



CITY OF WOODINVILLE

2023 TOURISM PROMOTION GRANT APPLICATION

Application Deadline: Monday, August 16, 2022, by 12:00 pm

The City of Woodinville is pleased to offer annual grant funding for tourism promotion. Funding for this grant is dependent on the revenues from lodging taxes, which is an industry still in recovery from COVID. The current estimate of funding for the 2023 grant period is \$150,000 (subject to economic conditions and City Council approval). Grant applications will be evaluated and awarded based on the marketing or operations of special events, programs, and activities, or on proposals of tourism-related facilities, that are designed to attract or support tourism to Woodinville. Grant awards will be funded on a reimbursement basis.

Grant Requirements:

1. The event or program, hereafter referred to as "**activity**", must occur within Woodinville boundaries or exclusively promote Woodinville activities or organizations, and must comply with the requirements of RCW 67.28.1816 (attached at the end of the application).
2. Eligible applicants must use any grant funding for:
 - Tourist marketing activities;
 - The marketing and operation of special events and festivals designed to attract tourists;
 - Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
 - Supporting the operations of tourism-related facilities owned or operated by certain nonprofit organizations.
3. Eligible applicants are typically limited to:
 - Municipalities
 - Business organizations/associations (e.g., lodging association or Woodinville Wine Country)
 - Destination marketing organizations and Main Street organizations
 - Chambers of commerce
 - Other non-profit organizations
4. The recipient and activity must be consistent with and further Woodinville's image and goals.
5. The recipient and activity must be of general community interest or value.
6. Admission to or participation in the activity must be "free of charge" unless approved by City.
7. The recipient must provide full financial statements for the organization, as well as budget and actual financial statements for the activity submitted for funding.
8. The recipient must demonstrate that the activity submitted for funding is not duplicative or in competition with other Woodinville events, activities, or organizations.
9. Once an activity has been approved, the recipient must obtain all legally required permits, licenses, insurance and approvals before City funds will be released.
10. The recipient shall submit a written report of the results of the activity funded, including information describing the actual number of people travelling for business or pleasure on a trip.
11. The recipient shall acknowledge the City's contribution in formal promotional materials and efforts (i.e. logo, etc.).
12. The City and [Lodging Tax Advisory Committee](#) may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

Applications and supporting documents may be mailed or e-mailed to:

City of Woodinville
17301 133rd Avenue NE
Woodinville, WA 98072

Finance@ci.woodinville.wa.us
(Subject Line: Tourism Grant Application)

Grant applications are due no later than **August 16, 2022, by 12:00 PM.**
For questions, contact Blaine Fritts at (425) 877-2261, or blainef@ci.woodinville.wa.us.

TIMELINE OF GRANT EVALUATION AND ACCEPTANCE

(Subject to Change Without Notice)

06/15/2022

Grant application solicitation period commences.

08/16/2022

Grant application period closes at 12:00 pm.

08/30/2021 at 8:30 am in the Woodinville City Council Chambers and remotely.

Lodging Tax Advisory Committee ([LTAC](#)) reviews applications and decides on recommendations to the Woodinville City Council. This is an open public meeting and applicants are encouraged to attend.

Microsoft Teams meeting

Join on your computer or mobile app

[Click here to join the meeting](#)

Or call in (audio only)

[+1 206-397-0678,,160309820#](#) United States, Seattle

Phone Conference ID: 160 309 820#

[Find a local number](#) | [Reset PIN](#)

09/20/2022 Council meeting

[LTAC](#) recommendations are presented to the City Council for consideration.

9/20/2022 - 12/6/2022

If the City Council does not agree with the [LTAC](#)'s recommendation, it may require that the Committee reconvene to comment on the proposed changes. After which the item would come back to the City Council for a final decision.



APPLICATION FOR CITY OF WOODINVILLE 2023 TOURISM PROMOTION GRANT

Applications due: August 16, 2022 by 12:00 pm

Section I –Activity

Activity Name

Amount Requested

Section II - Contact Information

Organization/Agency

Federal Tax ID Number

Contact Name

Title

Mailing Address

City

State

Zip

Work Phone

Mobile Phone

Fax

Website

Email Address

Section III – Certification

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

Tourism Promotion Activities or Tourism-Related Facilities:

This is an application for a contract with the City of Woodinville and, if awarded, my organization/agency intends to enter a Professional Services Contract with the City of Woodinville.

Events/Festivals:

The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the activity.

I understand the City of Woodinville will only reimburse actual costs incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

Sign

Print Name

Date

Section IV - Activity Information

Is this a new activity? If no, how many years has it been in existence?

