



# 2020 City of Gig Harbor Lodging Tax Fund Application

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

Organization/Agency Name: \_\_\_\_\_

Federal Tax ID Number: \_\_\_\_\_

Event 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 Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a 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:

- |  |  |                                      |
|--|--|--------------------------------------|
| <input type="checkbox"/> Public Agency | <input type="checkbox"/> 501C (____)     | <input type="checkbox"/> Partnership |
| <input type="checkbox"/> LLC           | <input type="checkbox"/> Sole Proprietor | <input type="checkbox"/> Other       |
| <input type="checkbox"/> C-Corp        | <input type="checkbox"/> S-Corp          |                                      |

Complete Application Packet Includes (check all that apply):

- |  |  |
|--|--|
| <input type="checkbox"/> Application plus Supplemental Questions | <input type="checkbox"/> W-9 (with organization name & address)                                  |
| <input type="checkbox"/> Copy of Non-Profit Registration         | <input type="checkbox"/> Itemized budget (event/non-event related operation or capital facility) |

### CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2020. 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 Gig Harbor 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.

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

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

## –Supplemental Questions–

**1. Describe your tourism-related activity/facility.**

- If an activity, list the name, date(s), and projected overall attendance.
- Describe why tourists will travel to Gig Harbor to attend your activity/facility.

Answer:

**2. (Some of the estimates in question #2 are required by State law)**

<b>As a direct result of your proposed tourism-related service or facility, provide an estimate of:</b>	
a. Overall attendance at your proposed activity/facility	
b. Number of people who will travel more than 50 miles/2 hours away for your activity/facility	
c. Of the people who travel more than 50 miles/2 hours away, the number of people who will travel from another country or state	
d. Of the people who travel more than 50 miles/2 hours away, the number of people who will stay overnight in Gig Harbor or the Gig Harbor area	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Gig Harbor or Gig Harbor area	
f. Number of paid lodging room nights resulting from your proposed activity/facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	

**3. Have you requested LTAC funds previously?**

- a. For a different event? Yes  or No 
  - i. If "Yes", was it approved by LTAC? Yes  or No
- b. For the same event? Yes  or No 
  - i. If "Yes", was it approved by LTAC? Yes  or No

**4. What methodology did you use to calculate the estimates?**

**5. Describe the prior success of your event/activity/facility in attracting tourists.**

**6. Is there a host hotel/lodging for your event (Yes  or No )? If Yes, list the host hotel/lodging.**

- 7. Describe your target tourist audience (location, demographics, etc.)**
- 8. Describe how you will promote your event/activity/facility to attract tourists.**
- 9. Are you applying for Lodging Tax funds from another community (Yes  or No )? If yes, list the other jurisdiction(s) and amount(s) requested.**
- 10. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from The City of Gig Harbor Lodging Tax Fund? (attach event/non-event budget)**
- 11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?**



# 2019 City of Gig Harbor Lodging Tax Fund Application Guidelines

**2020 Lodging Tax funding requests are now being accepted by the City of Gig Harbor.**

Applications for Lodging Tax/Tourism Promotion Funding are due September 20, 2019 at the Tourism & Communications Office in City Hall.

## ***What is the Lodging Excise Tax Fund?***

Funding for this program comes from the City of Gig Harbor Lodging Tax Fund which receives a percentage of hotel/motel taxes from lodging establishments inside the city limits. The City collects a tax on charges for overnight lodging. These funds are distributed by the Department of Revenue back to the City of Gig Harbor for the funding of tourism related capital facilities, non-event operations, and event marketing and operations.

## ***What can be funded with Lodging Tax Revenue?***

Lodging taxes can be used for:

- Tourism Promotion/Marketing
- 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

## ***State Law Defining the Use of Lodging Tax***

Revised Code of Washington (RCW), Chapter 67.28 'Public Stadium, Convention, Arts and Tourism Facilities' provides detailed information about the use, award and reporting of tourism funds.

