

City of Richland
2012 HOTEL/MOTEL TAX FUND
APPLICATION FORM

Each year the City of Richland receives funds from the room tax imposed upon hotels and motels located within the City. These funds can be retained by the City or can be expended for a narrow range of projects and activities established by State law.

To be considered for funding, proposals must meet criteria as established in State law (RCW 67.28.1815) and prohibits use of tax receipts for any other purposes. State law requires these funds be:

“...used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

Tourism promotion is defined in RCW 67.28.080 as *“...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.”*

In addition, City Council policy requires that proposals comply with the following criteria:

1. Events/projects that produce a broad base for hotel/motel occupancy will be given higher priority over the financing of individual festivals, concerts, or shows.
2. The City's hotel/motel tax grant should "leverage" other funds. Unless the requesting agency is sponsoring an event that depends largely on volunteer efforts, hotel/motel grants should consequently not exceed 30% of the function's total cash budget.
3. A priority will be placed in off season programs and to those events which generate maximum economic benefit. Large events requiring overnight hotel stays should therefore be favored over smaller and/or single day events.
4. Given the City Council's desire to establish Richland as a center of athletic and cultural excellence, grants should be focused toward sporting, cultural, and leisure events. Creation and promotion of activities and events directed at young professionals/families that visit the area will strongly be encouraged.

All applications will be reviewed by the Lodging Tax Advisory Committee (LTAC) which will then make recommendations to the City Council. The final funding decision is up to the City Council. The LTAC places an emphasis on the following when evaluating each application:

1. How many room nights will the project generate?
2. How reliable is the information provided?
3. Validation of room nights generated will be required and there may be a placement of \$5/room night generated cap up to a maximum grant amount.
4. Does the project promote Richland and Richland hotels/motels outside of the Bi-County area?
5. The Committee favors providing seed money to new events.
6. The LTAC encourages all events and organizations to work towards total self-sufficiency.

If the award is for co-sponsorship of an event, all recipients will be required to use the Richland logo in accordance with the logo specifications. If the award is not a co-sponsored event, the recipient will note on any advertising material that *“Tourism support provided by the City of Richland”* or *“Hotel/Motel funds provided by the City of Richland”*, whichever is preferred by the recipient.

Please complete the following application. Please use separate applications for each individual project/event. Applications must be submitted to the Community Development Department, Richland City Hall, 505 Swift Blvd., PO Box 190 – MS 18, Richland, Washington 99352, FAX (509) 942-7379, **not later than Friday, February 24, 2012**. Any questions concerning the application process may be directed to Trisha Kirk Herron, Business and Tourism Development Specialist at 942-7725 or via e-mail at therron@ci.richland.wa.us.

Organization Name: _____

Address: _____

Phone: _____ FAX: _____

Contact Name: _____ Title: _____

Project to be funded: _____

Amount Requested: \$ _____ Project Date(s): _____

Has the organization received Hotel/Motel Tax funding in the past? YES NO

If yes, for which years and which projects?

Organizational Demographics:

Number of full time staff: _____ Number of part time staff: _____

Number of volunteers: _____ Year organization incorporated: _____

Please list the Names and Titles of your Board Members:

Project Description:

Please provide a brief description of the event/project, including event schedule.

Is this a capital improvement project? YES NO

Is the improvement on City owned property or facility? YES NO

If so, has this proposal been presented to the Parks and Recreation Commission (PRC) and was it recommended by the PRC? YES NO

Please note these improvements may require federal, state, or city permits. Please contact Phil Pinard at 942-7463 or Dave Bryant at 942-7507 prior to submitting this application to determine if permits are required for the type of work you are proposing.

Is the project you are seeking funding for collaboration with other agencies? If so, please name the other agencies and describe the relationship.

Projected Budget:

Amount Requested: \$ _____ As a percent of total project cost: _____ %

Total Project Budget: \$ _____

Revenue

Sources _____ **Amount**

Expenditures

Description _____ **Amount**

Projected Tourism Benefits:

Expected number of participants / spectators: _____

Expected number of out-of-town participants / spectators: _____
(those who have traveled more than 50 miles)

Expected number of room nights generated: _____

If this is a capital improvement project, what is the expected number of increased participants/spectators from out-of-town? _____ How many increased room nights are expected to be generated? _____

Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)

Explain how this project meets the above guidelines and criteria for Hotel/Motel Tax funding.

Provide a detailed outline of the Marketing Plan for the event to be funded by Hotel/Motel Tax funds. Please include the different types of media by name and location of service.

You may use additional sheets of paper if necessary to complete the application. You may also attach any additional information about your organization or project you think is relevant to this application.

I understand the Washington State limitations placed on use of Hotel/Motel Tax funds, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

Name

Title

Date