



TOURISM / ECONOMIC DEVELOPMENT 2012 GRANTS

REQUEST FOR PROPOSAL

SUBMITTAL DEADLINE: 5:00 PM - DECEMBER 16, 2011

PLEASE SEND (1) COPIES TO:

CITY OF ARLINGTON
238 N. OLYMPIC
ARLINGTON, WA 98223

ATTN: JIM CHASE, FINANCE DIRECTOR

REQUEST FOR PROPOSALS
TOURISM / ECONOMIC DEVELOPMENT
HOTEL / MOTEL TAX

This notice of funding availability announces that the City of Arlington is accepting applications from public and non-profit agencies for projects that assist tourism development and promotion in the City. The program is funded through the taxes collected on hotel and motel room rents in the City of Arlington.

The City has approximately \$75,000 funds to award on a competitive basis to eligible applicants with the demonstrated ability to complete their projects by December 31, 2012.

Applications are available by contacting the Finance Department, 238 N. Olympic Ave, Arlington, WA 98223. (360-403-3422). Completed applications are due in the Finance Department office **by 5:00 p.m. on DECEMBER 16, 2011. No applications received after that time and date will be considered for funding.**

Each proposal submitted will be considered by the Hotel/Motel Tax Advisory Committee for recommendation to the City Council for final decision. The committees shall have the authority to negotiate concerning the content of any applicant's proposal. Applicants will be notified as quickly as possible following committee recommendation and final Council decision.

Successful applicants will be required to enter into a contract with the City to provide reimbursement. Reimbursement by the City will be due after performance under the contract is complete.

Successful applicants will be required to submit an annual report of lodging tax expenditures for festivals, special events and tourism related facilities owned by local jurisdictions or non-profit organizations showing estimated total event attendance or user count, % of tourists, people who traveled more than 50 miles or people who stayed overnight, and estimated total room nights generated. Sample of form is attached.

PROJECT AUTHORIZATION

The revenues received from the City's hotel/motel tax may be used for the following purposes only:

- ♦ Paying all or any part of the cost of tourism promotion
- ♦ Acquiring tourism related facilities in which the City has an ownership interest
- ♦ Operating tourism related facilities in which the City has an ownership interest
- ♦ Funding of a multi-jurisdictional tourism related facility
- ♦ Funding general economic development projects that may increase tourism

The permitted uses according to the State Legislation authorizing the imposition of this tax-supported program are more fully explained in the definitions portion of RCW 67.28.080, which states that:

- ♦ “Acquisition” includes, but is not limited to, citing, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purposes.
- ♦ “Municipality” means any county, city or town of the State of Washington.
- ♦ “Operations” includes, but is not limited to, operation, management and marketing.
- ♦ “Tourist” means a person who travels from place or residence to a different town, city, county, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.
- ♦ “Tourism” means economic activity resulting from tourists, which may include, but are not limited to, sales of overnight lodging, meals, tours, gifts, or souvenirs.
- ♦ “Tourism Promotion” means activities, operations 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 the marketing of or the operation of special events and festivals designed to attract tourists.
- ♦ “Tourism Related Facility” means real or tangible personal property with useable life of three or more years and a monetary value of ten thousand dollars or more used to support tourism or accumulate tourism activities.

Attachments

- ♦ Grant Application and Narrative Requirements
- ♦ Project Evaluation Criteria



CITY OF ARLINGTON

Tourism/Economic Development Grant Application

PROJECT SPONSOR INFORMATION

Project Title:

Project Funding Year: 2012

Project Dates:

Contact Person (person who wrote or has the most knowledge about this application):

Address:

City: State: Zip:

Signature: Phone:

e-mail address:

Project Sponsor (person with legal authority to sign a contract with the City):

Address:

City: State: Zip:

Signature: Phone:

Sponsor is (please check one): ☐ Non-Profit ☐ Public Agency ☐ Other

Amount Requested: \$ _____

Match: \$ _____

Total Project Budget: \$ _____

These totals must equal the numbers on the project budget page.

PROJECT SUMMARY

In the Space provided below, provide a one-paragraph summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the Over-all project. However, please focus your answer on the specific element for which you are requesting funding.

