

KLICKITAT COUNTY
2020 LODGING TAX FUNDING
APPLICATION



SUBMISSION DEADLINE: December 4, 2019

Klickitat County Economic Development Department

127 W. Court Street

Goldendale, WA 98620

509-773-7060

2020 Lodging Tax Funds – General Information & Instructions

Klickitat County established the Lodging Tax Advisory Committee to support tourism promotion projects within Klickitat County. The purpose is to provide funding to eligible organizations or groups for the purpose of positively impacting tourism in Klickitat County. Pursuant to RCW 67.28.1817, funding and specific awards are dependent on recommendations of the Lodging Tax Advisory Committee and final decision by the Board of County Commissioners. The Board of Commissioners may allocate all, none, or a portion of the available funds.

Klickitat County Lodging Tax Advisory Committee is accepting proposals for tourism related services to be provided during the calendar year 2020 and funded by revenue from the County's lodging tax. Lodging taxes available for 2020 are estimated to be \$110,000. Selected proposals will be based on their emphasis and ability to create events and activities that will result in positive user impacts on lodging, restaurants and retail markets in Klickitat County.

Application Submittal Instructions

Application Process and Deadlines

A funding application is available on the Klickitat County website at <http://www.klickitatcounty.org/Tourism/>. To be considered an application must be complete and submitted by December 4, 2019. Please send the application via email in Word or PDF format and include all attachments in PDF format to: KirstenS@klickitatcounty.org. If you have questions, please call 509-773-7060.

Or

Mail application to: Klickitat County Lodging Tax Advisory Committee
127 W. Court Street
Goldendale, WA 98620

Incomplete and/or late applications will not be considered.

Schedule:

- Application deadline
- Lodging Tax Advisory Committee application review
- LTAC funding recommendations to Board of County Commissioners
- Board of County Commissioners approval of funding

Dates

December 4, 2019
December 10, 2019
January 2, 2020
January 7, 2020

More Information

For more information, please contact Kirsten Schilling, Committee Liaison at 509-773-7060.

General Information & Guidelines

State Law Excerpts

- Lodging tax revenues 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.**
- Klickitat County considers lodging tax funded proposals from public agencies and non-profit organizations.
- Proposals must completely address the questions in the application and all requested supplemental information must be provided.
- Insurance: As part of its contract for performance, the County requires contractors to maintain liability insurance in the amount of \$1,000,000 per occurrence/\$2,000,000 aggregate coverage.
- Where automobiles are used in conjunction with the performance of this agreement, throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with a carrier licensed to do business in the state of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- General Liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automotive liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury including coverage A,B, and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
- Klickitat County shall be named as an additional insured on all policies except automobile insurance and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Klickitat County. The Contractor shall provide a certificate of insurance
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Background Information

The lodging tax is an existing (sales tax) authorized by Washington State law in RCW 67.28, Public Stadium, Convention, Arts and Tourism Facilities.

Klickitat County receives revenue from the Washington State Revenue Department under a special Hotel-Motel Tax. The tax is a charge placed on consumers for lodging at hotels, motels, rooming houses, private campgrounds, recreational vehicle parks, and similar facilities for continuous periods of less than one month.

Klickitat County has imposed an excise tax of 2% on charges for lodging by hotels, motel and similar business enterprises, pursuant to Chapter 82.08 RCW.

By State law, lodging tax funds may only be used to promote tourism (such as events and facilities for potential tourists) and for certain capital, operating, and maintenance expenses for tourism facilities.

RCW 67.28.080 Definitions:

- 1) "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.
- 2) "Municipality" means any county, city or town of the state of Washington.
- 3) "Operation" includes, but is not limited to, operation, management, and marketing.
- 4) "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporations thereof other than county, city or town, any private corporation, partnership, association, or individual.
- 5) "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- 6) "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.
- 7) "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.
- 8) "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.

Use of the Lodging Tax

Klickitat County lodging tax fund will be the primary source of the County's funding for tourism promotion. The County does not make any multi-year commitments with the lodging tax funds. However, service providers are not limited or prohibited from making repeat annual requests of the same nature. The County will assess on an annual basis how much of the fund to appropriate in a given year.

