



## **Requirements for City of Wenatchee Lodging Tax and Tourism Promotion Funds**

The City of Wenatchee is pleased to offer grant funding to support tourism efforts. The City budgets money for grants to help fund tourism activities which are evaluated by the Lodging Tax Advisory Committee and Tourism Promotion Area Board (Committees). The intent of the grants is to support the marketing or operations of special events and festival designed to attract tourist to Wenatchee. If the Committees approve a grant application, the funds are distributed to the applicant on a reimbursement basis.

The general guidelines are:

1. An activity must meet the definition for tourism promotion and occur within the boundaries of Wenatchee or exclusively promote Wenatchee activities or organizations and must comply with the requirements of RCW 67.28.1816 and RCW 35.101.010, attached at the end of the application.
2. The activity must promote a positive image for the City and attract visitors, build new audiences and encourage tourist expansion as a destination place while benefiting the citizens of Wenatchee.
3. Evidence of partnerships should be shown along with volunteer involvement thru inter-jurisdictional, corporate, business and/or civic organizational support.
4. Applications are due 60 days before the event to allow the Committees to review at their monthly meeting.
5. Proposals that are free, low-cost and accessible to the public are encouraged and will be prioritized for funding.
6. Applicant is required to present their proposal to the Committees when requesting funding.
7. Applicants must provide a budget at the time of application. Grant funds are reimbursed and will be issued after a project is completed, a post-event report is provided to the Committees and an invoice, with supporting documentation of expenditures, is provided to the City for reimbursement.
8. A funded activity must obtain all legally required permits, licenses, insurance and approvals before City funds will be released.
9. A grant recipient must submit a written report of the results of the activity within 60 days of its completion.
10. The City may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

11. Grant recipients must agree to include references to VisitWenatchee.org tourism web site and acknowledgement of use of City of Wenatchee lodging and tourism funds to support the event.
12. Failure to comply with any of the criteria listed here may require full repayment of tourism funds from the grant recipient to the City.

**To be considered, an application must be complete and adhere to the specified format.**

Email or drop off the application and supporting documents to:

**Wenatchee Tourism Grant Application  
c/o Wenatchee City Clerk  
PO Box 519  
Wenatchee WA 98807  
Email: [cityclerk@wenatcheewa.gov](mailto:cityclerk@wenatcheewa.gov)**



## Application for City of Wenatchee Lodging Tax and Tourism Promotion Funds

### APPLICANT INFORMATION

Name of Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/Zip: \_\_\_\_\_

Form of Organization: \_\_\_\_\_

Nonprofit Applicant: \_\_\_\_\_

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

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

***Please include a copy of a City of Wenatchee Business License and/or Certificate of Incorporation.***

### ACTIVITY INFORMATION:

Activity Name: \_\_\_\_\_

Proposed Dates of Activity: \_\_\_\_\_

Proposed Location of Activity: \_\_\_\_\_

Amount requested: \_\_\_\_\_

Total project budget: \_\_\_\_\_

**Please attach a budget to this application which includes detail on the costs that will be covered by the City grant.**

## Section I - Scope of Work

1. Please give a description of your activity. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. How will you use these funds if approved? How will the activity meet the required RCW's for the use of this funding? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Describe how you will advertise, publicize or otherwise distribute information regarding your activity to your target audience. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. Is this funding request for a new activity or to continue or expand an existing activity? What is the activity's financial sustainability plan? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. Post-Event Report. Applicants who receive funding will be required to report on the below metrics after the event or activity. What methodology will you use to calculate and collect the estimates? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

### Metrics:

- a. Overall attendance at your proposed event/activity/facility.
- b. Number of people who will travel fewer than 50 miles for your event/activity.
- c. Number of people who will travel more than 50 miles for your event/activity.
- d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.
- e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Wenatchee
- f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Wenatchee.

## SECTION II – Signature of Applicant

I attest the information in this application is accurate, that I am an agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I have contacted the City of Wenatchee and will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved Wenatchee logo in all promotional material.

