



RECEIVED
AUG 31 2018

Funding Application

2018 and 2019 Lodging Tax Funds

BY:

Deadline

June 15, 2018 at 4:00pm for funds to be expended in 2018
August 31, 2018 at 4:00pm for funds to be expended in 2019

Attention

City of Yelm
Dana Spivey, Executive Administrative Assistant
105 Yelm Avenue West
Yelm, WA 98597

Entity Information

City of Yelm, Washington

Organization/Agency Name	Federal Tax ID Number
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Grant Beck	Community Development Director
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Contact Name	Title
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105 Yelm Avenue West	Yelm	WA	98597
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Mailing Address	City	State	Zip
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360.458.8408			grantb@yelmwa.gov
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Work Phone	Cell Phone	Email Address
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Tourism Promotion/Marketing Activities Events/Festivals Program/Project

Amount Requested: \$ 20,000

Total Budget: \$ 20,000

Guidelines for Submitting a Complete Application

Checklist

- Application and Lodging Tax Budget Form.** Submit 1 original application and 7 additional copies. The original application will remain on file. 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.
- One complete most recently submitted **IRS Form 990-Return of Organization Exempt From Income Tax** is required with the original application and does not need to be copied 7 times. (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.
- 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.

10. 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?

11. 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).

12. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related 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.

Certification

I hereby state on behalf of _____ (organization/agency name) that we are a:

Nonprofit Government Entity Other

The applicant has, or will obtain, general liability insurance covering no less than \$1,000,000 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 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.

Grant Beck, Community Development Director

Name and Title

Si



8/30/2019

Date

Lodging Tax Budget Form

Lodging Tax Applicant

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

Projected Revenue

Source	Amount
Sponsorships	
Admission	
Reserves	
Donations & In-Kind Contributions	
Grants	
Program Service Fees	
Gift Shop	
Vendor Fees	
Fundraising Activities	
Anticipated Lodging Tax Funding	\$20,000
Lodging Tax from other Jurisdiction (please specify)	
All other Sources of Revenue (please specify)	
Total Revenue	\$ 20,000

Projected Expenses

	Amount
Personnel (salaries and benefits)	
Administration (utilities, phone, etc.)	
Marketing and Promotion	
Professional and Consultant Fees	
Equipment	
Facility/Event Rental	
Travel (please specify)	
All Other Expenses (please specify)	Design & Installation of Signs \$20,000
Total Expenses	\$ 20,000
Program Excess (Deficit)	\$ 0

Please Note: LTAC funds are dispersed AFTER approved events occur, NOT before

1. 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:

None. However, the proposal is complimentary to other LTAC funded events and programs by providing attractive directional signage to goods, services, and amenities which will help promote those other events and bring people back to Yelm.

2. 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:

None, see above.

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

None, See above.

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

None, see above.

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

N/A

6. 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.

The wayfaring signs will provide directions from Yelm Avenue to Community Facilities such as parks, the community center, the farmers market, and schools as well as directions to retail clusters located off Yelm Avenue. The signage should increase spending in the community from other community events by directing those not familiar to Yelm to retail opportunities.

Additionally, the signs should help those unfamiliar with Yelm find our world class parks and recreation facilities, increasing the likelihood that they will return to Yelm in the future.

7. How broad-based will the tourism promotion benefit be geographically and Economically?

The signs would be located throughout the City and will benefit all businesses in Yelm by attracting those travelling through town (over 63% of our traffic in Yelm) to stop and experience Yelm and beyond.

8. Describe how you will promote overnight stays in Yelm lodging establishments?

Wayfaring signage will help those living out of town to appreciate what Yelm has to offer and encourage them to come back to Yelm to stay and enjoy what we have to offer.

9. 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.

By directing people who may be here for other events to find the recreation and shopping experiences available here, they are more likely to stay outside the time of the special events.

10. 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?

Fewer signs would be purchased and installed if the project were partially funded. There are no alternative funding plans for the project.

11. 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).

The Yelm Chamber of Commerce and Thurston Economic Development Council are supportive of the project and the City will work with both agencies as well as the business community to identify the most effective wayfaring signage.

12. List any other measurements that demonstrate the impact of increased tourism attributable to your special event, festival, or tourism-related 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.

N/A



Information and Guidelines

2018 and 2019 Lodging Tax Funds

Background

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.

Schedule

- Application deadline: June 15, 2018, 4:00PM for funds expended in 2018
- Application deadline: Aug. 31, 2018, 4:00PM for funds expended in 2019
- Presentations to LTAC: Date to be announced
- LTAC recommendations to Council: July 24 and October 9, 2018
- City Council approves City Budget: Prior to December 31, 2018

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.

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 Dana Spivey at (360) 458-8816 or by email at danas@yelmwa.gov.