



AGENDA

Lodging Tax Advisory Committee

1:00 p.m., Tuesday, January 23, 2018

Tukwila City Hall, Hazelnut Conference Room
(6200 Southcenter Blvd; Tukwila, WA; 98188)

1. Welcome and Introductions
Councilmember Dennis Robertson
2. Approval of Agenda (ACTION ITEM)
Councilmember Dennis Robertson
3. Approval of Minutes
 - a. *October 24, 2017 meeting.*
4. Branding Update and 2018 City Branding and Marketing Work
Brandon Miles, Business Relations Manager
5. 2018 Lodging Tax Advisory Committee Schedule and Work Items
Brandon Miles, Business Relations Manager
6. City of Tukwila General Administration Application
Brandon Miles, Business Relations Manager
7. Lodging Tax Application Form Discussion
Brandon Miles, Business Relations Manager
8. 2018 Lodging Tax Appointments
Brandon Miles, Business Relations Manager
9. Roundtable
All
10. Adjourn

Next Scheduled Meeting: When: 1:00 p.m. Tuesday, February 27, 2018
Location: TBD



MEETING MINUTES

Lodging Tax Advisory Committee

1:00 p.m., Tuesday, October 24, 2017

Tukwila City Hall, Hazelnut Conference Room

(6200 Southcenter Blvd; Tukwila; 98188)

DRAFT

COMMITTEE MEMBERS PRESENT

Jim Davis, Ben Oliver, Becky Smith, Dan Lee, Miesa Berry, and Ashely Messmer

COMMITTEE MEMBERS ABSENT

Kathy Hougardy and Owen Leinbach

CITY STAFF

Derek Speck, Economic Development Administrator

Brandon Miles, Business Relations Manager

Tracy Gallaway, Parks and Recreation Superintendent

Mia Navarro, Community Engagement Manager

Chair Hougardy was unable to attend the meeting and prior to the meeting asked Jim Davis to chair the meeting.

Pro Tem Chair Davis called the meeting to order at 1:34 P.M.

Welcome and Introductions – Pro Tem Chair Davis asked for everyone to give a quick introduction.

Approval of Agenda- Agenda was approved by 6-0 vote.

Approval of Minutes – LTAC approved the minutes for the September 26, 2017 meeting by a 6-0 vote.

Tukwila's Amazon HQ2 Proposal – Derek Speck, Economic Development Administrator provided an overview of Tukwila's proposal to respond to Amazon's RFQ looking for a location for a 2nd headquarters. Mr. Speck noted the proposal was being coordinated the Seattle-King County EDC. Several members asked questions regarding the proposal.

Draft Public Arts Plan – Tracy Gallaway, Parks and Recreation Superintendent provided a brief update on the City’s Public Arts Plan. The Plan outlines how the City will expand art throughout the City, including spending the 1% for art from public properties. LTAC members asked questions regarding the Plan and next steps.

Public Safety Plan – Mia Navarro, Community Engagement Manager provided an update on the public safety plan, with information regarding preferred site selection for the three fire stations, justice center, and public works shop. Ms. Navarro outlined next steps in the process for property acquisition and construction.

Tukwila Branding – Brandon Miles, Business Relations Manager provided an update on the Tukwila Branding Effort. Mr. Miles provided an outline of the work done to date and next steps. Mr. Miles then walked the LTAC members through the proposed brand design manual, which shows the proposed landmarks and colors. He also showed some of the proposed uses, including a design of a gateway sign. LTAC members discussed the current signs in the City and noted how the concept design shown looked better than the old signs.

Meeting adjourned at 2:30 p.m.

Application to the City of Tukwila for Use of 2018 Lodging Tax Funds

Event or Activity Name (if applicable):	General Administration
Amount of Lodging Tax Requested:	\$65,164
Applicant Organization:	City of Tukwila, Mayor's Office
Federal Tax ID Number:	91-6001519
Mailing Address:	6200 Southcenter Blvd Tukwila, WA 98188
Primary Contact Name:	Brandon J. Miles
Primary Contact Phone:	(206) 431-3684
Primary Contact Email Address:	Brandon.Miles@Tukwilawa.gov

Check all the service categories that apply to this application:

- ✓ **Tourism promotion or marketing.**
Operation of a special event or festival designed to attract tourists.
Operation of a tourism-related facility owned or operated by a non-profit organization.
- ✓ ***Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.***

Check which one of the following applies to your agency:

Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

- ✓ ***Municipality***

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2018. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date:

Printed or Typed Name:

Brandon J. Miles

1) Describe your tourism-related activity or event.

