



City of Yakima

News Release

Subject: Lodging Tax and Tourism promotion funds

**Contact: Director of Finance & Budget Jennifer Ferrer-Santa Ines – 509-576-6644
Communications & Public Affairs Director Randy Beehler – 509-901-1142**

Release Date: Monday, April 25th, 2022

City Seeks Applicants for Lodging Tax & Tourism Promotion Funds

The City of Yakima will begin receiving applications next Monday, May 2nd, for Fiscal Year 2023 lodging tax & tourism promotion grant funds. July 1st is the application deadline.

Additional information is available in the application for City of Yakima Lodging Tax and Tourism Promotion Grant Funds. Click [2023-LTAC-Application-Revised-3.15.2022.pdf \(yakimawa.gov\)](#) for a copy of the application.

The City of Yakima's Lodging Tax Advisory Committee (LTAC) will review applications during its meeting in July and forward its recommendations to the Yakima City Council for review during the 2023-24 budget process.

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 Jennifer Ferrer-Santa Ines, the City of Yakima's Director of Finance & Budget. "The anticipated overnight stays must be in accommodations that collect the lodging tax."