

City of Clarkston
2019 Lodging Tax Funding Request Application

Organization/Agency Name:

Amount of Lodging Tax Requested:

Federal Tax ID Number:

Event or Activity Name (if applicable):

Contact Name and Title:

Mailing Address:

City:

State:

Zip:

Phone:

Email Address:

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 or non-profit organization

Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)

Public Agency

CERTIFICATION

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

- I am proposing a tourism-related service for 2019. If awarded, my organization intends to enter into a Municipal Services Contract with the County; provide liability insurance for the duration of the contract naming the County as additional insured and in an amount determined by the County; and file for a permit to use County property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the County.

Signature:

Date:

Printed or Typed Name:

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

1. Describe your tourism-related activity or event.
 - If an event, list the event name, date(s), and projected overall attendance.
 - Describe why tourists will travel to the City of Clarkston to attend your event/activity/facility.

2. *(Some of the estimates in question #2 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 Asotin County	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Clarkston	
f. Number of paid lodging room nights resulting from your proposed event/activity/facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	

What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes such as visitor inquiries participants, attendees, etc.?

3. Describe the prior success of your event/activity/facility in attracting tourists.
4. Is there a host hotel for your event (yes or no)? If yes, list the host hotel.
5. Describe your target tourist audience (location, demographics, etc.).
6. Describe how you will promote your event/activity/facility to attract tourists.
7. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Clarkston.
8. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.
9. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from City of Clarkston Lodging Tax Fund?
10. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Application Instructions and General Guidelines

Application Deadline: October 12, 2018 - 4:00 p.m.

To be eligible for consideration, your complete proposal must be received by the deadline.

The City of Clarkston Lodging Tax Advisory Committee will review proposals in a public meeting to be held on October 17, 2018 at 12:00pm.

Submit original AND 6 copies to:

City of Clarkston Lodging Tax Advisory Committee
c/o Belinda Larsen, City Councilor
829 5th Street
Clarkston, WA 99403 – belinda78@cableone.net

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

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 Asotin County.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's business license.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The 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.

General Information

City of Clarkston's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism.

The City of Clarkston has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services to be funded for the City Council's consideration.

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 the Cities of Clarkston & Asotin and/or the Asotin County area.
- Promote City of Clarkston and/or events, activities, and places in the County to potential tourists from outside a 50 mile radius.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to City of Clarkston.

- Have a demonstrated history of success in Clarkston, 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.
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City of Clarkston's Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund projected for the coming year as provided by collections from the previous year.
 - Thoroughness and completeness of the proposal.
 - Percent of the proposal request to the event/facility promotions budget and overall revenues.
 - Projected economic impact in particular projected overnight stays in lodging establishments.
 - The applicant's financial stability.
 - The applicant's history of tourism promotion success.
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State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

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

1. Tourism marketing;
2. The marketing and operations of special events and festivals designed to attract tourists;
3. 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
4. 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) or the internal revenue code of 1986, as amended.
5. Applicants applying for use of lodging tax funds 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:
 - 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.
6. Applicants applying for use of lodging taxes must submit their applications and estimates described under (5) of this subsection to the local lodging tax advisory committee.
 - a. The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues 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.

RCW 67.28.080 – Definitions. RCW 67.28.080 – Definitions.

- a. **"Acquisition"** includes, but is not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purpose or purposes under this chapter.
- b. **"Municipality"** means any county, city or town of the state of Washington.
- c. **"Operation"** includes, but is not limited to, operation, management, and marketing.
- d. **"Person"** means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- e. **"Tourism"** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- f. **"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.
- g. **"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.