#### LTAC Funding and Application Form

#### **Background Information**

#### **Purpose of Lodging Tax Funds**

State Law authorizes the City of Yelm to distribute lodging tax funds to eligible non-profit and government organizations to promote tourism projects, activities and events in City of Yelm (for-profit businesses are not eligible to receive lodging tax funds). State law requires that applications for funding be evaluated by the Yelm Lodging Tax Advisory Committee (LTAC). The members of the LTAC Committee are appointed by the Mayor and Yelm City Council. The LTAC reviews applications and make recommendations to the City Council for final funding award. The City Council approves the package of recommendations from the LTAC Committee and may only grant lodging tax awards for projects, activities and events that have been recommended for funding by the LTAC. All Lodging Tax Funds are dispersed AFTER approved events, programs, projects occur and NOT before.

#### Allowable Uses of Funds, per RCW 67.28

- · Tourism promotion and marketing
- · Operating and marketing special events and festivals to attract tourists
- Operating costs and capital expenditures for tourism-related facilities owned or operated by government entities or nonprofit organizations.

#### What happens after you submit the Application?

The LTAC will review applications and make funding recommendations based upon available lodging tax revenue and any pre-determined criteria. Applicants who have met the application deadline and submitted a complete application may be scheduled for a brief interview. LTAC funding recommendations will be reviewed, approved, and incorporated into the City Budget. Successful applicants will be contacted after recommendations are made by the LTAC and funds are approved by the City Council.

#### **Reporting Requirements**

Prior to receiving lodging tax funds, you will be required to complete an "Agreement with the City of Yelm," which includes providing a certificate of insurance and a Lodging Tax Invoice with proof of expenses. State law also specifies certain reporting requirements for jurisdictions that levy a lodging tax. Each entity awarded Yelm lodging tax funds will be required to submit a Final Report to the City with detailed information immediately following their tourism promotion activities. Before funding is awarded for reimbursement, all recipients of lodging tax funds must provide a report to the City describing and verifying the actual number of people traveling for business or pleasure on a trip: (A) away from their place of residence or business and staying overnight in paid accommodations; (B) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (C) from another country or state outside of their place of residence or their business.

Award recipients must also describe the methods used to determine attendance and distinguish among the visitor categories. It is important to consider and be prepared to respond to how you will determine and quantify the information above. The Final Report form will be provided to all funding award recipients.

#### Additional Information & Definitions

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 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 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.

Insurance: As part of its contract for performance, the city requires contractors to maintain liability insurance in the amount of \$1,000,000 and name the City as an additional insured on its liability insurance policy.

Contract: After Council adopts the City Budget, a report and contract/agreement will be sent to you for signature. Following return of the signed contract/agreement, it will be scheduled for final approval by City Council.

Payment: Normally, payments are processed twice per month for reimbursement of expenses. The last date to submit documents for reimbursement of Lodging Tax Funds will be noon the first Friday in January for the prior year allocation.

Application: The Lodging Tax Application and Lodging Tax Budget Form are available as digital fill-in forms at www.yelmwa.gov. For questions, please contact Brianna Feller at (360) 458-8420 or by email at briannaf@yelmwa.gov.

### Guidelines for Submitting a Complete Application

Application Checklist	$\checkmark$	Application and Lodging Tax Budget Form. Submit 1 original application. It will have an original signature, budget form, the complete IRS 990 Form, and Articles of Incorporation and Bylaws if necessary. Copies of just the application and budget form will be distributed to the Lodging Tax Advisory Committee, the City Clerk receives two copies (for archive and posting), and one copy will be available for the public should they decide to attend the meeting.
	$\checkmark$	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. This is necessary ONLY if this is your organization's first time applying for City of Yelm lodging tax funds or if previously submitted documentation has changed. One complete set is required with the original application.
		(OPTIONAL) Applicants may bring additional materials with you during the Lodging Tax Advisory Committee interview to support your application, including but not limited to: marketing brochures, flyers, newsletters, programs, etc.

Please Note: The Lodging Tax Advisory Committee (LTAC) encourages applicants to bring any video and electronic advertising to plan to share during the presentation and interview. The City will need one copy on file for record-keeping purposes.