PROJECT ELIGIBILITY

How does your project meet the City and State eligibility requirements as set out in the accompanying application guidelines?

IMPACT ON THE HOTEL – MOTEL FUND

The Hotel – Motel Fund receives revenues entirely from taxes on hotel and motel stays in the City. One of the key evaluation criteria is how funding a particular project may help to provide ongoing revenues for the fund. Please indicate how your project would enhance the long-term health and stability of the fund and, **especially, how it might result in overnight stays**. Quantify your projections and indicate how you propose to verify your results.

If your project will not result directly in overnight stays, try to demonstrate how its success may contribute to future overnight stays. An example might be a one-day festival you sponsor, when combined with – and jointly marketed with – an event the following day which may appeal to the same audience, might encourage visitors to spend the night and attend both events. In this example, it would be important to discuss the timeframe and strategy for future implementation of an appropriate cooperative marketing campaign to link your one-day festival with the second one. Again, quantify your projections and explain the methodology by which you developed them.

PROJECT BUDGET

Please detail the budget for your project. Remember that though the City can pay no personnel costs (wages, benefits, etc.), such costs are eligible as a portion of your matching portion. The City can pay a share of such costs as postage, design and layout of printed materials, printing, and communications. Please specify whether your various match items will be either cash (C) or in-kind (I/K).

Project Name:					
Item	City	Match	Cash	In-Kind	Total
1.	\$	\$			\$
2.	\$	\$			\$
3.	\$	\$			\$
4.	\$	\$			\$
5.	\$	\$			\$
6.	\$	\$			\$
7.	\$	\$			\$
8.	\$	\$			\$
9.	\$	\$			\$
10.	\$	\$			\$
Totals:	\$	\$			\$

BUDGET NARRATIVE

In the space below please offer any information which you feel may provide useful background on your proposed budget such as source and rate at which matching labor costs are calculated, numbers of promotional pieces to be produced, numbers of media ads to be placed, media outlets to be used, etc.

PROJECT TIME LINE

Please use the chart below to break out your project into its major items, showing when each will be accomplished.

MONTH	TASK ITEM
JANUARY	
FEBRUARY	
MARCH	
APRIL	
MAY	
JUNE	
JULY	
AUGUST	
SEPTEMBER	
OCTOBER	
NOVEMBER	
DECEMBER	

Please use the space below to provide any necessary background on elements of your project time line.

APPLICATION PACKAGE

Please submit one copy of your application. Please do not double side your application and please do not use any other paper size than 8 1/2" x 11. Application covers are discouraged; they cost you extra money and we have to strip them off anyway.

Faxed applications will not be accepted.

Please provide the following information as attachments. These are requirements for an application to be considered for funding.

ALL APPLICANTS:

- ♦ Two letters of recommendation; each letter should explain the writer's relationship to the project and/or sponsor, the writer's qualifications for commenting on the project, and the writer's opinion of the benefits of the proposed project.
- ♦ **At least one of the letters of endorsement must be from an establishment offering overnight accommodations in the City of Arlington; failure to abide by this requirement may result in disqualification of your application even if it meets all other criteria.**

NON-PROFITS:

- ♦ Copy of state certificate of non-profit incorporation and/or Federal 501(c) (3) letter
- ♦ Copy of Articles of Incorporation
- ♦ Copy of current mission and goals statement
(If any of this information was provided with last year's grant application, it is not needed again)
- ♦ Copies of financial statements for the **two most recent years:**
This should include beginning cash balances, a listing of annual actual revenues, a listing of annual actual expenditures, and the resulting ending fund cash balances. (Beginning cash balance plus revenues minus expenditures equals the ending cash balance.)
- ♦ Copy of meeting minutes showing official approval of project and authorization for this application.

PUBLIC AGENCIES:

- ♦ Copy of meeting minutes showing official approval of project and authorization for this application.

