



APPLICATION GUIDELINES FOR LODGING TAX FUNDS

Application Deadline: August 30, 2024, 12:00 p.m., PST

INTRODUCTION:

The Revised Code of Washington (RCW) provides authority for cities to adopt a lodging tax of up to 4% of lodging charges made by hotels and motels. Tumwater receives lodging tax funds and invests these revenues in community events and historical and cultural programs that attract visitors and tourism dollars to Tumwater.

RCW 67.28.080 allows the use of lodging tax revenues in either of two categories:

"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 a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

"Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

REPORTING REQUIREMENTS:

State law (RCW 67.28.1816) details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded Tumwater lodging tax funds is required to submit a Final Report to the City with detailed information immediately following their tourism promotion activities. The Final Report form will be provided by the City. If your organization previously received lodging tax funds, a Final Report form must be completed for you to be eligible for future lodging tax funds.

AFTER YOUR EVENT BE PREPARED TO REPORT ON THE FOLLOWING:

- Total amount spent on the event and the amount of lodging tax funds requested and expended.

The number of participants who attended in each of the following categories:

- Overall attendance
- Estimated number of participants from out-of-state/country
- Staying for the day only *and* traveling more than fifty miles or more one way from their place of residence or business
- Staying overnight in paid accommodations away from their place of residence or business
- Staying overnight in unpaid accommodations (e.g. with friends/family) and traveling more than fifty miles
- Total of paid lodging nights in Tumwater
- Describe methods used to determine attendance and distinguish among the visitor categories

CHECKLIST FOR SUBMITTING A COMPLETE LODGING TAX APPLICATION

- Application (*attached*)
- Lodging Tax Budget Form (*attached*)
- One complete most recently submitted IRS Form 990-Return of Organization Exempt From Income Tax is required with the original application. (The 990 Form is to show income / expenditures and the current Board of Directors. If you've filed a postcard version of the 990, please attach supplemental information or your application will be incomplete.)
- Articles of Incorporation and by-laws.
- Of the documents listed above, submit one digitally or originally signed document by email (preferred) to the [Executive Department](#) or by mail (single-sided, no folders/binders/staples) Executive Department, 555 Israel Road SW, Tumwater, WA 98501 to be received no later than August 30, 2024, 12:00 p.m. PST. (If email is larger than 9MB, please separate into two emails.)
- Bring additional marketing materials with you during the Lodging Tax Advisory Committee interview to support your application (brochures, flyers, newsletters, programs, etc.) Bring seven of each. Do not include marketing materials with the application. It is not necessary but optional to bring marketing materials to the interview.

Note: The Lodging Tax Advisory Committee (LTAC) encourages applicants to bring video and electronic advertising to share during the presentation/interview. The City will need one copy on file for record archives. Digital media is limited to three (3) minutes. Contact the Executive Department at (360) 754-4120 to verify equipment availability and to make any necessary arrangements prior to the meeting.

AFTER YOU SUBMIT THE LODGING TAX APPLICATION

The Lodging Tax Advisory Committee (LTAC) will review applications and make funding recommendations based upon available lodging tax revenue in mid-September to mid-October. Applicants that have met the application deadline and submitted a complete application will be contacted by the City of Tumwater to schedule a brief mandatory interview before the LTAC. Funding recommendations by the LTAC will be reviewed by the Tumwater Council and approved funding will be incorporated into the next budget cycle.

Following the interview, your organization will be contacted with the funding recommendation by the LTAC and with the final lodging tax amount approved by the Tumwater City Council. If your organization receives lodging tax funds, you will be required to complete an Agreement with the City of Tumwater. This includes your organization signing an Agreement, securing insurance specific to the Agreement and submitting a Scope of Services – Exhibit A. The Scope of Services – Exhibit A is a document stating what will be accomplished with the lodging tax funds and how the funds will be spent in compliance with your Lodging Tax Application and RCW 67.28.080. Your organization must be able to comply with nondiscrimination in employment and nondiscrimination in services. Invoicing may begin once the Agreement is complete, services are rendered, and a Lodging Tax Invoice has been submitted with proof of payment. If it is for a special event or festival, invoicing will occur after the event has occurred. No funds will be paid for canceled events. If the Agreement is not fully signed and in effect prior to the event, there will be no payment in funds. Reimbursements will only be paid for items invoiced and paid within the contract term (Jan 1-Dec 31) and listed on the Scope of Services – Exhibit A.

The Lodging Tax Application and Lodging Tax Budget Form are available on the City [website](#). For questions, contact The Executive Department at (360) 754-4120 or by [email](#). A Reference Sheet of Priorities has been attached to demonstrate what the LTAC will be considering when they review your application to help determine funding levels.

Lodging Tax Application – Entity Certification
Organization/Agency Information

Organization/Agency Name Federal Tax ID Number

Contact Name Title

Mailing Address City State ZIP

Phone Website Email Address

____ Tourism Promotion/Marketing Activities ____ Events/Festivals* ____ Tourism-Related Facilities

Amount Requested: \$ _____ Total Project / Event Budget: \$ _____

Brief Description of Tourism Promotion/Marketing Activities, Events/Festivals, or Tourism-Related Facilities.

*If an Event/Festival, complete the following: ____ New Event ____ Annual Event for ____ number of years.