#### **Funding Application**

#### **Entity Information**

Organization/Agency Name: Yelm Chamber of Commerce Federal Tax ID Number 911525275 **Contact Name** Line Roy Title **Executive Director** Mailing Address PO Box 444 Yelm WA 98597 Phone # 3604586608 **Email Address** director@yelmchamber.com Funding is for: ☐ Tourism Promotion/Marketing Activities ☑ Events/Festivals ☐ Programs/Projects Amount Requested \$ 8,438.00 **Total Budget** 

#### LTAC Funding Request Information

\* Name of Tourism Activity/Event/Program/Project

Nisqually Valley BBQ Rally

Location

Yelm City Park

\$ 16,937.00

Start Date

7/23/2021

End Date

7/24/2021

Brief Description (450 words or less):

The Nisqually Valley BBQ Rally is a day of family fun! It includes: Pro BBQ Vendors, an Amateur BBQ Competition, Local Businesses, Live Music, & a Beer Garden. This year, for the first time, we are opening the beer garden a day early, with food and an acoustic performance for our Amateur Andys, sponsors, committee members, and the community to celebrate the return of summer fun. This will entice event goers to stay Friday night to get a jumpstart on Saturday's celebration. In it's second year, we are anticipating an even greater turn out, with more food, more bands, more fun for all involved. This anticipated growth will bring more tourists from the outlying areas.

Website Address

www.bbgrally.com

Social Media Accounts

@nvbbgrally

What are the projected number of attendees estimated to travel greater than 50 miles to attend the activity/event and what is your estimate based on:

500 from greater than 50 miles away, based on marketing, event traction, social media interaction, and 2019's attendance. We're marketing our event in media outside of Thurston county.

What are the projected number of attendees estimated to travel from another state or country to attend the activity/event and what is your estimate based on:

50-100 based on marketing, event traction, social media interaction, and 2019's attendance.

What are the projected attendees who estimated to stay in paid overnight accommodations?

50-100 based on marketing, event traction, social media interaction, and 2019's attendance.

What are the projected attendees who estimated to stay in unpaid overnight accommodations?

50-100 based on marketing, event traction, social media interaction, and 2019's attendance.

How do you plan to measure/evaluate the actual attendance and locations visitors traveled from?

We will be capturing their zip codes for a prize giveaway at the event. We will also be surveying attendees the day of the event.

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

Driving tourists and local residents to this event will impact the vendors AT the event, as well as the Farmers Market who will be hosting their weekly market alongside the BBQ Rally. By bringing attention to these pro food vendors who are in our city, we will drive repeat traffic to their businesses.

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

We're driving tourists from Grays Harbor, Pierce County, and Thurston County. We have radio ads, social media ads, and newspaper ads. This will benefit the entirety of Yelm, as well as the immediate area surrounding us. Event goers will want to stop early and visit our local businesses before the event, and end the evening at the Prairie Hotel

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Describe how you will promote overnight stays in Yelm lodging establishments? We are sending our Promo Code for the Prairie Hotel to all our vendors, committee members, and on our social media pages to promote staying in our city. Describe how you will promote Yelm and other attractions in the Yelm area to entice tourists to extend their visit beyond attendance to your special event, festival, or tourism-related facility. Because all roads lead through Yelm, we will have ample opportunity to showcase our city to all event goers. By highlighting our local businesses at the event, we will entice event attendees to revisit our community. We will be inviting our attendees to return to Yelm for Jazz in the Park (who we are doing some joint marketing with) as well as Prairie Days. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific. For example: Which services will not happen? How do you intend to alternatively fund your program? We will have to minimize our marketing efforts, thus lessening our impact on areas outside of Yelm and outside of Thurston County. List other organizations that you will partner with for this proposal. Letters of endorsement are welcome to be attached to this application (please do not send separately to City Hall). We are doing some joint marketing with Jazz in the Park. We are hoping to partner with our local Rotary & Lions Clubs to draw attention to their efforts. We are partnering with community businesses to make this a successful event. Letters of Endorsement You may upload multiple Files. Files must be in .PDF, .TIF or Image Format. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourismrelated facility. Please include any other thoughts that may encourage the Lodging Tax Advisory Committee/Yelm City Council to use lodging tax funds to support this application. Our local businesses have suffered insurmountable losses since the last time we held this phenomenal event. We are so excited to get to highlight those businesses and our city. By hosting this event, we will help those businesses revitalize, and see

growth through 2021. We appreciate the Lodging Tax Advisory Committee's time and consideration for these funds.

#### Certification

*	I hereby state on behalf of
	Yelm Chamber of Commerce that we are a:
*	✓ Nonprofit ☐ Government Entity ☐ Other

The applicant has, or will obtain, liability insurance in the amount of \$1,000,000 and name the City as an additional insured on its liability insurance policy.

The applicant has on file with the City, or is submitting one copy, of their current articles of incorporation and by-laws.

I understand this is an application for a contract with the City of Yelm, 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 with proof of payment documentation.

The applicant has accounting/record-keeping systems which A) show the purposes for which City of Yelm funds have been spent; B) is open to inspection by the City of Yelm or its agents; and C) is maintained for at least 6 years following the end of contract.

I understand that the City of Yelm will conduct public discussions regarding recommendations for funding to any agency making application to the City of Yelm and its Lodging Tax Advisory Committee.

