

Application for City of Yakima
FY 2020 Lodging Tax & Tourism Promotion Grant Funds

Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the submission deadline.

Organization/Agency

Federal Tax ID Number

Contact Name

Title

Mailing Address

City State Zip Code

Phone Number

Email

- ___ Tourism promotion activities
- ___ Tourism related facility
- ___ Event/Festival:

_____ Name of Event/Festival	_____ Location	_____ Date
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___ Non-Profit (attach copy of current non-profit corporate registration with Washington Secretary of State)

___ Public Agency (name): _____

Amount requested: \$ _____

Description of tourism-related activities or event:

Budget Information- How will the funds be divided within the budget?

Supplies	\$ _____
Advertising	\$ _____
Operating rentals	\$ _____
Travel	\$ _____
Other ()	\$ _____

Number of attendees from a fifty (50) mile plus radius expected:

Number of Yakima overnight stays expected to be generated:

Target markets and region(s)(should be at least a 50 mile radius away):

Type of marketing to be used:

Target audience(s):

Attach up to two additional pages of details if needed.

I understand that if selected, my organization/agency may be required to enter a service contract with the City of Yakima.

Printed Name: _____

Signed: _____ Date: _____

Submittal Instructions:

APPLICATION RELEASE: March 1, 2019

APPLICATION DEADLINE: May 1, 2019

SUBMIT ORIGINAL AND 10 COPIES TO:

City of Yakima
LTAC Committee
129 North Second Street
Yakima WA 98901

REQUIRED DOCUMENTS:

1. Completed and signed application
2. An itemized budget of the amount you are requesting from the City.
3. Optional: If you provide brochures and supplemental information about your event, organization or program, include 10 copies.

Preference will be given to proposals from qualified entities for:

- 1) Funding projects concerned with operating or improving City owned facilities that generate overnight tourism;
- 2) Year-round tourism promotion and sales efforts through the destination marketing organization

The City Council has authorized the LTAC to advise and make recommendations to the City Council regarding the allocation of revenue received from the special excise taxes on lodging collected within the City. The City Council is the funding authority for Hotel Motel Excise Tax grant funding received by the City. LTAC may recommend full or reduced funding to the City Council. The Council has the authority to either accept or deny those recommendations.

BACKGROUND:

State Law Excerpts RCW 67.28.1816 – Use of Lodging Tax Fund. Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism promotion;
- 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) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "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 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.

For Questions Contact:

City of Yakima
Finance Department
129 North Second Street
Yakima WA 98901
(509) 575-6070