



# 2021 Application for Prosser Lodging Tax

*Hotel/Motel Tax and Tourism Promotion Area (TPA) 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 which one of the following applies to your agency:

(Note: per City of Prosser's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)

For-Profit

Public Agency

## CERTIFICATION

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

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Prosser 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 with the calendar year.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Printed or Typed Name: \_\_\_\_\_

## Application Overview

### Required Attachments:

1. Provide us with an overview or summary of your request
2. Completed "Proposed Program Budget" form. (see attached)
3. If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organizations business plan (please limit to one page) and annual budget.
5. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (optional)

**It is important to note that this proposal and all documents filed with the City are public records. Tell us who you expect to attract:**

**The State of Washington requires an estimate for the following questions below:**

As a direct result of your proposed tourism-related service, provide:	Predicted	What method was used to determine attendance in previous years?
<b>a. Overall Attendance</b> Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.		<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
<b>b. Attendance, 50+ Miles</b> Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.		<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
<b>c. Attendance, Out of State, Out of Country</b> Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.		<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
<b>d. Attendance, Paid for Overnight Lodging</b> Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.		<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
<b>e. Attendance, Did Not Pay for Overnight Lodging</b> Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.		<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

<p><b>f. Paid Lodging Nights</b>  Total projected and estimated actual number of paid lodging nights. One lodging nights = one or more persons occupying.</p>	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
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**Methods**

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. A direct count may also include information collected directly from businesses, such as hotels, restaurants or 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. A representative survey is 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 of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey 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).

**Actual data will be required with your final reimbursement**

## Application Timeline

**The Application Period is September 1 through 5.p.m. on Wednesday, September 30<sup>th</sup>.** Due to COVID-19 and mandated office closures, completed applications and materials can be delivered in one of the following ways:

Email: Send to [tyost@ci.prosser.wa.us](mailto:tyost@ci.prosser.wa.us) (preferred method if possible)

Mail: Send to City of Prosser, 601 7<sup>th</sup> Street, Prosser, WA 99350 (must be postmarked by the September 30<sup>th</sup> deadline)

Hand Delivery: Place in drop box located outside of City Hall Office.

**The Committee will review proposals in a public meeting on a date yet to be set at Prosser City Hall (see anticipated schedule below).**

Item	Anticipated Date (subject to change)
Applications Available to the Public	Tuesday, September 1st
Applications Due	Wednesday, September 30 <sup>th</sup> by 5 p.m.
LTAC Committee Review of Application	To Be Determined
Council Review of LTAC Recommendations (potential approval)	Tuesday, November 10 <sup>th</sup> (subject to change)

## Application Checklist

- **Complete and sign the cover sheet with this packet**
- **Provide overview of funding request**
- **Attach Proposed Program Budget**
- **OPTIONAL: Attached additional materials (brochures, advertisements, etc.)**
- **If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.**
- **A copy of your organizations business plan (please limit to one page) and annual budget.**
- **Complete attendance estimate.**

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### **City of Prosser Plan for Use of the Lodging Tax Fund**

*Adopted by Resolution #16-2976*

*Passed by Prosser City Council, October 25, 2016.*

The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City will assess on an annual basis how much of the Fund to appropriate in a given year.

The Mayor has appointed a Lodging Tax Advisory Committee with City Council concurrence to conduct an annual process to review and recommend Lodging Tax funded services for City Council consideration.

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

**HIGH PRIORITY**, in no particular order, will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Prosser.
- Promote Prosser and/or events, activities, and places in the City of Prosser to potential tourists from outside Benton County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Prosser.
- Have a demonstrated history of success in Prosser, 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.

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### **Prosser Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee 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 Prosser Lodging Tax funded proposals, if any.
  - Projected economic impact within the City of Prosser, in particular projected overnight stays in Prosser 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.
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## 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.

# Proposed Program Budget

**Instructions:** Use this form to outline the requested funding items and cost. For your convenience, funding categories have been provided to help determine the proper allocation of grant funds. Applicant should list requested funding items or group of times (i.e. advertising) and the cost associated with that item. As an alternate, the applicant can prepare and submit their own form provided that at least the same information is provided.

<b>Program Title:</b>		
Description of Expense	Expected Cost	Funding Type: (please select one)
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other
	\$	<input type="checkbox"/> Special Event <input type="checkbox"/> Tourism Marketing <input type="checkbox"/> Operations of a Visitor's Center/Mtg Center <input type="checkbox"/> Other

**Total Request: \$** \_\_\_\_\_