

**ORIGINAL**

**RESOLUTION 2010 - 05**

**A RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF SUNNYSIDE, WASHINGTON, APPROVING  
AGREEMENT FOR TOURISM PROMOTION SERVICES  
WITH SUNNYSIDE CHAMBER OF COMMERCE**

**WHEREAS**, the City of Sunnyside (hereinafter referred to as the "City"), has entered into previous agreements for tourism development services with the Sunnyside Chamber of Commerce (hereinafter referred to as the "Chamber"), all in accordance with city ordinance and state law; and

**WHEREAS**, the Chamber submitted two proposals for tourism development services; and

**WHEREAS**, the Lodging Tax Advisory Committee reviewed said proposals on December 4, 2009 and again on December 9, 2009 as required by RCW 67.28; and

**WHEREAS**, the City Council of the City of Sunnyside reviewed and approved said proposals at a Special Meeting on November 19, 2009 and authorized the requested appropriation be made to the 2010 budget;

**WHEREAS**, the City Council finds and determines that acceptance of such proposals for reimbursement of certain costs of operation and maintenance of tourism-related services and advertising provided or secured by the Sunnyside Chamber of Commerce is in the best interests of residents of the City of Sunnyside and will promote the general health, safety and welfare; and

**NOW THEREFORE, IT IS HEREBY RESOLVED BY THE CITY COUNCIL OF THE CITY OF SUNNYSIDE, WASHINGTON, as follows:**

**Section 1.** That the proposals submitted by the Chamber and attached hereto as Exhibit "A" and Exhibit "B" are hereby accepted; and the City Manager is hereby authorized to execute any contract and other documents necessary to accomplish such acceptance.

**Section 2.** This Resolution shall be effective upon passage and signatures hereon in accordance with law.


**PASSED** this 25<sup>th</sup> day of January, 2010.

  
\_\_\_\_\_  
JAMES A. RESTUCCI, MAYOR

ATTEST:

  
\_\_\_\_\_  
DEBORAH A. ESTRADA, CITY CLERK

APPROVED AS TO FORM:

  
\_\_\_\_\_  
MENKE JACKSON BEYER EHLIS & HARPER, LLP  
Attorneys at Law

# PROJECT PROPOSAL

(Only two (2) additional pages of materials will be accepted with each application.)

*LTAC Rec:  
\$ 37,500  
Council approved  
11/19/09*

## Project Title and Type

Project Title Sunnyside Chamber of Commerce Events

### Type of Project:

- Tourism Promotion:
  - Advertising, publicizing, information distribution
  - Develop strategy to expand tourism
  - Operate tourism promotion agency
  - Fund a special event or festival (marketing and/or operations)
  
- Tourism-related Facility (must be owned by a public entity, 501(c)(3) or 501(c)(6))

## Organization

Name Sunnyside Chamber of Commerce  
 Address 230 E. Edwien Ave / P.O. Box 360  
 City Sunnyside State WA Zip 98944  
 Phone 509-837-5939 Website www.sunnysidechamber.com

Form of Organization: (If funded, information identified on the Attachments page may be required.)

- Non-profit (Proof of non-profit status required)
- Public Agency
- For Profit

## Contact Person

Name Pam Turner Title Executive Director  
 Phone 509-837-5939 Fax 509-837-8015  
 E-mail pturner@sunnysidechamber.com

**New or Continuing Activity/Service**

Is this a new  or continuing  activity/service?

Was this project previously funded by lodging tax funds? Yes  No

If yes,

How much? \$35,000 How long? 5+ (years)

Do you expect this project to be an annual activity/service that will require continued lodging tax funds? Yes  No

If yes, what is your anticipated time frame for accomplishing this activity/service?

2 to 3 Years  4 to 5 years  5+ years

**Scope of Project**

Briefly describe the proposed project and how it benefits Sunnyside tourism and/or economic development.

How does this project attract, serve, and facilitate overnight tourism in the City of Sunnyside? For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs, or other items, or provide programs/entertainment for tourism? How? Does it provide other short or long range economic benefits?

*This funding is to help the Sunnyside Chamber of Commerce put on Events in the City of Sunnyside, in turn bringing people to other beautiful communities to "stay & play" here. This funding is to help improve the quality of each event, making sure there is a safe and fun family environment. The idea is to bring people from out of town to stay in our hotels/motels and spend money with our businesses in Sunnyside.*

How many room nights (heads in bed) will this project generate? 100's over the course of a year

## PROJECT BUDGET

(Note – This budget should represent the proposal and not the entire agency budget.)

### Funding Request

Amount Requested \$ 40,000

Can you operate this activity/service with reduced funding? Yes  No   
If yes, list priorities below:

Priority 1 - full funding \$ 40,000 Priority 2 - partial funding (no less than) \$ 35,000

### Income

If you are anticipating receiving partial funding for this activity from others sources, please list the approximate amounts, sources, and status of funding.

