

City of Mountlake Terrace Lodging Tax Advisory Committee 2019 Lodging Tax Funds Application

GUIDELINES

Lodging tax funds are derived from the hotel-motel tax collected by the city's lodging establishments and may be used towards the marketing and operations of special events and festivals designed to attract tourists. They may also be used to support the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under RCW 35.57 and 36.100. Finally, lodging tax funds may also support 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.

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

ELIGIBILITY

State law (CHAPTER 67.28 RCW) requires you to provide estimates of potential economic impact. In addition, the city requires you to provide a brief description of how you calculated the estimates for the event, activity, or facility for which you are requesting funding.

PROCEDURE

Applications must be submitted on this form. Application materials are due to the City Clerk's Office by **4:30 p.m. on Thursday, November 15, 2018**. Allocation of the funds is tentatively scheduled for the **January 7, 2019** City Council meeting. (Please check with the City Clerk to verify date if planning to attend.) If funds are allocated to your organization, an agreement must be executed with the City.

FINAL REPORT

Following the event/project, a Final Report, including receipts, must be submitted to the City **within 90 days** of the conclusion of the project/event or the end of the calendar year whichever comes first. If an extension of this deadline is necessary, the fund recipient must submit a written request for an extension to the City Clerk within the 90-day time period.

REVIEW CRITERIA

The Lodging Tax Advisory Committee, appointed by the Mayor and confirmed by the City Council, will review applications and consider the extent to which the proposal will accommodate activities for tourist or increase tourism. Specifically, the Committee will consider:

- Whether the proposed expenditure is a permitted use of lodging tax funds;
- Whether the proposed expenditure has the potential to increase overnight visits, including off-season visits;
- Whether the proposed expenditures create a positive economic impact;
- Whether the applicant demonstrates a need for the funding and the ability to complete the project;
- The amount of funding provided by the applicant and other sources;
- Whether the applicant provides documentation of proposed expenditures.

**City of Mountlake Terrace Lodging Tax Advisory Committee
2019 Lodging Tax Funds Application**

Amount of Lodging Tax Requested: _____

Organization/Agency Name: _____

Federal Tax ID Number: _____

Event or Activity Name (If Applicable): _____

Contact Name and Title: _____

Mailing Address: _____

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 or 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 2018. If awarded, my organization intends to enter into a Partnership Agreement with the City of Mountlake Terrace; 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 Mountlake Terrace 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 which shall include, but not be limited to, the actual number of people traveling for business or pleasure on a trip: (A) away from their place of residence or business and staying overnight in paid accommodations; (B) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (C) from another country or state outside of their place of residence or their business.

Signature: _____ Date: _____

Printed or Typed Name: _____

**City of Mountlake Terrace Lodging Tax Advisory Committee
2019 Lodging Tax Funds Application**

Supplemental Questions

You may use additional sheets of paper for your answers.

1. Describe your tourism-related activity or event.
 - a. If an event, list the event name, date(s), and projected overall attendance. _____

 - b. Describe why tourists will travel to Mountlake Terrace to attend your event/activity/facility. _____

2. As a direct result of your proposed tourism-related service, provide an estimate of the following: (Note: *Some of the estimates below are required by State law.*)
 - 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 who travel more than 50 miles, the number of people who will stay overnight in Mountlake Terrace or the Mountlake Terrace area _____
 - e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Mountlake Terrace _____
 - f. Number of paid lodging room nights resulting from your proposed event/activity/facility (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights) _____

What methodology did you use to calculate the estimates? _____

3. Describe the prior success of your event/activity/facility in attracting tourists. _____

4. Is there a host hotel for your event? Yes. No. Name of host hotel. _____
5. Describe your target tourist audience (location, demographics, etc.). _____

**City of Mountlake Terrace Lodging Tax Advisory Committee
2019 Lodging Tax Funds Application**

6. Describe how you will promote your event/activity/facility to attract tourists. _____

7. Describe how you will promote lodging establishments, restaurants, and businesses in the City. _____

8. Are you applying for Lodging Tax funds from another community? Yes. No. If yes, list the other jurisdiction(s) and amount(s) requested. _____

9. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the Mountlake Terrace Lodging Tax Fund? _____

10. 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: Thursday, November 15, 2018, 4:30 p.m.

Submit original to:

Lodging Tax Advisory Committee
c/o Virginia Olsen, City Clerk/Community Relations Director
City of Mountlake Terrace
6100 219th Street SW, Suite 200
Mountlake Terrace, WA 98043

Email: cityhall@ci.mlt.wa.us

City of Mountlake Terrace Lodging Tax Advisory Committee 2019 Lodging Tax Funds Application

To be eligible for consideration, your complete proposal must be received by the deadline. The Lodging Tax Advisory Committee will review the proposals and the City Council will tentatively review their recommendation at a meeting to be determined in November/December, 2018. Approval of the funding is tentatively scheduled for January 7, 2019. Please check with the City Clerk to verify these dates.

- You must complete and sign the application.
- You may use the Supplemental Form or type the questions & answers on separate sheets of paper.

Please Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Mountlake Terrace.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State (if applicable).
4. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

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.

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 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) 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.