people who traveled from another country or state: _____
- d.) Of the number of people who traveled over 50 miles, the number who stayed overnight in Electric City or the Electric City area.: _____
- e.) Of the people staying overnight, the number of people who stayed in PAID accommodations in Electric City or the Electric City area: _____
- f.) Number of paid lodging room nights resulting from your proposed event/activity/facility.: _____

Provide a detailed itemized expenditures account of how the allocated funds were spent on Tourism Promotion. Please attach receipts for all expenditures (please attach additional sheets).

	Amount \$
_____	\$: _____
_____	\$: _____
_____	\$: _____
	TOTAL \$: _____

Describe in detail the marketing and promotion methods that were used to attract visitors (more than 50 miles out of town) to your event (please attached samples, use additional sheets if necessary).

A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity/facility. Please attach survey data and/or supporting information.

Use of lodging tax revenue for "tourism promotion" must satisfy the following state requirements: Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs. "Tourist is defined as person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure recreation, education, arts, heritage, or culture.

I certify that the Lodging Tax Funds received were used solely for tourism promotion as defined by RCW 67.28.1816.

Applicant Signature: _____ **Date:** _____

Printed name: _____