

**Application for:**

**FY 2015 Pierce County Lodging Tax &  
Tourism Promotion Funds**

**FINAL DATE FOR SUBMISSION:**

*Friday, April 4, 2014 - 4:00 PM*

**RETURN TO:**

*Pierce County  
Economic Development Department  
950 Pacific Ave., Suite 720  
Tacoma, WA 98402  
(253) 798-6906*



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### **Lodging Tax Advisory Committee** **2014 Membership**

**Jim McCune, Pierce County Council**  
**LTAC Committee Chair**

VACANT, City Council

Rick Adams, At-Large

Jene Marie Moren, At-Large

Bennish Brown, Fund User

Mary K. Nelson, Fund User

Pam Painter, Fund User

Tim Waer, Fund User

Mark Horace, Industry Group

William May, Industry Group

Pam Newlun, Industry Group

Dee Patterson, Industry Group

### **Economic Development Department Staff**

Denise Dyer, Economic Development Director

Rob Allen, Senior Economic Development Specialist

Kathy Sorgenfrei, Program Specialist

Valerie Coty, Administrative Assistant

**If you have any questions regarding the application, workshops  
and/or funding process please contact Kathy Sorgenfrei at  
253-798-6906 or ksorgen@co.pierce.wa.us**

**Before submitting your application, be sure to:**

- Check math, spelling and formatting.
- Make sure your application is signed on the first and last page.
- Include Standard Required Documents.
- Make sure the E-Verify Declaration is completed and signed.
- Include all required financial information.

**When you submit your application, be sure to:**

- Submit one complete signed original application.

## **INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY**

### **What are “Lodging Tax Funds?”**

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

### **How can those funds be used?**

Washington State law (RCW 67.28.1815) requires that funds be expended “...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

Tourism promotion is defined 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.”

### **Where can the funds be used?**

The funds must go into those areas of the county outside the boundaries of incorporated cities and towns, or into the cities and towns of:

Bonney Lake  
Buckley  
Carbonado  
Dupont  
Edgewood

Fircrest  
Milton  
Orting  
Roy  
Ruston

South Prairie  
Steilacoom  
Sumner  
University Place  
Wilkeson

### **Who can apply for funds?**

Any organization that will use the funds for the purposes of promoting tourism in Pierce County with the goal of increasing the number of overnight stays at lodging facilities.

### **Who decides which applications get funded?**

All applications are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the County Executive and County Council, who make the final funding approval.

### **How do I apply?**

The Lodging Tax fund application is available on-line at [www.piercecountywa.org/lodging](http://www.piercecountywa.org/lodging) or may be picked-up at the Pierce County Economic Development Department office, 950 Pacific Ave., Suite 720, Tacoma, 98402.

**Applications are due by 4:00 PM on Friday, April 4, 2014**, to the Pierce County Economic Development Department. Even if postmarked earlier, applications will not be accepted if not received by 4:00 PM on Friday, April 4, 2014.

Two application workshops are offered before the deadline if you would like your application reviewed and any corrections noted; you must be present at the workshop with your application for the review to take place, no mailed or electronic submissions for review will be accepted. (Workshops dates are March 6 and 11.)

**What is the timeline for Lodging Tax funds?**

February 25	Application available
March 6, 2 PM	Application workshop*
March 11, 2 PM	Application workshop*
<b>April 4, 4:00 PM</b>	<b>Application due</b>
April 23, 2:00 PM	LTAC Meeting – Application reviews and determination of project presentations needed, if any
May 14, 2 PM	LTAC Meeting - final review and funding recommendations (if necessary)
May 30	Recommendations to Executive and Council
Early to Mid-November	County budget adopted
January – February 2015	Contracts issued for 2015 projects

**Who can I talk to if I have questions?**

If you have any questions about completing the application or about the LTAC program or funding process, please call Kathy Sorgenfrei at (253) 798-6906 or email at [ksorgen@co.pierce.wa.us](mailto:ksorgen@co.pierce.wa.us).

**\*Application Workshop and Review Information**

Attendance at an application workshop is mandatory for any organization that did not receive Lodging Tax funds in 2014. Application workshops are highly recommended for all applicants. Two workshops are offered to assist applicants in completing their applications. Pierce County staff will provide an overview of the application and the application process. They will also be available to answer questions. Please come prepared with your application and instruction packets and any questions that you may have. Applicants can choose from one of two sessions:

Workshop 1: 2 PM, Thursday, March 6

Workshop 2: 2 PM, Tuesday, March 11

Workshops will be held in Conference Room A at the Pierce County Library Processing and Administrative Center, 3005 112th St. E. Tacoma, WA 98446

