



City of Yakima

# **News Release**

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**Subject: Applications for lodging tax and tourism promotion funds**

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## **Applications Being Accepted for Lodging Tax & Tourism Promotion Funds**

The City of Yakima is now receiving applications for Fiscal Year 2020 lodging tax & tourism promotion grant funds. May 1st is the application deadline.

The City of Yakima's Lodging Tax Advisory Committee (LTAC) will review applications during its meeting on Thursday, May 16th, and forward its recommendations to the Yakima City Council for review during the 2020 budget process.

"The City welcomes applications through May 1<sup>st</sup> so we can ensure the best use of lodging tax funds," said Mayor Kathy Coffey.

Preference will be given to proposals from qualified entities for:

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

Per state law (RCW 67.28.1816) lodging tax funds can be used for:

- Tourism promotion.
- Marketing and operations of special events and festivals designed to attract tourists.
- Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district.

"If the application is for a tourism-related activity or event, the proposal should indicate the number of attendees anticipated from a more than a 50-mile radius and the number of overnight stays the event/activity expects to generate," said Steve Groom, the City of Yakima's Director of Finance & Budget. "The anticipated overnight stays must be in accommodations that collect the lodging tax."

Additional information is available in the application for City of Yakima Lodging Tax and Tourism Promotion Grant Funds. Click <https://www.yakimawa.gov/media/points-of-interest/lodging-tax-and-tourism-promotion/> for a copy of the application.