I understand the Washington State limitations placed on use of Lodging Tax and Tourism Promotion Area 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.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in joint meetings of the Lodging Tax Advisory Committee and Tourism Promotion Area Board that are open to the public under RCW 42.30.

I understand:

- I am proposing a tourism-related service. If awarded, my organization will enter into a Municipal Services Contract with the City and will provide liability insurance for the duration of the Contract. The insurance will name the City as an additional insured and in the policy will be in an amount to be determined by the City.
- The City will only reimburse those costs actually incurred by my organization/agency. Reimbursement only occurs after the service is rendered and after I submit a signed Request for Reimbursement form to the City. I will include copies of invoices and payment documentation with the Request.
- My organization/agency will present a report documenting the economic impact results in a format determined by the City.

Signature:	Date:
Print Name:	

## RCW 67.28.1816

### Lodging tax — Tourism promotion.

(1) Lodging tax revenues 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) of the internal revenue code of 1986, as amended.

(2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

- i. Away from their place of residence or business and staying overnight in paid accommodations;
  - ii. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
  - iii. From another country or state outside of their place of residence or their business.
- (b)(i) In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described under (a) of this subsection to the local lodging tax advisory committee.
- ii. The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.
- (c)(i) All recipients must submit a report to the municipality describing 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. A municipality receiving a report must: Make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.
- ii. The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in calendar year 2015.
- (d) This section does not apply to the revenues of any lodging tax authorized under this chapter imposed by a county with a population of one million five hundred thousand or more.

## RCW 35.101.010

### Definitions.

Unless the context clearly requires otherwise, the definitions in this section apply throughout this chapter.

- (1) "Area" means a tourism promotion area.
- (2)(a) Except as otherwise provided in this subsection, "legislative authority" means the legislative authority of any county, or of any city or town within such a county, including unclassified cities or towns operating under special charters.
- (b) Except as provided in (c) of this subsection, in any county with a population of one million or more, "legislative authority" means two or more jurisdictions acting jointly as the legislative authority under an interlocal agreement created under chapter 39.34 RCW for the joint establishment and operation of a tourism promotion area.
- (c) For a city incorporated after January 1990, with a population greater than eighty-nine thousand, and located in a county described in (b) of this subsection, "legislative authority" means the city's legislative authority.
- (3) "Lodging business" means a person that furnishes lodging taxable by the state under chapter 82.08 RCW that has forty or more lodging units.
- (4) "Tourism promotion" means activities and expenditures designed to increase tourism and convention business, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists, and operating tourism destination marketing organizations.
- (5) "Tourist" means a person who travels for business or pleasure on a trip:
  - (a) Away from the person's place of residence or business and stays overnight in paid accommodations;
  - (b) To a place at least fifty miles away one way by driving distance from the person's place of residence or business for the day or stays overnight. However, island communities without land access are exempt from the mileage requirement under this subsection (5)(b); or
  - (c) To another country or state outside of the person's place of residence or business.



## Post-Event Report Template for City of Wenatchee Lodging Tax and Tourism Promotion Funds

Funds for approved activities are reimbursement-based and will be issued after a project is completed, a post-event report is provided to the Committees and an invoice, with supporting documentation of expenditures, is provided to the City for reimbursement. A grant recipient must submit the above items within 60 days of the event or activity completion.

### RECIPIENT INFORMATION

Name of Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Dates of Activity: \_\_\_\_\_

Grant Award Amount: \_\_\_\_\_

Final Total Project Budget: \_\_\_\_\_

1. Overall attendance at your proposed event/activity/facility.  
\_\_\_\_\_
2. Number of people who traveled fewer than 50 miles for your event/activity.  
\_\_\_\_\_
3. Number of people who traveled more than 50 miles for your event/activity.  
\_\_\_\_\_
4. Of the people who traveled more than 50 miles, the number of people who traveled from another country or state. \_\_\_\_\_
5. Of the people who traveled more than 50 miles, the number of people who stayed overnight in the City of Wenatchee. \_\_\_\_\_
6. Of the people staying overnight, the number of people who stayed in PAID accommodations (hotel/motel/bed-breakfast) in the City of Wenatchee. \_\_\_\_\_