## GENERAL CONDITIONS OF APPLICATION

### Applications will be screened as follows:

- Late applications will not be accepted.
- Be sure to use the 2015 application form.
- Please call Kathy Sorgenfrei at (253) 798-6906 before submitting a capital project application.
- **Applications must be complete**, all applicable questions must be answered, and applicable information must be included.
- Applications must be typed in 10 point Times New Roman or Verdana font.
- All answers to questions must be answered on the same page as the question.
- Do not re-format pages, although you may change spacing between paragraphs on the same page. Do not delete a question. The page total must not exceed ten (10), not including Required Financial Information, Standard Required Documents, and a maximum of three (3) letters of support.
- Do not attach any materials unless specifically requested.
- Do not include pages larger than 8½ by 11. Please leave a minimum of 1-inch margins for binding purposes.
- All required financial information must be **complete and must balance**.
- Applications must be signed by a person authorized to bind the agency to a contract.
- Applicants must submit one original application.
- Attendance at an application workshop is mandatory for any organization that did not receive Lodging Tax funds in FY 2014.
- Applicants must submit E-Verify Declaration found on page 19 if requesting \$25,000 or more.

### **IMPORTANT INFORMATION TO NOTE**

1. Insurance is no longer an eligible cost.
2. A capital-facility project requires a proportional degree of Pierce County ownership in the facility or its permanent fixtures and contents. Capital projects have not been funded by the Lodging Tax Committee over the past few years.

### **REQUIRED FINANCIAL INFORMATION**

All applicants must attach their **2013 Year-End financial statement** which is to include balance sheet, income statement, and the organization's operating budget for 2014.

Recipient's that receive federal funds over \$500,000 will be required to submit an audit report per A-133 federal requirements at point of contract with Pierce County for lodging tax funds, if funds are awarded.

### **E-VERIFY DECLARATION INFORMATION**

Pierce County Ordinance 2009-74s requires that all businesses (including non-profits) which contract with the County enroll and participate in the Federal E-Verify program if the value of the contract is in excess of \$100,000 for any public works contract or \$25,000 for all other contracts. The contract (if awarded funds) will be subject to the E-verify provisions found on the last page in this application packet (which is the E-Verify Declaration form). Applicants requesting \$25,000 or more must return the page entitled "E-Verify Declaration" with this application packet. The Declaration must be signed. Failure to do so will render the application non-responsive.

The Federal E-Verify Program is a web based application that can be accessed at [http://www.dhs.gov/files/programs/gc\\_1185221678150.shtm](http://www.dhs.gov/files/programs/gc_1185221678150.shtm).

## **INSURANCE REQUIREMENTS IF FUNDED**

A Certificate of Insurance listing Pierce County as additionally insured and including these minimum requirements will be required for all recipients (if funded):

1. Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
4. Pierce County shall be named as an additional insured on all required policies except automobile insurance and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Pierce County. The Contractor shall provide a certificate of insurance to be approved by the County Risk Manager prior to contract execution.
5. Pierce County shall have no obligation to report occurrences unless a claim is filed with the Pierce County Auditor; nor shall Pierce County have an obligation to pay premiums.
6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished Pierce County prior to the date of cancellation, change or nonrenewal, such notice to be sent to the Pierce County Risk Manager, 955 Tacoma Ave South, Suite 303, Tacoma, WA 98402.
7. It is further provided that no liability shall attach to the County by reason of entering into a contract with the County, except as expressly provided within the terms and conditions of that contract.

### **Bond.**

The Contractor shall maintain, throughout the life of this agreement, an annual fidelity or performance bond in an amount not less than 25 percent of the value of this Agreement. Coverage for employee dishonesty in the amount not less than 25 percent of the value of the Agreement may be maintained in lieu of bond.



## **STANDARD REQUIRED DOCUMENTS**

Pierce County is requiring all agencies to submit Standard Required Documents (SRD's). These documents are important to obtain a better understanding of the organization, systems, and personnel of a potential recipient. **Even if the applicant agency has submitted the SRD's with prior funding year applications, the agency must submit current documents to ensure Pierce County has updated information.**

SRD's include:

- **Articles of Incorporation / By-laws**  
Articles of incorporation and or by-laws help us establish who has the authority to bind the organization by contract.
- **Non-profit Determination**  
Non-profit organizations must submit tax-exemption determination letters from the Federal Internal Revenue Service.
- **List of current Board of Directors**  
A list of the current Board of Directors or other governing body of the agency must include the name, phone number, address, and must identify the principal officers of the governing body.
- **Authorization to Request Funds**  
Documentation must be submitted of the governing body's authorization to submit the funding request. Documentation of this requirement consists of a copy of the minutes of the meeting in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (name of individual) to submit a Lodging Tax funding request through Pierce County" or "(Name of the individual) has the governing body's authorization to make funding requests for (name of the agency)."
- **Designation of Authorized Official**  
In addition to the Articles of Incorporation and/or by laws, documentation of the governing body's authorization for the representative of the agency to contractually bind the agency is also needed, and consists of a signed letter from the Chairperson of the governing body providing the name, title, address and telephone number for each authorized individual.