COOPERATIVE PROJECTS:

- ♦ Description of reasons for and benefits of cooperative approach
- ♦ List of all co-sponsors by title and type
- ♦ Description of individual project responsibilities of co-sponsors
- ♦ Letters from co-sponsors endorsing projects, citing responsibilities and agreeing to participate



CITY OF ARLINGTON

Tourism/Economic Development Grant Program

Project Evaluation Criteria

The following criteria will be utilized in evaluating all grant proposals.

1. **Tourism Promotion:** Does the project meet the basic State and City requirements for tourism promotion? Will it promote a positive image for the City? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase awareness of the City's amenities, history, facilities, and natural environment?
2. **Benefit to the Community:** How will this project benefit the people of the City of Arlington? What are the projected direct and indirect dollar expenditures by visitors? What is the estimated number of visits and/or overnight stays generated? Who will attend the event? How many visitors will the event serve?
3. **Innovation:** Is this project unusual or unique? Does it move an existing program in a new direction? Does it reflect quality in content or programming?
4. **Community Support:** Does the project have broad-based community appeal or support? What is the evidence of need for this project in the City?
5. **Evidence of Partnerships:** What kind and degree of partnerships does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?
6. **Management Capability:** How have you demonstrated an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?

7. **Degree of Match:** Is the financial need reflected in a realistic budget? What is the percentage of matching resources? The degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and volunteer time) is one measure of a projects potential success.

PLEASE NOTE: If matching funds are in-kinds, then grantees must attach a budget to their final reports detailing exactly what these in-kind matches consist of. If labor is considered an in-kind match, then a breakdown showing the number of hours worked by how many people must be attached. If the match is a cash expenditure, then this expenditure must be clearly identified in the final report.

A match of 1/3 (one-third) of the total amount of the project must be committed to the project as part of the application process. This one-third match must be clearly identified in grant applications and then highlighted in grant reports. The City must be able to determine and certify that the match was expended in project accomplishment.

Private/for-profit groups requesting a grant of \$5,000 or more must supply matching cash funds to be considered for a grant award.

8. **Previous and Replacement Funding:** Do you have a history of successful use of grant funding? Is there a reliance on annual funding from the same sources? Does the project anticipate using City funds to replace existing funds? You may apply for and receive grants in subsequent years; however, continuity of funds is not guaranteed.
9. **Evaluation:** In the scope of work, did you provide a method of evaluating the proposed project upon completion? All grant recipients must make a concerted effort to determine the effectiveness of the project for which they receive grant funding. In the final report, grantees are to assess the number of visitors brought to the Arlington area, how much community support was shown for the project and how any project partnerships added to the effectiveness of the project. Therefore, a good project application will contain details as to how the grantee plans to evaluate project success, i.e. how the grantee intends to measure number of visitor and assess community support.
10. **Scale of Project:** Is the project of a scale suitable for this funding program? Can the project be completed by the end of the year?
11. **Application:** Is the application clear, accurate, complete and neat?

ANNUAL EVENT OR TOURISM LODGING TAX EXPENDITURE REPORT

The City is required to send a report to the State of Washington on the use of Hotel-Motel Tax funds. We therefore require each recipient to provide a recap of the following information to the Arlington Finance Department. **Deadline: February 28, 2013**

It is helpful if you ask your attendees the questions in No. 5 below during your event.

1. Organization_____
2. This report covers:
Event name:_____ Date:_____

Tourism Facility:_____ Date:_____

3. Total Lodging Tax funds allocated to this event or facility: \$_____

4. Estimated total event attendance or user count for the event or facility _____

Describe methodology used to determine this figure

5. Estimated percentage of total attendance for event or facility by (list separately) 1) tourists; 2) people who traveled more than 50 miles; or 3) people who stayed overnight: This information can be obtain through sample surveys of the tourists attending your event.

Percent of attendees who live outside of Arlington _____%

Of those tourists, the percentage who traveled more than 50 miles _____%

Of those tourists, the percent of those who stayed overnight _____%

Describe methodology used to determine this figure

6. Estimated total room nights generated _____.

Describe methodology used to determine this figure

7. Any other information that demonstrates the impacts of the festival, event or tourist-related facility owned by a non-profit organization or local jurisdiction (please describe):
You may use a separate sheet of paper to describe.