



# Administrative Policy and Procedure City of Prosser, Washington

<b>SUBJECT: Tourism Promotion Area (TPA) Application and Funding</b>		
	Policy No. ADM.009	Pages:
Effective Date: 12/1/2017		
Developed By: Toni Yost	Department Head Approval:	City Administrator Approval:

## OVERVIEW

### 1. PURPOSE.

The purpose of this section is to ensure uniform performance of the program and to ensure compliance with state law.

### 2. REFERENCES.

RCW 35.101  
PMC 3.94

### 3. CITY RESPONSIBILITIES

**3.1** City Administrator is responsible for overseeing the application process and ensuring that the process is fair and free of conflicts of interest.

### 4. FUNDING REQUIREMENTS

**4.1 Who Can Apply?** The program is open to applications from public, nonprofit or private entities with a demonstrated ability to accomplish the proposed project.

**4.2 Location:** All projects must take place within City limits, UGA, or reasonable proximity thereof and/or produce overnight stays at lodging properties within City limits.

**4.3 Acknowledgment:** Any published collateral produced as a result of this funding shall prominently feature the following credit: Sponsored by the Prosser Tourism Promotion Area Fund.

**4.4 Legality:** All proposed projects must comply with the laws of the Federal Government, State of Washington, and City of Prosser.

**4.5 Reporting:** Each funded project applicant will be required to submit a final report and invoice at the end of the project, and may be required to submit periodic progress reports during the course of the project. The

final report will include tourism impacts including number of hotel room nights generated by the event.

- 4.6 Use of Funds:** These funds are made available through the support of Prosser Lodging Businesses. For every applicable occupied room night, guests are assessed a small fee that is returned to Prosser. Pursuant to RCW 35.101 and Prosser Ordinance 16-2973, revenue collected from this assessment must be used for activities and expenditures designed to increase tourism promotion and convention business, including but not limited to advertising and marketing materials, marketing and publicizing events, community development programs, bid fees, conference/convention or trade shows, transportation costs, operation of a tourism destination marketing organization or otherwise distributing information for the purpose of attracting and welcoming tourists to Prosser that result in overnight stays. Alcohol is not an eligible TPA expense. It is important to note that expenses can be submitted that have been incurred within the previous 12 months with the understanding and commitment from the event coordinator that the same, or similar, event will be held in the coming 12 months.

## 5. STATEMENTS OF POLICY AND PROCEDURES

- 5.1 Notice.** The City will make reasonable efforts to notify interest parties regarding the availability of funds.
- 5.2 Application Forms.** Forms will be provided to any interest party and available on the City's webpage, in city hall, or upon request.
- 5.3 Review and Recommendation.** Completed applications will be reviewed to ensure compliance with RCW and PMC. Staff will present to Council their recommendation for funding. The following are the evaluation criteria:
- 5.3.1 Impact:** What is the expected economic impact of this project? What are the projected direct and indirect dollar expenditures by visitors? Projects that promote overnight stays during the off season (January to May and September to December) and those that could benefit multiple lodging properties will be given special consideration.
- 5.3.2 Promotion and Marketing Plan:** Fully describe how you will advertise, publicize, or otherwise distribute information regarding your project. Discuss the cost of the promotional campaign, use of professional and in-kind services, types and quantities of promotional materials, number and size of media ads to be placed, media outlets to be used, the market you intend to reach and other specifics directly associated with publicizing your project or event, targeting new audiences, and expanding tourism.
- 5.3.3 Evidence of partnerships:** What kind and degree of partnership does the project exhibit? Volunteer involvement, inter-jurisdictional, corporate, business, civic organization support, and/or lodging community support?
- 5.3.4 Degree of match:** Is the financial need reflected in a realistic budget? What is the percentage of matching resources? The degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and

volunteer time) is one measure of a project's potential success and will be given greater consideration.

**5.3.5 Management capability:** How have you demonstrated an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production? What are the administrative credentials of paid or volunteer staff or individuals?

**5.3.6 Evaluation:** Did you provide for a method of evaluating and tracking the proposed project upon completion? If it is a new event, how are you determining calculation of anticipated overnight stays?

**5.4 Award and Contract.** If awarded by the City Council, the applicant will enter into a contract with the City of Prosser to receive the awarded funds.

## **6. REVIEW**

**6.1** Prior and following an application process, staff will review this policy and its supporting structure to ensure that the process is effective and meeting expectations.

**6.2** Members of the public, including former or current applicants or other agencies, may be asked to participate in the review process.

**6.3** Changes to the policy or procedure will be communicated as required by administrative policy management policy.