The revenue received from the County's lodging may be used for the following purposes only:

- 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.***

APPLICATION DETAILS/PROCESS

- **Eligibility:** Each applicant will concisely define the project or event to be pursued and demonstrate how it will do so. The project or event must be in compliance with Washington State statutes and Klickitat County guidelines established in this program.
- **Project Description and Scope of Work:** The applicant will submit a scope of work that describes the project in detail.
- **Promotion Plan:** If applicable, the proposal will include a detailed description of the plan to advertise, publicize and distribute information related to the project.
- **Schedule/Timeline:** The scope of work will include a timeline indicating when each element will be undertaken and completed. Projects are expected to be completed during the funding year. It is within the Klickitat County Board of Commissioners discretion to revoke the funding if funds are not expended within the funding year without proper explanation
- **Budget:** The project will include both income and expense categories; all income (including in-kind) will be broken out by amount, source and eligible expenses will be itemized.
- **Reimbursement:** The County intends to enter into cost reimbursement contracts.
- **Reporting:** When the project is complete, applicants will complete and return a *Final Event/Project Report* with original receipts and documentation for reimbursement. State law, under RCW 67.28.1816, requires that local jurisdictions receiving Lodging Tax revenues must submit an annual economic impact report.

Selection Process

- After applications are submitted to the Lodging Tax Advisory Committee, they will be reviewed and evaluated by committee members and staff for eligibility, quality of proposal, and consideration of the project/event. Applicants may be contacted to provide clarification, make corrections or supply additional information. Applications that do not meet the guidelines will be disqualified and returned.
- Applicants may be requested to attend a meeting of the Lodging Tax Advisory Committee. They will be notified of the date, time and meeting location.
- Klickitat County Board of County Commissioner review of recommendations and approval of funds. Applicants may be requested to attend the meeting of the Commissioners. They will be notified of the date, time and meeting location.

Disclaimer: Klickitat County reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including, but not limited to, the ability of the program or project to promote tourism in Klickitat County, the relative merits of the project or program compared to other applications, and the overall availability of funding. The County is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.



Lodging Tax Funds Application

Application Deadline:

December 4, 2019

Submit Original To:

Klickitat County Lodging Tax Advisory Committee

127 W. Court Street, Goldendale, WA 98620

Project Title: _____ **Amount Requested \$** _____

Project/Event Location _____

Project/Event Date(s) _____ **Project/Event Hours** _____

ESTIMATE EVENT ATTENDANCE FOR THE FOLLOWING:

Event Attendance **Estimated Local # of Attendees** **# of Attendees Staying only the day (more than 50 miles)**

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Estimated # of Attendees Staying Overnight

Estimated # of Attendees Out-of-State & other countries

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of Attendees Staying in Unpaid Accommodations

of Lodging Stays Generated (rooms rented)

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Category:

- Tourism Promotion Activities
- Tourism Related Facility/Operation
- Events/Festivals

Organization Status: Non-Profit Public Agency Cooperative Project

Organization: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Website: _____

Contact: _____

Telephone: _____ **Cell Phone:** _____

Email: _____

PROJECT/EVENT SUMMARY

Please insert answers and responses following each question with the suggested word count. If additional sheets are required, please have sheets coincide with summary questions.

- 1. Provide a concise summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the over-all project. However, focus your response on the portion to be funded. (Approximately 250 words or less)**

SCOPE OF WORK

2. What are the goals for the project, such as the following:

(Approximately 200 words or less)

- a) How and why the community will benefit? (specifically lodging, food service sectors and community facilities)
- b) The expected event attendance
- c) Describe the marketing /promotion methods
- d) What are the beginning and ending dates of your project?
- e) Do you expect this project to be an annual activity or a one time event/project?

3. Estimate the number of participants who will attend in each of the following categories:

- a) Staying overnight in paid accommodations away from their place of residence or business;
- b) Staying overnight in unpaid accommodations (e.g., with friends & family) and traveling fifty miles or more one way from their place of residence or business;
- c) Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
- d) Attending but not included in one of the three categories above.
- e) Estimated number of participants in any of the above categories that will attend from out-of-state (includes other countries).

