

2019 Application for Ocean Shores Lodging Tax

Amount of Lodging Tax Requested: \$

Organization/Agency Name:

Federal Tax ID Number:

Event or Activity 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 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 the City

Check which one of the following applies to your agency:

(Note: per Ocean Shores' guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)
 - Public Agency
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CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2019. 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 Ocean Shores 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 – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity or event.
 - If an event, list the event name, date(s), and projected overall attendance.
 - Describe why tourists will travel to Ocean Shores to attend your event/activity/facility.

2. If you received funds in the prior year, you need to have submitted your Final 2018 Report before submitting a new request.

2019 Tourism-Impact Estimate and 2018 Annual Report		
As a direct result of your proposed tourism-related service, provide:	2019 Estimate	2018 Actual
a. Overall attendance at your event/activity/facility		
b. Number of people who travel more than 50 miles for your event/activity		
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state		
d. Of the people who travel more than 50 miles, the number of people who stay overnight in Ocean Shores or the Ocean Shores area		
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Ocean Shores or Ocean Shores area		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

3. What methodology did you use to calculate the 2019 estimates?

4. What methodology did you use to calculate / document the 2018 actual numbers?

5. Is there a host hotel for your event (yes or no)? If yes, list the host hotel.

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

7. Describe you target tourist audience (location, demographics, etc).
8. Describe how you will promote your event/activity/facility to attract tourists.
9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Ocean Shores.
10. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.
11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Ocean Shores Lodging Tax Fund?
12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Application Instructions and Information

Application Deadline: Friday, September 28, 2018, 4:00 p.m.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting prior to October 31 at a time and place to be announced. The City Council will review the LTAC recommendations as part of its annual budget process.

Submit original **AND 5 copies (application and attachments)** to:

City of Ocean Shores Lodging Tax Advisory Committee
c/o Angela Folkers, City Clerk
PO Box 909; Ocean Shores, WA 98569

Email: afolkers@osgov.com

Utility Billing Street Address: 800 Anchor Avenue NW, Ocean Shores WA

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Form or type the questions & answers separately.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

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 Ocean Shores.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's City of Ocean Shores business license.
5. (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 all or parts of the proposals and attached documents.

City of Ocean Shores Plan for Use of the Lodging Tax Fund

Adopted by Resolution #738, passed by the Ocean Shores City Council, April 27, 2015.

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.

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

The Mayor has appointed a Lodging Tax Advisory Committee with City Council concurrence to conduct an annual process to review and recommend Lodging Tax funded services for City Council consideration.

The City of Ocean Shores will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY, in no particular order, will be given to tourism activities that:

- Have 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 Ocean Shores.
 - Promote Ocean Shores and/or events, activities, and places in the City of Ocean Shores to potential tourists from outside Grays Harbor County.
 - Have demonstrated or high potential from the Committee’s perspective to result in documented economic benefit to Ocean Shores.
 - Have a demonstrated history of success in Ocean Shores, 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.
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Ocean Shores 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 Ocean Shores Lodging Tax funded proposals, if any.
 - Projected economic impact within the City of Ocean Shores, in particular projected overnight stays in Ocean Shores 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.
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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.