The City of Tukwila requests funding for 2018 for administration of the City's lodging tax fund.

Funds for this application are used for general administration and related costs incurred by the City in managing its lodging tax program. In the past the funds for this application are used for the following activities intended to support the entire tourism program:

- Office Supplies;
- Professional Services;
- Training and Education;
- Membership, Registration, and Subscriptions;
- LTAC Meetings;
- Parking, Travel, and Meals; and
- Indirect Cost Allocation.

Last year LTAC approved \$55,800 for the City's Administration application and a total of \$53,176.59 was spent. Unused funds revert to the lodging tax fund for future use.

As with past applications, the single largest item in this application is the indirect cost allocation. The lodging tax fund is one of several special revenue funds managed by the City of Tukwila. Under State Law, the City is permitted to charge special revenue funds for the indirect costs that are incurred by the general fund to support and maintain these special revenue funds. These costs include, but are not limited to, legal support, accounting, insurance, technology services, human services, and office administration. Activities that are needed to support the lodging fund.

In 2017, the City of Tukwila, Mayor's Office oversaw nearly \$400,000 in lodging tax funds awarded to outside groups. Each award requires a contract and ongoing oversight by City staff.

It should be noted that currently the City of Tukwila does not charge any direct staff time to the lodging tax for staff time associated with tourism related functions and management of third party lodging tax contracts.

2) If an event, list the event name, date(s), and projected overall attendance.

This request is not for a specific event. However, the application helps support the City's ability to use funds to support third parties and for the City to use lodging tax for possible events.

3) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Both, the City uses its lodging tax funds to support marketing activities for both day and overnight visitors. These are for activities either done by the City or by third parties.

In the past the City has used its lodging tax funds to support Seattle Southside Regional Tourism Authority; events such as the Rock 'N' Roll Marathon; the Backyard Wildlife Fair; and marketing

activities at the Museum of Flight and Starfire Sports. Providing funding for outside organizations requires administrative support from several departments, including Finance, City Attorney, Technology Services, City Clerk, and Economic Development.

Additionally, there are tourism related trainings, events, and memberships that the City would like to be part of. These activities help support the City's ongoing tourism efforts.

4) Describe why visitors will travel to Tukwila to attend your event/activity/facility.

N/A

The request is for funding to help support City's costs incurred by the City to administer the lodging tax fund and for expenses that are related to tourism. As discussed above, the lodging tax fund is used to support a variety of activities in the region, which bring both day and overnight visitors to the City. Costs associated, such as offices supplies, travel, parking, and education related to tourism and marketing should be charged to lodging tax and not the City's general fund.

5) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

N/A.

6) Describe the prior success of your event/activity/facility in attracting tourists

The City has a long history of success in using lodging tax funds to support a wide range of activities, including Seattle Southside Regional Tourism Authority, the Museum of Flight, Starfire Sports, and the Southwest King County Chamber of Commerce (now known as Seattle Southside Chamber of Commerce).

7) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

N/A

8) Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.

N/A

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.

N/A

10) Is the City able to use your digital and print media for collaborative marketing?

N/A

11) Describe how you will use the name, “Tukwila” in publications, promotions, and for your event?

N/A

12) Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	0
b. Number of people who will travel fewer than 50 miles for your event/activity.	0
c. Number of people who will travel more than 50 miles for your event/activity.	0
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	0
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	0
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	0
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility (for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	0

Special Note: The numbers provided above are direct estimates for this application. This application helps supports the City’s efforts in funding activities by third parties. Combined, these third parties marketed the City to nearly 2 million people. For example, in 2017 Starfire Sports received \$42,000 in lodging tax funds and nearly 1.2 million people visited the Starfire Sports campus. The ability to provide funding to these third parties could not occur without the City’s ability to process contracts and provide payment, which is supported by this application.

13) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?

As discussed above, the City uses its lodging tax funds to support a wide range of activities. In 2018, the City anticipates funding the City of Tukwila, SSRTA, the Museum of Flight, Starfire Sports, and other smaller activities. These funded activities have metrics, which the City will use for reporting purposes for this funding request.

14) Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?

No.

15) Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount?