4. Describe methods you will use to determine attendance from visitor categories in question #3.

COMMUNITY ECONOMIC IMPACT

(Approximately 100 words or less)

5. What alternatives to Lodging Tax Funding have you, or your organization explored? Do you envision this grant

RESOURCES AVAILABLE FOR EVENT OR FACILITY

as seed money or as a part of ongoing funding? If you see it as seed money, how do you plan to continue after the expiration of this grant? (Approximately 50 words or less)

MEETS TOURISM OBJECTIVES

- 6. **In what way will the project/event/Visitor Information Center encourage spending at Klickitat County attractions and businesses?**
(Approximately 50 words or less)

- 7. **Will this project/event/Visitor Information Center have a broad-based community benefit or appeal?**
(Approximately 35 words or less)

- 8. **What measures will you be able to provide to evaluate the success of the project/event/Visitor Information Center?**
(Approximately 50 words or less)

- 9. **Please provide a project schedule/timeline identifying relevant milestones.**

INCOME

Detailed Budget

Please list the income source, approximate amount and availability status of any other income that is planned to fund the project/event for which you are applying.

Are you seeking lodging taxes from any other municipality? Yes No
 Are you seeking or will you provide matching funds? Yes No
 Are you seeking in-kind services from Klickitat County? Yes No
 If so, what type(s) of services: Police EMS/Fire Parks Public Works
 Location Other (Please Specify _____)

Source of Other Funding	In-Kind or Cash (specify)	Amount	Availability Status
		\$	
		\$	
		\$	
		\$	

EXPENSES

Activity	Total Cost for Project/Event	Lodging Tax Funds Requested
All Personnel (salaries & benefits)		

Do not include personnel costs for the following activities. Note: Insurance costs are not eligible for reimbursement

Activity	Total Cost for Project/Event	Lodging Tax Funds Requested
Administration (rent, utilities, office expense, supplies, postage, janitorial, etc.)	\$	\$
Marketing/Promotion		
Website	\$	\$
Brochures	\$	\$
Radio/TV	\$	\$
Print Media	\$	\$
Construction/Renovation	\$	\$
Other (describe on additional sheet)	\$	\$
Klickitat County services (if applicable)	\$	\$

TOTAL COSTS	\$	\$
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ATTACHEMENTS

Please provide the following as attachments and convert documents to PDF format if e-mailing. Include your organization's name (abbreviation is acceptable) and type of document (such as "State Certificate")

Non-Profit Organizations

- State certificate of non-profit incorporation and/or federal copy of 501(C)(3) or 501(C)(6)
- IRS Tax ID number
- Articles of incorporation
- Most recent proposed and approved budgets of the overall organization
- Names and titles of the organization's board of directors and principal staff
- Copy of meeting minutes showing official approval of project and authorization of application or a signed resolution of the board of directors authorizing the application

Public Agencies

- Meeting minutes approving project and authorization of application or a letter or resolution indicating official approval of project and application



LODGING TAX FUNDS
APPLICATION CERTIFICATION

I attest that the information provided in the Lodging Tax Fund application is true, complete and accurate. I understand that the Lodging Tax Funds being applied for can be used only in accordance with the purposes outlined in RCW67.28.1815. I further agree that if my application is approved by Klickitat County Board of County Commissioners that I will provide the Final Project Report in compliance with the application reporting requirements within 30 days after the event and that I may be subject to a state audit of expenditures for the lodging tax funds. Should I furnish any false information in this application, I hereby agree that such act shall constitute denial, suspension or revocation of my application.

Signature

Date

Print Name

LODGING TAX ADVISORY COMMITTEE ALLOCATION EVALUATION CRITERIA

The criteria listed below constitute the standards by which applications for funding from the Lodging Tax Fund are judged. In some cases, by their nature, some applicant events, activities, programs, organizations and facilities will not be able to meet all criteria. However, the more criteria met the stronger the application.