Amount	Source	Projected or Confirmed
\$ 20,000 -	various sponsors \$	Projected
\$ -	membership fees	
\$ -		
\$ -		
\$ -		
\$ -		
<b>TOTAL</b> \$ 20,000 -		

### Expenses

Activity	Lodging Funds	Other Funds	Total
Personnel (salaries & benefits)	\$ -	\$ -	\$ -
Administration ( Operating expenses including copies, rent, utilities, phone, taxes, office supplies, etc)	\$ -	\$ -	\$ -
Marketing/Promotion	\$ 40,000 -	\$ 20,000 -	\$ 60,000 -
Travel	\$ -	\$ -	\$ -
Consultants	\$ -	\$ -	\$ -
Construction	\$ -	\$ -	\$ -
Other Activities	\$ -	\$ -	\$ -
<b>TOTAL</b>	\$ 40,000 -	\$ 20,000 -	\$ 60,000 -

37,900

**Other Budget Items**

Describe and explain the differences in Priority 1 funding and Priority 2 funding.

with Priority 1 the Sunnyside Chamber  
could possibly add a wine event and/or  
a blues event. otherwise we would  
continue as is.

What percentage of your budget does your request for lodging funds represent? 65%


How will you fund this project if the City of Sunnyside's lodging funds are not available?

at this time I am unsure of where  
we would find the funding

**PROPOSAL CERTIFICATION**

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap, and

Certified by:  
  
 (Signature)  
 Pamela K. Turner  
 (Print Name)  
 Executive Director  
 Title  
 9/28/09  
 Date

# PROJECT PROPOSAL

(Only two (2) additional pages of materials will be accepted with each application.)

*LTAC Rec:  
\$30,000  
Council approved  
11/19/09*

## Project Title and Type

Project Title Operations of a Tourism Promotion Facility

Type of Project:

- Tourism Promotion:
  - Advertising, publicizing, information distribution
  - Develop strategy to expand tourism
  - Operate tourism promotion agency
  - Fund a special event or festival (marketing and/or operations)
- Tourism-related Facility (must be owned by a public entity, 501(c)(3) or 501(c)(6))

## Organization

Name: Sunnyside Chamber of Commerce

Address: 230 E. Edson Ave P.O. Box 310

City: Sunnyside State: WA Zip: 98944

Phone: 509-837-5939 Website: www.sunnysidechamber.com

Form of Organization: (If funded, information identified on the Attachments page may be required.)

- Non-profit (Proof of non-profit status required)
- Public Agency
- For Profit

## Contact Person

Name: Paul Turner Title: Executive Director

Phone: 509-837-5939 Fax: 509-837-8015

E-mail: pturner@sunnysidechamber.com

**New or Continuing Activity/Service**

Is this a new  or continuing  activity/service?

Was this project previously funded by lodging tax funds? Yes  No

If yes,

How much? \$120,500 How long? 2 (years)

Do you expect this project to be an annual activity/service that will require continued lodging tax funds? Yes  No

If yes, what is your anticipated time frame for accomplishing this activity/service?

2 to 3 Years  4 to 5 years  5+ years

**Scope of Project**

Briefly describe the proposed project and how it benefits Sunnyside tourism and/or economic development.

How does this project attract, serve, and facilitate overnight tourism in the City of Sunnyside? For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs, or other items, or provide programs/entertainment for tourism? How? Does it provide other short or long range economic benefits?

*This funding helps the Sunnyside Chamber of Commerce with the Tourism Promotion of Sunnyside. Three are the of what the Sunnyside Chamber does is promote our community, give out information about the area, and encourage people to visit. essentially - put "heads in beds".*

How many room nights (heads in bed) will this project generate? 100<sup>0</sup> over the course of a year



## PROJECT BUDGET

(Note – This budget should represent the proposal and not the entire agency budget.)

### Funding Request

Amount Requested \$ 32,500

Can you operate this activity/service with reduced funding?  
If yes, list priorities below:

Yes  No

Priority 1 - full funding \$ 32,500 Priority 2 - partial funding (no less than) \$ 26,500

### Income

If you are anticipating receiving partial funding for this activity from others sources, please list the approximate amounts, sources, and status of funding.

Amount	Source	Projected or Confirmed
\$ 19,000 -	Membership dues	Projected
\$ 5,000 -	Chamber banquet	Projected
\$ -		
\$ -		
\$ -		
\$ -		
\$ -		
TOTAL \$ -		

### Expenses

Activity	Lodging Funds	Other Funds	Total
Personnel (salaries & benefits)	\$ 21,500 -	\$ 19,000 -	\$ 40,500 -
Administration ( Operating expenses including copies, rent, utilities, phone, taxes, office supplies, etc)	\$ 10,000 -	\$ -	\$ 10,000 -
Marketing/Promotion	\$ -	\$ 5,000 -	\$ 5,000 -
Travel	\$ 1,000 -	\$ -	\$ 1,000 -
Consultants	\$ -	\$ -	\$ -
Construction	\$ -	\$ -	\$ -
Other Activities	\$ -	\$ -	\$ -
TOTAL	\$ 32,500 -	\$ 24,000 -	\$ 56,500 -

30,000

**Other Budget Items**

Describe and explain the differences in Priority 1 funding and Priority 2 funding.

With priority one we could hire one more staff person to help with the day to day business of the Chamber and to help with the promotion of Sunnyside

What percentage of your budget does your request for lodging funds represent? 59%

How will you fund this project if the City of Sunnyside's lodging funds are not available?

I am unsure where we would find the funding.

**PROPOSAL CERTIFICATION**

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap, and

Certified by:

Pamela K. Turner

(Signature)

Pamela K. Turner

(Print Name)

Executive Director

Title

9/28/09

Date