Application Instructions for:

2017 Okanogan County Lodging Tax & Tourism Promotion Funds

FINAL DATE FOR SUBMISSION:

Tuesday, September 6, 2016

RETURN TO:
Okanogan County Commissioners' Office
ATTN: Kathleen Descoteaux
123 5th Avenue, Room 150
Okanogan, WA 98840
(509) 422-7100

TABLE OF CONTENTS

Suggested Items to Check before Submitting Applications ..... Page 3

Information on Lodging Tax Funds, Who May Apply & How ..... Page 4

General Conditions of the Application..... Page 6

Important Information to Note ..... Page 7

Required Financial Information ..... Page 7

Insurance Requirements if Funded ..... Page 7

Standard Required Documents ..... Page 8

Lodging Tax Advisory Committee
2016 Membership

Councilmember (Chair)

Ray Campbell

Steve Devin – Collector
Open Position – Receiver
Mila Searcy – Collector
Carolyn Davis – Receiver

Open Position – Receiver
Robin Stice – Collector
Kathleen Descoteaux - Secretary

If you have any questions regarding the application, workshops and/or funding process please contact Kathleen Descoteaux at 509-422-7100 or kdescoteaux@co.Okanogan.wa.us
Before submitting your application, be sure to:

☐ Check math, spelling and formatting.

☐ Include Standard Required Documents.

☐ Include all required financial information.

When you submit your application, be sure to:

☐ Submit one complete, signed original application for each separate type (event and/or project) of funding. Application must be legible or it will be returned.

☐ Print and save LTAC calendar for your records.

INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

What are "Lodging Tax Funds?"

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel or staying in an RV park within the unincorporated areas of the county.

How can those funds be used?

Washington State law (RCW 67.28.1815) requires that funds be expended "…solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities…"

Tourism promotion is defined as "…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."

Who can apply for funds?

Any **non-profit organization** or **municipally owned VIC** that will use the funds for the purposes of promoting tourism in Okanogan County with the goal of increasing the number of overnight stays at lodging facilities.

Who decides which applications get funded?

All applications are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Board of County Commissioners (BOCC), who approve or disapprove the recommendation.

How do I apply?

Applications for Lodging Tax funds are available on-line at: http://www.okanogancounty.org/Commissioners/PDF/2015%20LTAC%20Application.pdf and can be picked-up and must be returned to the Okanogan County Commissioners' Reception Office, 123 5th Avenue, Okanogan, WA 98840.

Applications are due by close of business on Tuesday, September 6, 2016. Even if postmarked earlier, applications will not be accepted if not received by close of business on Tuesday, September 6, 2016. Applications will not be accepted on-line.

What is the timeline for Lodging Tax funds?

May 1	Online Applications available
May 20	Application workshop*
May 26	Application workshop*
Sept. 6, 4:30 PM	**Applications due**
September 30	LTAC Meeting and optional presentations
October 28	LTAC Meeting and final review and funding recommendations (if necessary)
October 31	Recommendations to BOCC
Early to Mid-November	County budget adopted
	Award announcements made
Late December	Contracts issued for 2017 projects
January 31	Signed contracts due.

Who can I talk to if I have questions?

If you have any questions about completing the application or about the LTAC program or funding process, please call Kathleen Descoteaux at 509-422-7100 or email at kdescoteaux@co.Okanogan.wa.us.

***Application Workshop and Review Information**

Application workshops are highly recommended for all applicants. Two workshops are offered to assist applicants in completing their applications. Okanogan County staff will provide an overview of the application and the application process. They will also be available to answer questions. Please come prepared with your application and instruction packets and any questions that you may have. Applicants can choose from one of the two following sessions:

Workshop 1: 2 PM Friday, May 20
Workshop 2: 2 PM, Thursday, May 26

In addition to the workshops, staff will review your draft application for completeness and provide you with feedback if additional information will be required for an acceptable application. This review is optional but recommended. Draft applications for review can be emailed to kdescoteaux@co.Okanogan.wa.us.