No.

16) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

Total requested funding is \$65,164

The following is the proposed budget for the campaign (note funds in rows 1-7 might be moved between budget rows, but won't exceed the total amount requested).

Column	Budget Item	2017 Approved Budget	2018 Proposed Budget	Notes
1.	Office Supplies	\$1,000	\$750	This is for general offices supplies and for domain names holds the City has purchased.
2.	Professional Services	\$3,000	\$8,000	For 2017 these funds were used for an additional visit from Bill Baker, the City's branding consultant. Funds were also used for the creation of some collateral for the new brand. For 2018, staff would like to use some funds to get additional

				collateral made reflect the new brand and have funds available for small projects that help with the City's marketing, branding, and tourism attraction efforts.
3.	Training and Education	\$6,000	\$6,000	These funds are intended for staff and elected officials who might desire or need education or training for tourism related activities.
4.	Memberships, Registrations, and subscriptions.	\$7,100	\$10,000	Memberships to: <ul style="list-style-type: none"> • Seattle Chamber of Commerce • Seattle Sports Commission • Washington Tourism Alliance • WFEA • Others
5.	LTAC Meetings	\$2,000	\$1,000	Staff tries to minimize expenses for LTAC meetings; however, in some cases we need to rent a room and/or provide food for meetings.
6.	Parking, Travel and Meals	\$1,000	\$3,000	This is for staff, City Councilmembers, and LTAC members who might want to attend tourism related meetings in the region.

				Last year this expense was charged to the general fund.
7.	Indirect Cost Allocation	\$35,700	\$36,414	Reimbursement of the City's general fund for activities such as legal support, accounting, insurance, technology services, public records, and office administration needed to support the lodging fund. This funding supports all the indirect charges with administration of the lodging tax funding and is based on the citywide overhead analysis used to charge overhead to special revenues funds.
8.	Total:	\$55,800	\$65,164	
It may be necessary to move funds between rows 1-7; however, the total expenditure will not exceed the total listed in row 8.				

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

Without funding it would jeopardize the City's ability to process third party requests for lodging tax funding. Additionally, the City might choose to require the lodging tax fund to "pay as it goes" for support provided by the City. This could result in higher charges being imposed to the lodging fund.

Applications are considered on a rolling basis. Please contact staff to discuss the process for having the application reviewed by the City's Lodging Tax Advisory Committee.

Completed applications should be submitted to:

Lodging Tax Advisory Committee
c/o Brandon Miles

City of Tukwila
6200 Southcenter Blvd
Tukwila, WA 98188

Or,

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles

(206) 431-3684

Brandon.Miles@Tukwilawa.gov.

Updated: March 21, 2017

DRAFT

City of Tukwila
General Administration
2018 Scope of Services

As outlined the budget above, funds will be used for the following activities intended to support the operations of the lodging tax fund:

1. Purchase of office supplies;
2. Hiring of professional services, as needed (not project specific);
3. Training and Education for City staff, City elected officials, and LTAC members;
4. Membership, Registrations, and Subscriptions for the City;
5. Costs associated with the LTAC meetings;
6. Parking, Travel, and Meals
7. Indirect Cost Allocation

Note, funds may be moved between the categories, but the total expenditure will not exceed \$65,164.



Request for Proposal: Activities to increase Tourism in Fife

1. Name and Address of Applicant (Organization)

Name of Organization: Tacoma Pierce County Sports Commiss

Address: 1119 Pacific Ave, Suite 500

Form of Organization: Tourism Marketing Organization

Website Address: www.tacomaspports.org

Agency Tax ID#: 94-3154901

UBI#: 601289518

2. Contact Person:

Name: Dean Burke

Phone: 253-284-3259

Fax: NA

E-mail: deanb@tacomaspports.org

3. Proposed Funding:

Can you operate this project with reduced funding?

No

Yes

2017 Funding:

Priority 1 - full funding \$ 40,000

Priority 2 - partial funding (no less than) \$ 35,000

Optional: 2018 Funding:

Priority 1 - full funding \$ 40,000

Priority 2 - partial funding (no less than) \$ 35,000

Will there be an admission charge for this activity?

No

Yes

If yes, how much \$ _____

4. Activity Information:

1. Please describe the activity or organization. (For festivals or events, include the name, dates of operation, and expected number of participants. For facility operations, include the expected number of visitors.)

