



Application for Long Beach Lodging Tax Funds

Amount of Lodging Tax Requested: \$ _____

Organization/Agency Name:			
Federal Tax ID Number:			
Event or Activity Name (if applicable):			
Contact Name and Title:			
Mailing Address:	City:	State:	Zip:
Phone:	Email Address:		

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)
- Public Agency
- For-Profit (business or organization)

Is this an _____ annual or

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Long Beach will only reimburse those costs actually 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 (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year. Reporting requirements must be submitted with final request for reimbursement.

Signature:	Date:
Printed or Typed Name:	

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity of event.
 - If an event, list the event name, date(s), and projected overall attendance.
 - Describe why tourists will travel to Long Beach to attend your event, activity/facility.

2. *(Some of the estimates in question #2 are required by State law)*

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility:	
b. Number of people who will travel more than 50 miles for your event/activity:	
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state:	
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Long Beach or the Long Beach Peninsula:	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Long Beach or the Long Beach Peninsula:	
f. Number of paid lodging room nights resulting from your proposed event/activity/facility: <i>(Example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	
g. At an average daily rate of \$150, my paid room lodging impact is: <i>(e.g. \$150 x 75 = \$6225)</i>	

What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

3. Describe the prior success of your event/activity/facility in attracting tourists:

4. Describe your target tourist audience (location, demographics, etc.):
5. Describe how you will promote your event/activity/facility to attract tourists:
6. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Long Beach.
7. Are you applying for Lodging Tax Funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested:
8. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the Long Beach Lodging Tax Fund?
9. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Application Instructions and General Guidelines

Application Deadline: October 15th at 5:00 p.m. – received at Long Beach City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting on or before November 16th, 2018 at 7:00 p.m. at Long Beach City Hall.

Submit a PDF and one original signed copy to:

City of Long Beach Mayor & Council
C/O Ragan Myers, Tourism & Events Coordinator
PO Box 310
Long Beach, WA 98631

Email: rmyers@longbeachwa.gov

City Hall Street Address: 115 Bolstad Ave. West Long Beach

- ⇒ You must complete and sign the cover sheet with this packet
- ⇒ You may use the Supplemental Form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Long Beach.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organization's business plan, if you have one.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

General Information

City of Long Beach Lodging Tax Fund Overview

Long Beach's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City has multi-year commitments for tourism promotion services; therefore, those applications have priority status for the use of funds. In addition, the City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The City of Long Beach will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY will be given to tourism activities that:

- Promote Long Beach and/or events, activities, and places in the City of Long Beach to potential tourists from outside Pacific County.
- Have demonstrated or high potential to result in documented economic benefit to Long Beach.
- Have a demonstrated history or success in Long Beach, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate or enhance City-owned tourism facilities or infrastructure.

Long Beach Lodging Tax Considerations

In developing its recommendations, the City considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Long Beach Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Long Beach, in particular projected overnight stays in Long Beach lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.

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 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) 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.