



CITY OF EAST WENATCHEE

TOURISM PROMOTION GRANT APPLICATION

Introduction.

The City of East Wenatchee is pleased to offer grant funding for tourism promotion for the City of East Wenatchee. Each year, the City budgets money for grants to help fund tourism promotion. To help promote tourism, the City evaluates grant applications for the marketing or operations of special events and festivals designed to attract tourists to East Wenatchee. **If the City approves a grant application, the funds are distributed on a reimbursement basis.**

The general guidelines are:

1. An activity must occur within East Wenatchee boundaries or exclusively promote East Wenatchee activities or organizations and must comply with the requirements of RCW 67.28.1816, attached at the end of the application.
2. A recipient and the proposed activity must be consistent with and must further East Wenatchee's image and goals.
3. An activity must be of general community interest or value.
4. Unless approved by the City, admission to or participation in an activity must be "free of charge."
5. A grant recipient must provide full financial statements for the organization; and budget and actual financial statements for the activity submitted for funding.
6. A recipient must demonstrate that the activity submitted for funding is not duplicative or in competition with other East Wenatchee events, activities, or organizations.
7. A funded activity or program must obtain all legally required permits, licenses, insurance and approvals before City funds will be released.
8. A grant recipient must submit a written report of the results of the activity within 14 days of its completion. The report must include

information describing the actual number of people travelling for business or pleasure on a trip:

- 8.1. Away from their place of residence or business and staying overnight in paid accommodations;
 - 8.2. To a place 50 miles or more from their place of residence or business for the day or staying overnight; or
 - 8.3. From another country or state outside of their place of residence or their business.
9. A funded recipient, activity, or program must acknowledge the City contribution in formal promotional materials and efforts (i.e. logo, etc).
10. The City may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

**Mail or email this application and supporting documents to:
City of East Wenatchee, Attn: Dan White, 271 9th St. N.E. East
Wenatchee, WA 98802 or dwhite@east-wenatchee.com (Subject
Line: Tourism Grant Application).**

Application for East Wenatchee Lodging Tax Funds

Amount of Lodging Tax Requested: \$ _____

Organization/Agency Name:			
Federal Tax ID Number:			
Type of Organization: <input type="checkbox"/> Sole Proprietor, <input type="checkbox"/> Partnership, <input type="checkbox"/> C Corporation, <input type="checkbox"/> S Corporation, <input type="checkbox"/> Limited Liability Company, <input type="checkbox"/> Other _____			
Activity Name:			
Proposed Date of Activity:			
Contact Name and Title:			
Phone:		Email Address:	
Mailing Address:		City:	State: Zip:

Check all service categories that apply to this application:

- _____ Tourism Promotion/Marketing
- _____ Operation of a Special Event/Festival designed to attract tourists
- _____ Operation of a Tourism Promotion Agency
- _____ Operation of a Tourism-Related Facility owned or operated by a non-profit organization

SECTION I - General Information

1. Is this a new activity? If not, how many years has this activity existed?
 Yes No (# of Years _____)

2. Are you requesting/using other City funds for this activity? Yes No

3. Proposed location of activity: _____

4. Please provide a short description of activity:

5. Please describe the prior success of your activity:

6. Please describe your target audience:

7. Please describe how you will promote lodging establishments, restaurants, and businesses located in the City of East Wenatchee:

8. Please provide a budget for your activity:

Budget Item/Description		Cost
Total		\$
Community Partner	Revenue/Private Match	Amount

9. Please detail the costs you intend to pay for out of a City grant in the table below:

Activity/Program Expense	Amount
Total Requested Amount (funding is provided on a reimbursement basis only).	\$

10. What organization and staffing do you have to support this activity?

11. Does your organization have a current City of East Wenatchee Business License? Yes No Note: A grant recipient must obtain a business license. Business license information can be found on the City's website under the Business tab on its homepage.

12. Fully describe the activity. Expand your activity summary from Question #4 to address such issues as: what it is you wish to do; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate the success of the project. If you are requesting funds for a specific portion of a larger project, please indicate, but focus your response on the element for which you are requesting funding.