The Tacoma Pierce County Sports Commission/ DBA: Tacoma South Sound Sports Commission, Regional Sports Event Development. Goal is to attract and support sustainable (and recurring, as possible), tourism generating amateur sports events that support overnight stays in Fife and throughout Pierce County. For the 2017/ 2018 Fife budget biennium, we are combining what has previously been two different applications (TSSSC and the Seattle Invite Fastpitch Tournament.) Through the combination of the two, we are also reducing our ask of Fife LTAC to a combined total of \$40,000 annually and we will conduct business serving both the Seattle Invite and all-other business under one application. (In 2016 the two applications totaled \$53,000).

General goals for the use of funds includes:

~200,000 visitors, creating over 20,000 room nights with an economic impact of \$12M - \$21M (Direct and Overall).

Seattle Invite continues to show incremental growth with an expected 18 - 21 teams for 2017 and 2018 and generating upwards of 200+ room nights for the event.

2. Please provide estimates of how the proposed use of lodging tax revenue will result in increases in the number of people traveling for business or pleasure on a trip:

a. Away from their place of residence or business and staying overnight in paid accommodations:

~100,000 travelers and 20,000+ room nights. (County-wide.)

b. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight:

~100,000. We are averaging approximately 41% - 48% on event travel.

c. From another country or state outside of their place of residence or their business:

~15,000 - 20,000

3. Coordination & Collaboration: Please provide information about any other organizations or agencies involved in this project/ activity and how this project directly contributes to the Fife LTAC Marketing & Economic Development Plan.

Pierce County TPA
Pierce County LTAC
City of Tacoma
City of Lakewood
City of Puyallup
City of Sumner
City of Gig Harbor

All municipal parks districts, county parks, public schools, public assembly facilities, colleges and private venues are also included. We market approximately 23 venues that we rank as "Premier Destination Facing Venues" throughout Pierce County, including Dacaa Park.

Tacoma Sports also surveys and mines event sales opportunities via local, state and regional clubs and governing bodies. Our efforts all point toward increasing the level of tourism generating amateur sports events that can be hosted in Fife and surrounding cities, that first and foremost produce hotel room nights as the base metric.

Budget 2017

INCOME:

If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and the status of funding.

Amount	Source	Confirmed? Yes/No		Date Available
<u>\$100,000.00</u>	<u>City of Tacoma</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2017</u>
<u>\$50,000.00</u>	<u>City of Lakewood</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2017</u>
<u>\$40,000.00</u>	<u>City of Puyallup</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2017</u>
<u>\$10,000.00</u>	<u>City of Sumner</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2017</u>
<u>\$5,000.00</u>	<u>City of Gig Harbor</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2017</u>
<u>\$550,000.00</u>	<u>TPA & PC LTAC</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2017</u>

Total Income: \$755,000.00

What percentage of your project does your request for City funds represent? 5 %

Expense:

ACTIVITY	CITY OF FIFE FUNDS	OTHER FUNDS	TOTAL
Personnel (salaries & benefits)	<u>\$5,000.00</u>	<u>\$231,000.00</u>	<u>\$236,000.00</u>
Administration (office expense)	<u>\$5,000.00</u>	<u>\$94,000.00</u>	<u>\$99,000.00</u>
Marketing/promotion	<u>\$10,000.00</u>	<u>\$156,000.00</u>	<u>\$166,000.00</u>
Direct Sales Activities	<u>\$20,000.00</u>	<u>\$255,000.00</u>	<u>\$275,000.00</u>
Minor Equipment	<u></u>	<u></u>	<u></u>
Travel	<u></u>	<u>\$15,000.00</u>	<u>\$15,000.00</u>
Contract Services (specify below)	<u></u>	<u></u>	<u></u>
Other activities (specify below)	<u></u>	<u></u>	<u></u>
TOTAL COSTS:	<u>\$40,000.00</u>	<u>\$496,000.00</u>	<u>\$791,000.00</u>

Optional Budget 2018

INCOME:

If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and the status of funding.