### Important Terms Relating to RCW 67.28

**Tourism:** Economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs

**Tourism promotion:** 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.

**Tourism-related facility:** 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

## **Who May Apply?**

The 2020 Lodging Tax funding program is open to non-profit organizations, agencies and businesses with the demonstrated ability to achieve tourism related goals as outlined below.

- Increase hotel/lodging occupancy in the City of Gig Harbor by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, travelling 50 miles/2 hours away or more, or coming from another state or country. To ensure this data is collected, the City is required to have applicants provide additional information in the lodging tax application.

## **Selection and Award Process**

Funding of the program and specific awards are dependent on recommendations of the City's Lodging Tax Advisory Committee (LTAC). The LTAC will receive all applications and recommend a list of candidates and funding levels that will be forwarded to the Gig Harbor City Council for final determination. **Funds will be awarded on a competitive basis.**

## **The City of Gig Harbor Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- 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 City of Gig Harbor Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Gig Harbor, in particular projected overnight stays in Gig Harbor lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.
- Gig Harbor City Council Lodging Tax Fund Recommendations

**The LTAC and City Council will make awards based on the most competitive applications that meet the criteria for funding outlined in the previous paragraph.**

## **Application Requirements**

For the application submission and general requirements please see the last page of this application guide.

## **Reporting**

Reporting requirements enacted by the Washington State legislature in 2013 requires the City to report to the State regarding the use of funds for the year. All recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated. The City will, as part of the contract with the recipients, require that the report be provided immediately after the event or activity. The City will file an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC).

The post-event activity report must include the following:

- Total amount spent on the facility/operation/product.
- The number of participants who attended the activity/facility in each of the following categories:
  - Staying overnight in paid accommodations away from their place of residence or business;
  - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles/two hours away or more one way from their place of residence or business;
  - Staying for the day only and traveling more than fifty miles/two hours away or more one way from their place of residence or business;
  - Attending but not included in one of the three categories above.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

Any recipient awarded funding must complete the reporting requirements.

# Lodging Tax Fund Allocation General Information

## City of Gig Harbor Policy Statement

City of Gig Harbor's Lodging Tax Fund will be the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature or subsequent phase.

The City intends to maintain a reserve in the Fund and will assess on an annual basis how much of the Fund to appropriate in a given year.

The Gig Harbor 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 Gig Harbor will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies and businesses.

## High priority will be given to tourism facilities or marketing that:

- Has 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 Gig Harbor.
- Promote Gig Harbor and/or events, activities, and places in the City of Gig Harbor to potential tourists from outside Pierce County.
- Have demonstrated or have a high potential from the Committee's perspective to result in documented economic benefit to Gig Harbor.
- Have a demonstrated history of success in Gig Harbor 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.

## ***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. City of Gig Harbor Tourism Promotion Application Information and Instructions Page 6
- "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.



## **–Application Submission Instructions and General Guidelines–**

Application Deadline: September 20, 2019 5:00 pm– received at Gig Harbor City Hall or [gigharborguide@cityofgigharbor.net](mailto:gigharborguide@cityofgigharbor.net).

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit either the original or a digital copy to:

City of Gig Harbor LTAC  
c/o Tourism & Communications Office  
3510 Grandview St.  
Gig Harbor, WA 98335

Email: [gigharborguide@cityofgigharbor.net](mailto:gigharborguide@cityofgigharbor.net)

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

Please direct questions to the Tourism & Communications Office at 253-853-3554 or [gigharborguide@cityofgigharbor.net](mailto:gigharborguide@cityofgigharbor.net).

### **Attach in 8.5x11 format:**

1. Itemized budget for your non-event related operation or capital facility (income and expenses).
2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State (if applicable).
3. A copy of your agency's W-9 (with organization name and address where reimbursement check will be sent) *This should be the name intended to receive the contract and consistent with the W-9.*
4. (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages, 8.5 x 11 inches.

**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.**