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13. Describe how you will advertise, publicize or otherwise distribute information regarding your activity.

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SECTION II – State Required Projected Tourism Benefit

RCW 67.28 provides authority for cities and counties to use lodging tax for tourism promotion to attract visitors and encourage tourism expansion. State law also details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded East Wenatchee lodging tax funds will be required to submit a Tourism Funding Expenditure Report Worksheet to the City with detailed actual information at the conclusion of their tourism promotion activities.

Please provide estimates for the following information:

1. The estimated number of participants who will attend in each of the following categories:

Overall attendance at the event/activity:	
Number of people who will travel more than 50 miles to attend your event/activity:	
Number of people who will travel from another state or country to attend your event/activity:	
Number of people who will travel more than 50 miles to attend your event/activity and who will stay overnight in the Wenatchee Valley:	
Of the people staying overnight, the number of people who will stay in paid accommodations:	
Number of paid lodging room nights resulting from your proposed event/activity:	
At an average daily rate of \$82, my paid room lodging impact is:	

2. Please explain how you calculated the above estimates?

3. How will your organization collect and verify the above information for your activity? (e.g. surveys, registrations, ticket sales, hotel rooms, etc.). Note: Actual numbers submitted on the Tourism Funding Expenditure Report Worksheet will be required for funded reimbursement. The City must report this information to the Washington State Legislature's Joint Legislative Audit and Review Committee.

SECTION III – Lodging Tax Funding Evaluation Criteria

State law defines promoting tourism as: “activities 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 marketing and operations of special events and festivals designed to attract tourists.”

Lodging Tax Funding Criteria (Check the boxes that apply):

- Must meet the definition for tourism promotion as stated above.
- Promotes a positive image for the City.
- Promotes the City as a destination place.
- Attracts visitors, builds new audiences, and encourages tourist expansion.
- Increases awareness of the City’s amenities, history, facilities, and natural environment.
- Supports regional tourism planning.

Benefit to the community:

- This activity benefits the citizens of East Wenatchee.
- This activity benefits the overall community, rather than specific segment or interest.

Innovation:

- The activity is unusual or unique.
- It moves an existing program in a new direction.

Community support

- The activity has broad-based community appeal or support.
- There is evidence of need for this activity in the City.

Evidence of partnerships:

- The activity exhibits a degree of partnership.
- There is volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support.

Other funding sources:

-
- There are multiple revenue sources to support this activity.

Previous and replacement funding:

- The funding request is for a new activity or to continue or expand on-going activity.

Scale of project:

- The activity is of a scale suitable for this funding program.

Indicate here how your project meets the above Lodging Tax Funding Criteria:

SECTION IV – Signature of Applicant

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 have contacted the City of East Wenatchee and 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 East Wenatchee logo in all promotional material.

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.

I understand:

- I am proposing a tourism-related service. If awarded, my organization will enter into a Municipal Services Contract with the City and will provide liability insurance for the duration of the Contract. The insurance will name the City as an additional insured and in the policy will be in an amount to be determined by the City.
- The City will only reimburse those costs actually incurred by my organization/agency. Reimbursement only occurs after the service is rendered and after I submit a signed Request for Reimbursement form to the City. I will include copies of invoices and payment documentation with the Request.
- My organization/agency will submit a report documenting the economic impact results in a format determined by the City.

Signature:	Date:
Print Name:	

Lodging tax — Tourism promotion.

(1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors 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.

(2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

(i) Away from their place of residence or business and staying overnight in paid accommodations;

(ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(iii) From another country or state outside of their place of residence or their business.

(b)(i) In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described under (a) of this subsection to the local lodging tax advisory committee.

(ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.

(c)(i) All recipients must submit a report to the municipality

describing the actual 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;

(B) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(C) From another country or state outside of their place of residence or their business. A municipality receiving a report must: Make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.

(ii) The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in calendar year 2015.

(d) This section does not apply to the revenues of any lodging tax authorized under this chapter imposed by a county with a population of one million five hundred thousand or more.