Amount	Source	Confirmed? Yes/No		Date Available
<u>\$100,000.00</u>	<u>City of Tacoma</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2018</u>
<u>\$50,000.00</u>	<u>City of Lakewood</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2018</u>
<u>\$40,000.00</u>	<u>City of Puyallup</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2018</u>
<u>\$10,000.00</u>	<u>City of Sumner</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2018</u>
<u>\$5,000.00</u>	<u>City of Gig Harbor</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2018</u>
<u>\$550,000.00</u>	<u>TPA & PC LTAC</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Jan 1, 2018</u>

Total Income: \$755,000.00

What percentage of your project does your request for City funds represent? 5 %

Expense:

ACTIVITY	CITY OF FIFE FUNDS	OTHER FUNDS	TOTAL
Personnel (salaries & benefits)	<u>\$5,000.00</u>	<u>\$231,000.00</u>	<u>\$236,000.00</u>
Administration (office expense)	<u>\$5,000.00</u>	<u>\$94,000.00</u>	<u>\$99,000.00</u>
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Direct Sales Activities	<u>\$20,000.00</u>	<u>\$255,000.00</u>	<u>\$275,000.00</u>
Minor Equipment	<u> </u>	<u> </u>	<u> </u>
Travel	<u> </u>	<u>\$15,000.00</u>	<u>\$15,000.00</u>
Contract Services (specify below)	<u> </u>	<u> </u>	<u> </u>
Other activities (specify below)	<u> </u>	<u> </u>	<u> </u>
TOTAL COSTS:	<u>\$40,000.00</u>	<u>\$496,000.00</u>	<u>\$791,000.00</u>

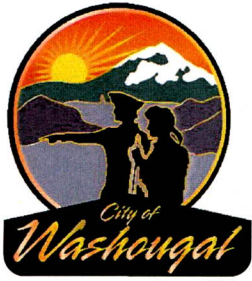
The applicant hereby certifies and affirms: 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap: 2. That it will abide by all relevant local, state and federal laws and regulations and 3. That it has read the information contained in pages 1,2 and 3 and understands and will comply with all provisions thereof.

Certified By: (signature): Dean Burke

(Print or type name): Dean Burke

Title: Executive Director

Date: May 23, 2016



**City of Washougal
Hotel/Motel Tax Application**

Finance Department
1701 C Street
Washougal, WA 98671
(360) 835-8501 • Fax (360) 835-8808
www.cityofwashougal.us

For City Use Only:

Submit Applications to the Finance Department

About the Organization:

Organization Name: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

Contact Person: _____ Title: _____

Project name: _____ Project Date(s): _____

Please list the Names and Titles of your Board Members (if applicable):

Has this organization received Hotel/Motel tax funding in the past? YES NO

If yes, for which years and project? _____

Are you a non-profit organization exempt from taxation under IRS 501(c)(3) code? YES NO

Request for Funding:

Description of Activity, event schedule, and amounts requested:

please attach additional paper if more space is required

Total Project cost _____ Total Amount Requested _____

Projected Tourism Benefits:

- Expected number of participants/ Spectators: _____
- Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): _____
- Expected number of room nights generated: _____
- Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.) _____

Explain how this project meets the guidelines and criteria for hotel/ motel tax funding.

Describe the advertising method by name and location of service.

Please provide an operational budget for event giving the expected revenues, and expenditures.

*** You may use additional sheets of paper if necessary to complete the application. You may also attach any additional information about your organization or project you think is relevant to this application. ***

I understand the Washington State Limitations placed on use of Hotel/Motel Tax funds, and certify the requested funds will be used only for purposes described in this application or as approved by the City Council. I understand use of the funds is subject to audit by the State of Washington and/or the City of Washougal. I further understand that printed and hard-copy verification of advertising publication is required for release of funds and there will be no advance payments. All recipients will be required to note on any advertising material the "tourism support provided by the City of Washougal hotel/motel tax funds" or the event WILL NOT be funded. All funds granted are to be used by the end of the City's fiscal year, which ends December 31, and there will be no carry over. I agree to perform the required evaluation after the event to determine actual room stays generated by this event as required by state law (RCW 67.28) prior to reimbursement of costs.

Name _____ Title _____ Date _____

CITY OF WASHOUGAL USE ONLY

Date Received by Administration: _____

Date Received by Action: _____

Date Approved/Declined by Lodging Tax Committee: _____ Amount Approved: _____

The City of Washougal receives funds from the lodging tax imposed upon users of hotels and motels located within the City. These funds can be expended for a narrow range of projects and activities established by Washington State Law.