Workshops will be held in the Commissioners' Hearing Room, 123 5th Avenue, Okanogan, WA 98840

GENERAL CONDITIONS OF APPLICATION

Applications will be screened as follows:

- Late applications will not be accepted.
- Use only the 2017 application form. Do not alter the form except to fill it out.
- Applications must be complete, all applicable questions must be answered and applicable information must be included.
- Applications must legible.
- Do not re-arrange the order of the questions in the application. Do not delete a question.
- Do not attach any materials unless specifically requested.
- All required financial information must be complete and must balance.
- Applications must be signed by a person authorized to bind the organization to a contract.
- Applicants must submit one original, signed application. No copies are required.

IMPORTANT INFORMATION TO NOTE

1. Insurance is no longer an eligible cost.

2. A capital-facility project requires a proportional degree of municipality or public facilities district ownership in the facility or its permanent fixtures and contents.

3. Take-aways are not considered eligible expenditures by the Okanogan County LTAC.

4. If your organization is offered an LTAC award amount based on the information in this application, a contract with Okanogan County is necessary. The LTAC contracts will be sent out in late December and will have a deadline to be returned by the 31st of January, the following month.

REQUIRED FINANCIAL INFORMATION

All applicants must attach their most current business financial statement which is to include balance sheet, income statement and the organization's annual operating budget.

INSURANCE REQUIREMENTS IF FUNDED*

*The Okanogan County LTACs insurance requirement will be based upon the type of activity hosted by each applicant based on the Risk Level Limits & Categories/Classifications. A Matrix is provided below. This insurance requirement is based upon the level of risk involved with individual applicant activity or events, not the amount of money that is awarded.

A Certificate of Insurance listing Okanogan County as additionally insured and including these minimum requirements will be required for all recipients whose event qualifies as Average, Above Average or High Risk (if funded) according to the Risk Level Limits & Categories/Classifications Matrix provided here:

Insurance Risk Level Limits and Categories/Classifications Matrix

Risk Level	Type of Event	Insurance Required
Low	- No alcohol/food - Low risk for injury/property damage	Not required
Average	- Event with food and/or alcohol with event host providing/serving.	*LESSEE:* General Liability Per Occurrence $1,000,000 General Aggregate $2,000,000 AND: Liquor Liability Endorsement Per Occurrence $1,000,000 General Aggregate $2,000,000
Above Average	- Event with food and/or alcohol with Vendor providing/serving.	*LESSEE:* General Liability Per Occurrence $1,000,000 General Aggregate $2,000,000 *VENDORS: Serving Alcohol* Liquor Liability Endorsement Per Occurrence $1,000,000 General Aggregate $2,000,000 AND: *VENDORS: Serving Food and/or Alcohol* General Liability Per Occurrence $1,000,000 General Aggregate $2,000,000
High	- Very high risk of bodily harm/property damage	*LESSEE:* General Liability Per Occurrence $1,000,000 General Aggregate $2,000,000 OR: General Liability Per Occurrence $2,000,000 General Aggregate $4,000,000

1. Okanogan County shall be named as an additional insured on all required policies except automobile insurance and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Okanogan County. The Contractor shall provide a certificate of insurance to be approved by the County Risk Manager prior to contract execution.

2. Okanogan County shall have no obligation to report occurrences unless a claim is filed with the Okanogan County Auditor; nor shall Okanogan County have an obligation to pay premiums.

3. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished Okanogan County prior to the date of cancellation, change or nonrenewal, such notice to be sent to the Okanogan County Risk Manager, 123 5th Avenue, Room 150, Okanogan, WA 98840.

4. It is further provided that no liability shall attach to the County by reason of entering into a contract with the County, except as expressly provided within the terms and conditions of that contract.