I hereby certify that the information contained in this certification and application for funding with the City of Yelm 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 and Title

Line Roy, Executive Director

Line Roy

\* Signature

\* Date

6/25/2021

#### Lodging Tax Budget Form

#### **Lodging Tax Applicant**

Specific to your tourism projects, activities and events in the City of Yelm, please complete the required fields and list the amount and status of funding for all sources that you already or intend to receive. If applicable, please include in-kind donations and funds received from admission fees.

#### Projected Revenue

**Sponsorships \*** \$ 10,000.00

Admission\* \$ 0.00

Reserves\* \$ 0.00

 $\textbf{Donations \& In-Kind} \quad \$ \ 15,000.00$ 

Contributions\*

**Grants\*** \$ 0.00

Program Service \$ 0.00

Fees\*

**Gift Shop** \* \$ 0.00

**Vendor Fees\*** \$ 5,500.00

Fundraising \$ 0.00

Activities\*

Anticipated Lodging \$8,000.00

Tax Funding \*

Lodging Tax from \$ 0.00

other Jurisdictions\*

Please specify: \* 0

All other Sources of \$3,000.00

Revenue\*

Please specify: \* Beer Garden

**Total Revenue** \* \$41,500.00

#### **Projected Expenses**

Personnel (salaries \$ 3,000.00

and benefits)\*

Administration \$ 5,000.00

(utilities, phone,

etc.)\*

Marketing and \$ 20,000.00

Promotion\*

**Professional and** \$ 2,500.00 Consultant Fees\* Equipment\* \$ 500.00 Facility/Event \$ 3,000.00 Rental\* Travel\* \$ 0.00 Please specify: \* NA All Other Expenses\* \$ 0.00 Please specify: \* NA

**Total Expenses \*** \$ 34,000.00

Program Excess \$ 6,500.00 (Deficit)\*

#### File Uploads

IRS 990 Form

Chamber990.jpg 83.89KB

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

Articles of Incorporation and Bylaws (if necessary)

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

**Additional Materials** 

Chamber coasters.jpg 52.34KB
Chamber coasters2.jpg 58.93KB
Chamber banner.jpg 1.51MB
sponsorship graphic.JPG 150.65KB

You may upload multiple Files. Files must be in .PDF, .TIF or Image Format.

#### 990

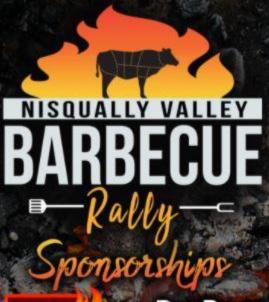
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Return of Organization Exempt From Income Tax (Index section MI(c), 127 or 614(14)(1) of the Internal Research Carlo (except private foundations)

Do not miler accord accords numbers on this form as it may be made public.
 Got to even stages/formatid for instructions and the latest information.

2880 No. 1945-0947 2019

Open to Public Inspection



# PIT MASTER \$5000

cash only, exclusive, only one available.

All Items in Fire, Flame, Smoke & Brickette sponsorship levels, plus...

#### Stage sponsor

Stage banner with your logo Business logo on event passport Two minutes on stage interview \$100 chamber credit for select activities

## FIRE



All Items in Flame, Smoke & Brickette sponsorship levels, plus... Business name in all radio advertisments Busines name in article promoting event Boosted social media post

## SMOKE



All items listed in Brickette level, plus... Complimentary 10'x10' booth space Promoted at Yelm Chamber Forum

## PIT BOSS \$5000

cash only, exclusive, only one available All Items in Fire, Flame, Smoke & Brickette sponsorship levels, plus...

#### Beer garden sponsor

Beer garden banner with your logo Business logo on event passport Two minute on stage interview \$100 chamber credit for select activities

## FLAME



All Items in Smoke and Brickette sponsorship levels, plus... Logo on all marketing materials Logo in movie theater ads

## BRIQUETTE



Logo on event banner Logo on BBQ Rally website Business mentioned on social media Business name mentioned during event

## SUDS



Name on banner inside beer garden Exclusive suds sponsor button Bragging rights!



DW RES SAMPLE

## AT YELM CITY PARK









wood not printed low res sample is







BRINGTHIS COASTER FOR A CHANCE TO WIN

wood not printed low res sample is a



# NISQUALLY VALLEY BARBECUE RALLY JULY 24<sup>TH</sup> AT YELM CITY PARK













Beer & Wine Garden **Food Vendors** 

(Sponsors: **Today's Dental Center** 

Olympia Federal Savings

Steve & Yael Klein

Prairie Park

**Shine Specialties & Promotions** 



Pizzeria La Gitana

City of Yelm