Application proposals for use of a portion of these funds will be considered on an on-going basis by the City of Washougal through application to the Washougal Lodging Tax Committee. To be considered for funding, proposals must meet one of the following criteria as established in state law ([RCW 67.28.1815](#)) and prohibits use of tax receipts for any other purposes. Allowable uses include:

- Tourism marketing
- The marketing and operations of special events and festivals designed to attract tourists
- Supporting the operations of capital expenditures of tourism related facilities owned or operated by a municipality or a public facilities district.
- Supporting the operations of tourism related facilities owned or operated by nonprofit 501 (c)

Tourism promotion is defined in RCW [67.28.080](#) as "... 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.

In addition, this policy requires that proposals comply with the following criteria:

1. Application requests for hotel/motel tax must be received at least two weeks prior to the event in order to qualify for funding.
2. Broad tourism promotion efforts will be given higher priority over the financing of individual festivals, concerts, or shows.
3. Hotel/motel funding requests should be directed to those events which generate maximum economic benefit. Large events requiring overnight hotel and camping stays should therefore be favored over smaller and/or single day events.
4. Hotel/motel funding requests should be focused toward sporting, cultural, and leisure events.

All applications will be reviewed by the City Lodging Tax Committee for approval as long as it is within the City's budget. The final funding decision is up to the City. The City Lodging Tax Committee places an emphasis on the following when evaluating each application:

- How many room night rentals will the project generate?
- How reliable is the information provided?
- Does the project promote the City of Washougal outside its borders?
- What is the anticipated overall dollar expenditure within the City as a result of the event?
- Please include an event budget as part of the application for funding.

The City Lodging Tax Committee encourages all events and organizations to work towards self-sufficiency. All recipients will be required to note on any advertising material that "Tourism support provided by City of Washougal hotel/motel tax funds" or the event WILL NOT be funded.

If approved, funding shall be provided on a reimbursement basis. Exceptions to this may be available and is at the discretion of the Lodging Tax Committee and City.

Please use separate applications for each individual project/event.

Applications must be submitted to the City of Washougal, Attn: Finance, 1701 C Street, Washougal, WA 98671.

General Information and Requirements for Qualification

The City of Washougal receives funds from the lodging tax imposed upon users of hotels and motels located within the City. These funds can be expended for a narrow range of projects and activities established by Washington State Law.

Application proposals for use of a portion of these funds will be considered on an on-going basis by the City of Washougal through application to the Washougal Lodging Tax Committee. To be considered for funding, proposals must meet one of the following criteria as established in state law ([RCW 67.28.1815](#)) and prohibits use of tax receipts for any other purposes. Allowable uses include:

- Tourism marketing
- The marketing and operations of special events and festivals designed to attract tourists
- Supporting the operations of capital expenditures of tourism related facilities owned or operated by a municipality or a public facilities district.
- Supporting the operations of tourism related facilities owned or operated by nonprofit 501 (c)

Tourism promotion is defined in RCW [67.28.080](#) as "... 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.

In addition, this policy requires that proposals comply with the following criteria:

1. Application requests for hotel/motel tax must be received at least two weeks prior to the event in order to qualify for funding.
2. Broad tourism promotion efforts will be given higher priority over the financing of individual festivals, concerts, or shows.
3. Hotel/motel funding requests should be directed to those events which generate maximum economic benefit. Large events requiring overnight hotel and camping stays should therefore be favored over smaller and/or single day events.
4. Hotel/motel funding requests should be focused toward sporting, cultural, and leisure events.

All applications will be reviewed by the City Lodging Tax Committee for approval as long as it is within the City's budget. The final funding decision is up to the City. The City Lodging Tax Committee places an emphasis on the following when evaluating each application:

- How many room night rentals will the project generate?
- How reliable is the information provided?
- Does the project promote the City of Washougal outside its borders?
- What is the anticipated overall dollar expenditure within the City as a result of the event?
- Please include an event budget as part of the application for funding.

The City Lodging Tax Committee encourages all events and organizations to work towards self-sufficiency. All recipients will be required to note on any advertising material that "Tourism support provided by City of Washougal hotel/motel tax funds" or the event WILL NOT be funded.

If approved, funding shall be provided on a reimbursement basis. Exceptions to this may be available and is at the discretion of the Lodging Tax Committee and City.

Please use separate applications for each individual project/event.

Applications must be submitted to the City of Washougal, Attn: Finance, 1701 C Street, Washougal, WA 98671.