1. COMMUNITY ECONOMIC IMPACT

Potential positive economic impact of tourism on the community is a significant benefit that can be measured. In its most fundamental effect, tourism impacts the community's economy through the dollars brought to and spent in Klickitat County. Overnight stays generate more revenue than day visits.

The total impact can be measured in terms of direct dollar expenditures made by the visitors themselves and indirect dollar expenditures made as the money moves through the community. In evaluating applications in this area, more weight will be given to direct expenditures as they are more readily measurable.

In assessing the probable economic impact of the proposal, the Committee will consider:

- a) The estimated number of visits to be generated;
- b) The estimated number of overnight stays to be generated;
- c) The duration of the event, activity or program;
- d) The event's generation of economic activity during off-peak tourism seasons or periods;
- e) The use of local firms and resources in the proposed event, activity, program or facility; and
- f) New or first time events or activities.

2. RESOURCES AVAILABLE FOR EVENT OR FACILITY

The applicant should identify other community capital and/or labor sources to ensure project success. Each year applications submitted for funding proposal is not guaranteed for subsequent years. Providing seed money that will help establish the activity, program, event, organization, or facility which will later function successfully on its own are preferred.

3. BUILDS ON IDENTIFIED COMMUNITY ASSETS

Community assets include natural amenities, facilities, festivals, events and activities that distinguish Klickitat County in the region, state and nation. Those things both help constitute and promote the County's positive image.

4. MEETS COMMUNITY OBJECTIVES

Events, projects, activities, and facilities that also serve the broader community will be given preference. The Committee will assess whether the proposal furthers the success of and coordinates with scheduled community events, facilities, and community promotion and marketing efforts.

5. MEETS THE REQUIREMENTS OF THE LODGING TAX LAW RCW 67.28.080 & 67.28.1815

Information on the requirements can be found on the Washington State Legislature website at: <http://apps.leg.wa.gov/rcw/> Committee will only consider proposals meeting statutory requirements.



KICKITAT COUNTY
POST EVENT/PROJECT/VISITOR'S INFORMATION
CENTER (VIC) REPORT

LODGING TAX FUNDS

Contract #

Project/Event/VIC Name	Date	Organization Name
Address/Zip	Phone	

Applicant Name	Home Phone
Address/Zip	Work/Cell Phone
Fax	E-mail

Funds Allocated	Total Event Expenditures	Total Event Revenue
\$	\$	\$
Attendance	Local # of Attendees/Visitors	# of Attendees/Visitors Staying only the day (more than 50 miles)
# of Attendees Staying Overnight	# of Attendees Out-of-State (other countries)	
# of Attendees Staying in Unpaid Accommodations	# of Lodging Stays Generated (rooms rented)	

Activity	Total Cost for Project/Event	Lodging Tax Funds Requested
All Personnel (salaries & benefits)		

Do not include personnel costs for the following activities. Note that insurance costs are not eligible for reimbursement.

Activity	Total Cost for Project/Event	Lodging Tax Funds Requested
Administration (rent, utilities, office expense, supplies, postage, janitorial, etc.)	\$	\$
Marketing/Promotion		
Website	\$	\$
Brochures	\$	\$

Radio/TV	\$	\$
Print Media	\$	\$
Construction/Renovation	\$	\$
Other (describe on additional sheet)	\$	\$
Klickitat County services (if applicable)	\$	\$

TOTAL COSTS	\$	\$
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1. Provide a detailed itemized expenditures account of how the allocated funds were spent. Please attach receipts for all expenditures.
2. Describe in detail the marketing and promotion methods that were used to attract visitors. (Attach samples of programs and marketing materials)
3. Describe methods used to determine attendance and distinguish between the above attendee categories.

Printed Name _____ Date _____

Signature _____ Title _____

Signature of this form implies consent for Klickitat County to use any of the text or photographs submitted in organizational materials to include, but not limited to, website, official reports, educational documents, press releases, promotional materials, annual report, and certifies that the Lodging Tax Funds were used solely for tourism promotion as defined by RCW 67.28.1815.