# 2015 Lodging Tax – Tourism Promotion Project Application

## 1. Project Information

**1a.** Project Name: \_\_\_\_\_

Amount requested: \$ \_\_\_\_\_  
(Amount requested must match Total Costs, column "a." on page 14)

Total Project Amount: \$ \_\_\_\_\_  
(Total Project Amount must match Total Costs, column "c." on page 14)

**1b.** Name of Applicant organization: \_\_\_\_\_

Mailing Address:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

Organization Unified Business Identifier (UBI): \_\_\_\_\_

UBI Expiration Date: \_\_\_\_\_

Type of Organization: \_\_\_\_\_  
(non-profit, for-profit, municipality, etc.)

**1c.** Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

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

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

## **2. Project Description**

Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact, and list the responsible party(s). Describe how the project/activity will enhance tourism and/or result in 'heads in beds'. If there is a charge or fee for this activity, please describe.

### 3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

### 4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in unincorporated Pierce County? If so, how will this increase be tracked/monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants may be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of Lodging Tax funds as compared with the estimates contained in this application.**

**5. Funding Requirements.**

Due to funding constraints, partial funding may be recommended by the LTAC.

**5a.** If partial funding is received, how will that impact the project/activity? Please describe:

**6. Use of Funds**

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

**7. Project Budget (for non-capital projects). Do not include in-kind contributions.**

**Income:** A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source <i>(list all revenue sources anticipated for 2015, not including requested Lodging Tax Funds)</i>	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

**Expenses:** Based on full funding, please list project costs.  
**PLEASE NOTE:** Certain expenses may not be reimbursable, at the sole discretion of Pierce County. You will only be repaid at the Pierce County authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Kathy Sorgenfrei at Pierce County Economic Development (253) 798-6906.

	a. Lodging Tax Funds	b. Other Funds Do not include in-kind dollars	c. Total
<b>Personnel</b> (salaries & benefits)	\$	\$	\$
<b>Administration</b> (rent, utilities, postage, supplies, janitorial services, minor equipment etc.) Note: Insurance is not an eligible cost	\$	\$	\$
<b>Marketing/Sales</b> (Including trade shows, sales calls, related travel, etc.)	\$	\$	\$
<b>Contract Services</b> (Contract personnel for accounting, marketing, web design, etc.)	\$	\$	\$
<b>Other</b> (Describe below)	\$	\$	\$
<b>TOTAL COSTS</b> (Amount in column "a." must match "Amount Requested" and amount in column "c" must equal "Total Project Amount" on Page 10)	\$	\$	\$
<b>Description for Other</b>			
<b>In-kind contributions</b>			

**8. Funding History**

**8a.** Was this project funded with Pierce County Lodging Tax funds in FY 2014?  
\_\_\_\_\_yes \_\_\_\_\_no

**8b.** If you answered yes to 8a, how much funding did you receive in 2014? \$\_\_\_\_\_

**8c.** If this project was funded in 2013 please attach your 2013 Activity Report.

**8d.** If you answered no to 8a, what is the last year Pierce County funding was received and how much? \_\_\_\_\_ (year) \_\_\_\_\_ (amount awarded)  no previous funding

**8e.** Indicate what efforts have been made to access funding from additional sources?

## **10. Coordination and Collaboration**

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, and local lodging and restaurants. You may attach up to three letters of support from these organizations.



**11. Capital Projects Budget**

FUNDING/TIMELINE	Responsible parties, methods, means	Begin (Dates or periods)	End (Dates or periods)	Amount requested from Lodging Funds	Other funds <u>committed</u> -or -proposed	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (new construction)				\$	\$	\$
Building Renovations (includes access)				\$	\$	\$
Other (specify) Insurance is not an eligible cost.				\$	\$	\$
<b>TOTAL</b>				\$	\$	\$

If other funds are committed, please attach a letter of commitment from the funding source.

**12. Certification**

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

**Primary Signature:** \_\_\_\_\_

\_\_\_\_\_  
Printed Name & Title of Chief Administrator/Authorizing Official

\_\_\_\_\_  
Date



**E-Verify Declaration**

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

Proposal/Bid/Invitation/Solicitation No.   FY 2015 LTAC Funds  

The undersigned declares, under **penalty of perjury** under the laws of Washington that:

1. That the above named firm is currently enrolled in and using the E-Verify system implemented on March 1, 2010 as outlined in PCC 2.106.022 and will continue to use the E-Verify system for so long as work is being performed on the above named project.
2. I certify that I am duly authorized to sign this declaration on behalf of the above named bidder/proposer.
3. I acknowledge that Pierce County reserves the right to require a copy of the Memorandum of Understanding between the contractor listed above and the Department of Homeland Security certifying enrollment in the E-Verify program at any time. Failure to provide the required Memorandum of Understanding within 10 days of request could lead to suspension of the Contract (if awarded funds).

Dated at \_\_\_\_\_ Washington

this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_

Signature \_\_\_\_\_

Printed Name \_\_\_\_\_