STANDARD REQUIRED DOCUMENTS

Okanogan County is requiring all organizations to submit Standard Required Documents (SRD's). These documents are important to obtain a better understanding of the organization, systems, and personnel of a potential recipient. **Even if the applicant organization has submitted the SRD's with prior funding year applications, the organization must submit current documents to ensure Okanogan County has updated information.**

SRD's include:

- **Articles of Incorporation / By-laws**
  Articles of incorporation and or by-laws help us establish who has the authority to bind the organization by contract.

- **Non-profit Determination**
  Non-profit organizations must submit tax-exemption determination letters from the Federal Internal Revenue Service or the Secretary of State of Washington.

- **List of current Board of Directors**
  A list of the current Board of Directors or other governing body of the organization must include the name, phone number, address, and must identify the principal officers of the governing body.

- **Authorization to Request Funds**
  Documentation must be submitted of the governing body's authorization to submit the funding request. Documentation of this requirement

consists of a copy of the minutes of the meeting in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (name of individual) to submit a Lodging Tax funding request through Okanogan County" or "(Name of the individual) has the governing body's authorization to make funding requests for (name of the agency)."

- **Designation of Authorized Official**
  In addition to the Articles of Incorporation and/or by laws, documentation of the governing body's authorization for the representative of the organization to contractually bind the agency is also needed, and consists of a signed letter from the Chairperson of the governing body providing the name, title, address and telephone number for each authorized individual.

- **Budget**
  Copies of your organization's previous two years' of expenditure and revenue budgets.

LTAC Scoring Sheet for Events/Activities

Issue	Question	Explanation	Possible Score
History and impact of event/activity	Record of past success and return on investment?	Track record of the event/activity. What has been the return on investment? Is the event consistent with the following: Has the event grown? Does it show that it is worth investment of county funds?	5
Where is the organization promoting its event/activity?	Is the organization promoting the event/activity to residents outside the county?	Who is the target market? Are they focusing on non-resident travel into the county?	10
Duration of event/activity	How long does this event/activity last?	Is the event/activity for 1 day, 2 days, week, etc.? Which would provide more opportunity to visitors?	10
Shoulder season event/activity	When does this event/activity occur?	Does this event/activity occur during a shoulder season (a time other than the usual tourism seasons)?	5
Does it promote lodging in the unincorporated lodging facilities?	Do a majority of the outside residents stay in facilities in the unincorporated areas of the county? (Outside the city)	Since this fund is supported by unincorporated lodging facilities taxes, how are they promoting the use of facilities located out of the city limits?	15
Does this event/activity bring tourists to the area (pillar) or provide an additional activity for tourists that are already here	Pillars are activities, events, and attractions that are intrinsically strong enough to attract a large number of people. Supporting Clusters are additional experiences, events and places to visit while a visitor is here.	Does this activity, by itself, bring tourists to the area (pillar)? Does this activity provide additional activity for tourists that are already here (supporting cluster)?	15

(supporting cluster)?			
Number of unincorporated beds in the area (ROI)	Since this fund is supported by unincorporated lodging facilities taxes, how are they promoting the use of facilities located out of the city limits?	How many beds are located in unincorporated county regions that benefit from the event/activity?	15
Will this event/activity stimulate future tourism growth?	What is the potential for growth of this event/activity?	If the event is successful, does it have the funds/volunteers/support to grow or is it a one-time event/activity?	5
Does this event/activity receive other 2% (lodging tax) monies from other municipalities?	Do municipalities in the event/activity's local area financially support the event/activity?	Indicates if the city/town regards event/activity as a benefit to their area.	10

2017 Lodging Tax – Tourism Promotion Project Application

Organization/Event Name: _____

(Please supply the LTAC with year-round contact information)

Contact Person: _____ Title: _____

Mailing Address:

City: _____ State: _____ Zip: _____

Phone: Website:

Email: _____

Organization Tax ID # (must be non-profit.) _____

☐ I have attached a copy of my organizations IRS or Secretary of State of Washington documentation.

