

2019 Lodging Tax Funds – General Information & Instructions

The City of Enumclaw Lodging Tax Advisory Committee (LTAC) was established by the City Council in accordance with Washington State Law. The committee’s purpose is to advise and recommend to the City Council how excise taxes on lodging should be allocated to support tourism which in turn generates revenue. The committee is comprised of two members to represent businesses required to collect the tax, two members to represent activities authorized to be funded by the tax, and one member from Enumclaw City Council.

Legislation and Application Guidelines:

Components of “tourism promotion” are described in RCW 67.28 as follows:

1. **Tourism** means economic activity resulting from tourists, which may include sales of **overnight lodging**, meals, tours, gifts, or souvenirs.

2. **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 marketing of special event/project/programs and festivals designated to attract tourists.

3. **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.

SUBMITTAL INSTRUCTIONS

In 2007, passage of SSB 5647 expanded the use of lodging tax funds to include paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities and included a sunset clause provision which expired June 30, 2013. In the 2013 session, the legislature passed HB 1253 which extended all the uses of lodging tax except for funding the **capital expenditures** for tourism-related facilities owned by non-profit organizations.

Please return pages 3-5 of the original application along with (8) copies to:

City of Enumclaw
Attn: Stephanie McKenzie, Finance Director
1339 Griffin Ave.
Enumclaw, WA 98022
(no later than 5:00pm, October 12, 2018)

Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the submission deadline.

Schedule:

Application deadline	October 12, 2018
Oral presentations to City Council	October 15, 2018
Funding Recommendation to Council.....	October 22, 2018
City Council approval of LTAC recommendations.....	November 26, 2018

PROJECT MANAGEMENT:

The City of Enumclaw will issue contracts for approved projects, reimburse expenses, and monitor contract compliance. City Staff will act as the coordinator of the Request for Proposals process.

State law required that local jurisdictions that receive Lodging Tax revenues under RCW 67.28.1816 must submit an annual economic impact report. To assist with this reporting requirement, the City of Enumclaw will require that recipients of the City of Enumclaw Lodging Tax funds provide the following information related to the funded event/project/program.

- Estimated number of tourists, persons traveling over 50 miles to the destination;
- Estimated number of persons remaining at the event/project/program overnight;
- Lodging stays generated by the festival or event/project/program;
- Estimated increase in sales (within Enumclaw city limits) attributable to the event/project/program;
- Any other measurement that demonstrates the positive impact of increased tourism attributable to the festival or event/project/program.

We ask that you provide this information within 60 days after your event/project/program is complete once you have critiqued your event/project/program.

OTHER INFORMATION:

Insurance: As part of its contract for performance, the City requires contractors to maintain liability insurance in the amount of \$1,000,000 and name the City as an additional insured on its liability insurance policy.

Contract: After Council adoption of allocations, a contract/agreement will be sent to you for signature. This will need to be signed and returned within 15 days of receipt.

Payment: The City normally processes payments on the 10th and 25th of each month. Invoices for reimbursement must be received within 60 days after the event/project/program date.

Application Form: Application form will be available on the City's website (www.cityofenumclaw.net). If you have any questions regarding the application form or process, please call Stephanie McKenzie at 360.615.5629.

APPLICATION FOR 2019 FUNDING

Name of Organization: _____

Organization mailing address: _____

Contact Name & Title _____

Email: _____

Phone: _____

Website: _____

Federal Tax ID: _____

UBI No. _____

Organization is a (circle one):

Government Entity----- 501(c)3----- 501(c)6----- other _____

(note: you must submit 501(c)3 or 501(c)6 approval documentation)

Event/project/program name: _____

Event/project/program date: _____

Amount of funding request from the City of Enumclaw: \$ _____

Estimate # of overnight stays: _____

Estimated return on investment: \$ _____

Tourism Seasons: From the list below, what season will your project enhance tourism in the City of Enumclaw: Please indicate the appropriate season:

Season:

_____ Year-round (Jan-Dec)

_____ Peak season (June-Sept)

APPLICATION QUESTIONS

Please answer each question completely, in the order listed, on a separate sheet attached to this application. Please include any supporting data within the response narrative.

1. Identify the specific tourism audience/market located more than 50 miles from Enumclaw that your organization will target with these funds.
2. Describe in detail the tourism promotion activities (refer to page 1) that will be performed or provided with the funding request, that specifically target the tourism audience/market listed in question #1 above. Be very specific, if funded you will be held to this plan by written contract.
3. What tools will you use to measure your event/project/program's impact on tourism in Enumclaw? Please be specific and provide examples.
4. Has your organization applied for and/or received funding from other sources? If yes, please describe.
5. If your organization collaborates with other organizations, such as the Chamber of Commerce, please describe how this is accomplished.
6. Will your proposed project/program/event become self-sustaining in the future? Yes/No
7. Please provide any additional information that you feel will assist the Enumclaw LTAC in evaluating your project and its benefit to tourism in the City of Enumclaw.
8. Project Budget – Please provide a detailed spreadsheet of your project (not agency) budget.
Income: Include income from sponsorships, grants, donations, admission fees and in-kind services. Include funding request from other sources, as referred to in #4 above.

Expenses: Include all expenses, including marketing, promotional and operational expenses. Capital expenses will not be allowed, such as equipment, building improvements, etc.

9. Application Certification:
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 the Instructions on pages 1 and 2 and understands and will comply with all provisions hereof.

Certified by: (signature) _____

(Print name) _____

Title: _____ Date: _____

THANK YOU FOR YOUR APPLICATION

EVALUATION & RANKING

The Enumclaw LTAC will review applications, hear presentations and rank applications according to the rating card, and make recommendations to the City Council for funding allocations. In the review of applications, the LTAC will recommend preference to those proposals which (1) demonstrate the opportunity to increase overnight lodging, (2) increase tourism in Enumclaw, and (3) demonstrate ability towards event/project/program self-sustainability.

Money allocated to projects is expected to result in a return of economic investment to the citizens of the City of Enumclaw. Not-for-Profit organizations will be given preference. Projects during the off and/or shoulder season are encouraged.

Criteria	Points Possible	Application Question	Points Received
Stakeholder Support/Partner	5 Yes = 5, No = 0	#5	
Return on Investment	Above 3 to 1 = 20 3 to 1 = 10 Below 3 to 1 = 0	#3	
Promotes City Tourism	Yes = 25, No = 0	#2, #5, #7	
Attributable Lodging Stays	1-30 = 5 31-60 = 10 60+ = 20		
Facilitate Expansion of Overnight Tourism	0-20 points	#1 & #2	
Sustainable Future funding identified	Yes = 10, No = 0	#6	

Total Pts Possible

/100