



# CITY OF KELSO LODGING TAX FUNDING REQUEST 2017



**Amount of Lodging Tax Requested: \$**

Organization/Agency Name:

Name of Event/Activity/Facility:

Total Cost of Event/Activity/Facility:

Activity Start Date:

Activity End Date:

Contact Name and Title:

Federal Tax ID Number:

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 by 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 2017. If awarded, my organization intends to enter into a Municipal 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 to use City property, if applicable.
- The City of Kelso will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Printed or Typed Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Supplemental Questions

1. Describe your tourism-related activity or event.
  - Describe why tourists will travel to Kelso to attend your event/activity/facility.

**2. (The estimates in question #2 are required by State law)**

As a direct result of your proposed tourism-related service, provide an estimate of:		
	Estimated Number of Attendees	Methodology*
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 staying overnight, the number of people who will stay in <b>PAID</b> accommodations (hotel/motel/bed-breakfast) in Kelso		
e. Of the people staying overnight, the number of people who will stay in <b>UNPAID</b> accommodations in Kelso		
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>		

**\*Please select the appropriate methodology from the list below.**

Direct Count  
Indirect Count  
Representative Survey

Informal Survey  
Structured Estimate  
Other – Please Describe

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
  - **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
  - **Representative Survey:** Information collected directly from individual visitors/ participants. A highly structured data collection tool, based on a defined random sample of participants and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
  - **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
  - **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
  - **Other:** (please describe)
3. Describe the prior success of your event/activity/facility in attracting tourists.
  
  4. Describe how you will promote your event/activity/facility to attract tourists.
  
  5. Describe how you will promote, if applicable, lodging establishments, restaurants, and businesses located in the City of Kelso.
  
  6. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.
  
  7. 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: Friday, July 31, 2016 @ 5:00 p.m. – received at Kelso City Hall.**

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

**Please submit original AND 5 copies to:**

Jessica  
Bronstein

Amy Mullerleile

Executive/Legal Assistant  
203 S. Pacific # 218  
P.O. Box 819  
Kelso, WA 98626

- ⇒ **You must complete and sign the cover sheet with this packet.**
- ⇒ **You may 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/program/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Kelso.
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 City of Kelso business license, if applicable.
5. (Optional) Brochures or other information about your event/activity/program/facility, in particular items showing recent tourism promotion efforts.

## General Information

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.

The Kelso City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration. The City of Kelso will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

**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 City of Kelso.
- Promote Kelso and/or events, activities, and places in the City of Kelso to potential tourists from outside Cowlitz County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Kelso.

- Have a demonstrated history of success in Kelso, 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.
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### **Kelso Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Funds available for the coming year.
  - Thoroughness and completeness of the proposal.
  - Percent of the proposal request to the event/facility promotions budget and overall revenues.
  - Percent of increase over prior year Kelso Lodging Tax funded proposals, if any.
  - Projected economic impact within the City of Kelso, in particular projected overnight stays in Kelso lodging establishments.
  - 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:

- 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) or the internal revenue code of 1986, as amended.

#### **RCW 67.28.080 – Definitions.**

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "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.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means 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 of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

- "Tourist" means a 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.