Yes No (# of Years _____)

Are you requesting or using other City funds for this activity? Yes No

Proposed location of activity: _____

Proposed date(s): _____

Provide a description of the activity:

Provide the budget for your activity in line-item detail estimating costs (i.g. entertainment, food, administration, equipment rental, staffing, etc.) and revenues (i.g. sponsorships, grant funds, vendor fees, etc.) to complete the activity. Should more space be needed, provide the budget on a separate document.

Activity Costs

| Cost Description | Amount |
|--------------------|--------|
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| | |
| Total Costs | |

Activity Income *(Include the requested grant funds)*

| Income Description | Amount |
|---------------------|--------|
| | |
| | |
| | |
| | |
| | |
| Total Income | |

If budgeted revenues exceed costs, provide an explanation of why grant funds requested are necessary and appropriate.

Does your organization have a current City of Woodinville Business License?

Yes No

*Grantees will be required to obtain a business license. Business license information can be found at:
<http://bls.dor.wa.gov/cities/woodinville.aspx>*

Grantees may be required to obtain permits for the Activity.

Expand your activity summary from page 2 to address the following questions. Indicate if you are requesting funds for a specific portion of a larger project while focusing response on the element for which you are requesting funding.

1. The purpose and intended outcome of the activity.

2. The tangible and intangible benefits to the community.

3. How the success of the project will be evaluated.

Section V – Lodging Tax Funding Evaluation Criteria

State law defines promoting tourism as: “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 and operations of special events and festivals designed to attract tourists.” Additionally, State law defines acquisition to include, but not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, and operation to include, but not limited to, operation, management, and marketing of tourism related facilities.

Check all boxes that apply to your activity:

Tourism promotion

Meets the definition for tourism promotion as stated above.

Promotes a positive image for the City.

Promotes the City as a destination place.

Attracts visitors, builds new audiences, and encourages tourist expansion.

Increases awareness of the City's amenities, history, facilities, and natural environment.

Supports regional tourism planning.

Benefit to the community

This activity benefits the citizens of Woodinville.

This activity benefits the overall community, rather than specific segment or interest.

Innovation

The activity is unusual or unique.

It moves an existing activity in a new direction.

Community support

The activity has broad-based community appeal or support.

There is evidence of need for this activity in the City.

Evidence of partnerships

The activity exhibits a degree of partnership.

There is volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support.

Other funding sources

There are multiple revenue sources to support this activity.

Previous and replacement funding

The funding request is for a new activity or to continue or expand on-going activity.

Scale of project

The activity is of a scale suitable for this funding program.

Describe how your activity promotes tourism in Woodinville based on the selections made above:

Section VI – State Required Projected Tourism Benefit

RCW 67.28 provides authority for cities and counties to use lodging tax for tourism promotion to attract visitors and encourage tourism expansion. State law also details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded Woodinville lodging tax funds is required to submit a Tourism Funding Expenditure Report Worksheet to the City with detailed actual information at the conclusion of their tourism promotion activities. The RCW also requires the following estimates at the time of application:

| | 2023 Estimate | 2022 Actual |
|---|----------------------|--------------------|
| Overall attendance at your activity. | | |
| Number of people who travel more than 50 miles for your activity. | | |
| The number of people who travel from another country or state. | | |
| The number of people who paid to stay in overnight accommodations (hotel/motel/bed & breakfast) in the City of Woodinville or Woodinville area. | | |
| The number of people who did not pay for overnight accommodations (hotel/motel/bed-breakfast) in the City of Woodinville or Woodinville area. | | |
| Number of paid lodging room nights resulting from your activity (lodging room night = one or more persons occupying a room for a single night). | | |

Explain the methodology used to calculate the 2023 estimates (see page 7).

How will your organization collect and verify the above information for your activity? (e.g. surveys, registrations, ticket sales, hotel rooms, etc.).

The following are methods in which attendance may be determined and will be reported to the state by the City:

- Direct Count: actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. May also include information collected directly from businesses such as hotels, restaurants, tour guides, likely to be affected by an event.
- Indirect Count: estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- Representative Survey: information collected directly from individual visitors/participants. This would be a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin or error and confidence level.
- Informal Survey: information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. These results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- Structured Estimate: estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

RCW 67.28.1816 Lodging tax — Tourism promotion.

- (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization for:
- a. Tourism marketing;
 - b. The marketing and operations of special events and festivals designed to attract tourists
 - c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters [35.57](#) and [36.100](#) RCW; or
 - d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

(2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

- i. Away from their place of residence or business and staying overnight in paid accommodations;
- ii. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- iii. From another country or state outside of their place of residence or their business

(b)(i) In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described under (a) of this subsection to the local lodging tax advisory committee.

(ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.

(c)(i) All recipients must submit a report to the municipality describing 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. A municipality receiving a report must: Make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.

(ii) The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in calendar year 2015.

(d) This section does not apply to the revenues of any lodging tax authorized under this chapter imposed by a county with a population of one million five hundred thousand or more.