Name of Event/Festival Location Date of Event/Festival

Event/Festival Website (if different than above) If an existing event, last year's event date

CERTIFICATION

I hereby state on behalf of _____ that the:
Organization/Agency Name

Applicant is: ____ Nonprofit ____ For Profit ____ Public Agency

- The applicant has, or can obtain, general liability insurance covering no less than \$2,000,000 combined single limit per occurrence and \$2,000,000 aggregate for personal injury, bodily injury and property damage.
- The applicant has on file with the City, or is submitting a copy, of their current articles of incorporation and by-laws.
- I understand that this is an application for a contract with the City of Tumwater, which, if awarded, will only be paid after the service(s) is rendered - on a reimbursement basis, and a signed Lodging Tax Invoice is submitted including proof of payment documentation.
- The applicant has accounting/record-keeping systems which A) show the purposes for which City of Tumwater funds have been spent; B) is open to inspection by the City of Tumwater or its agents; and C) is maintained for at least six (6) years following the end of contract.
- I understand that the City of Tumwater will conduct public discussions regarding recommendations for funding to any agency making application to the City of Tumwater and its Lodging Tax Advisory Committee.
- I hereby certify that the information contained in this certification and application for funding with the City of Tumwater is a true and accurate statement of activities and financial status of the organization submitting this application.
- I hereby certify that the person signing this application is duly authorized to execute this document on behalf of the applicant entity.

Name: _____ Signature: _____

Title: _____ Date: _____

LODGING TAX APPLICATION

Funding Criteria

1. What is the purpose of your special event, festival, or tourism-related facility?

2. a. For what specific tourism-generating activities will City of Tumwater Lodging Tax Funds be used? Complete and submit the Lodging Tax Budget Form specific to your special event, festival, or tourism related facility. (The Budget Form is also available [online](#).)

b. If a returning applicant, identify any major changes in the event or organization since the last funding cycle.

3. Describe the resources available for the proposed tourism-generating activities. Please include the total number of volunteers and volunteer hours that exist for your special event, festival, or tourism-related facility.

4. Do other cities or governmental entities in the county fund your special event, festival, or tourism-related facility? If so, which jurisdictions and how much were you funded from each jurisdiction last year?

5. Do you intend to apply for lodging tax funds from other jurisdictions this year? If so, which jurisdictions? Please explain how you will use Tumwater's funds separately from other lodging tax funds you may receive.

6. The request for funds from Tumwater will fund what percentage of your total budget for the proposed special event, festival, or tourism-related facility?

7. Describe the tourism promotion impact on the economy from your special event, festival, or tourism-related facility within the City of Tumwater, specifically on the lodging and food service sectors.

8. How broad-based will the tourism promotion benefit be geographically and economically?

9. How will receiving lodging tax funds result in an increase in the number of people traveling for business or pleasure to Tumwater?
10. For the special event, festival, or tourism-related facility, identify the estimated number of participants who will attend in each of the following categories:
- a) Overall attendance _____
 - b) Staying for the day only *and* traveling more than fifty miles or more one way from their place of residence or business _____
 - c) Number of participants in any of the above categories who will attend from out-of-state (includes other countries) _____
 - d) Staying overnight in paid accommodations away from their place of residence or business _____
 - e) Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business _____
 - f) Total number of paid lodging nights generated in Tumwater. _____
 - g) Describe what methods you will use to determine attendance and to distinguish among the different visitor categories listed above.
11. If you are awarded a contract, you must be prepared to report to the City the economic benefit from tourists attending your event/facility. Describe how you will document the economic impact from your event/facility; specifically, the information requested in Question 10. Submit a sample tracking form, if available.
12. Describe how you will promote overnight stays in Tumwater lodging establishments.
13. Describe how you will promote Tumwater and other attractions in the Tumwater area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility.
14. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: how do you intend to alternatively fund your program / which services will not happen?

15. List other organizations that you are partnered with for this special event, festival, or tourism-related facility.

16. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related facility. Include any other thoughts that may encourage the Lodging Tax Advisory Committee/Tumwater City Council to use lodging tax funds to support this application.

REFERENCE SHEET OF PRIORITIES FOR LODGING TAX APPLICANTS

**This page will not be included with the completed application.
This page is to demonstrate what the Lodging Tax Advisory
Committee considers when determining funding
recommendations.**

Will this proposal direct tourism specifically to Tumwater generating room nights? Will this proposal direct tourism specifically to Tumwater generating day trips?

Does this proposal have the potential to extend lodging stays?

Does this proposal direct tourism to Tumwater during the slower travel season generating lodging stays year-round?

Does this proposal specifically promote the City of Tumwater by prominently mentioning Tumwater in marketing materials or other aspects of the project? For example, do their marketing tools (brochures, website, etc.) list Tumwater hotels and, if possible, link to the Tumwater hotel websites?

Does this proposal coordinate with other marketing programs for efficiency, diversity, and keep up with the trends/needs of promoting Tumwater?

Has this organization established a tracking mechanism to accurately quantify tourists staying overnight in Tumwater hotels?

If a tourism agency, does this proposal equally represent Tumwater (compared to other jurisdictions) in recommending Tumwater hotels and activities?

Is this proposal an efficient, economical use of the funds?

Does this application originate from a fiscally responsible organization?