Check only one box per application. More than one application may be submitted.

☐ Tourism Event with Matching Funding – (Matching funds required)
☐ Visitor Information Center Operations Funding Request – (No match required)
☐ Year round promotion of community/organization – (Matching funds required)
☐ Capital Expenditure Funding Request – (No match required)
☐ Destination Marketing Organization (DMO) – (Matching funds required)

Event or Project Description:

_____

Total Event Promotion Budget: _____

_____

_____

Amount of Promotion or Facility Funding Requested from Okanogan County Lodging Tax for 2017 $ _____. What percentage is this of your total budget? $_____.

Did you receive funding from the County's Lodging Tax last year? If so, what amount did you receive?

Have you requested funds from City Lodging Tax in the past year? If so, what amount did you receive? _____ If not, please state reason: _____

_____

_____

Event or Project Timeline _____

Section 1 - Proposal Questions

1. Tell us about your Organization/Group and why you think it will increase tourists traveling to and staying in Okanogan County.

2. Describe how you intend to market/promote your event activity to potential tourists who reside outside Okanogan County (Please include the following information at minimum)

a. Target Audience.

b. Timeline for promotional activity (e.g. May through July, 2016)

c. Promotion methods.

d. Promotions of overnight stays in Okanogan County lodging establishments.

3. Estimate how any moneys received from lodging tax funding will result in increases in the number of people traveling for business or pleasure to Okanogan County:

4. What is the total estimated number of participants for your event?
What method did you use to arrive at that number?

5. Estimated number of participants traveling over 50 miles to attend your event: ____ What method did you use to arrive at that number?

6. What is the estimated number of participants attending your event from out of the state or country? What method did you use to arrive at that number?

7. What is the estimated number of participants attending your event that paid for overnight lodging? _____ What method did you use to arrive at that number?

8. What is the estimated number of participants attending your event that did NOT pay for overnight lodging? _____ What method did you use to arrive at that number? _____

9. What is the estimated number of paid lodging nights? _____ What method did you use to arrive at that number? _____

10. How does the project or event economically benefit the community?

11. How will you count attendance or measure the success of your organization bringing tourists to Okanogan County? _____

12. How is lodging Tax funding critical to the success of the event or project?

13. What other funding will be applied to the event or project (including estimated volunteer hours)? _____

Estimated volunteer hours: _____

14. Please explain how your event or project will meet broader community and county objectives: _____

15. How does your organization coordinate with other local organizations to improve and build upon community? _____

Section 2 – EVENT/PROJECT BUDGET
Please identify in the table below how you intend to budget tourism promotion costs. Please remember that your organization must devote twice the LTAC awarded amount (far right column) in order to be reimbursed the total LTAC award amount.

Project name: .....

Budget Sheet		
	LTAC Amount Requested	Total Amount Budgeted*
Advertising/Marketing		
Local		
National		
Regional		
Printing & Production		
Project		
Building Supplies		
Labor		
Permits		
Volunteer Hours		
TOTAL		
*This includes ALL of your budget amounts together for this activity/event.		

Section 3 - CASH FLOW REQUIREMENTS if funding event promotion
If funding is for an event, rather than continuing operations, please indicate, month by month, when you anticipate applying for fund reimbursement. **(Show only County funding on this worksheet.)**

MONTH	FUNDS NEEDED
JANUARY	_____
FEBRUARY	_____
MARCH	_____
APRIL	_____
MAY	_____
JUNE	_____
JULY	_____
AUGUST	_____
SEPTEMBER	_____
OCTOBER	_____
NOVEMBER	_____
DECEMBER	_____

DECLARATION

I understand the Washington State limitations places on use of Hotel/Motel Tax funds, and certify that the requested funds will be used only for purposes described in this application and established by state law and county policy. I have authority of the organization/entity represented in this application to submit this request for funding on its behalf. I understand the use of funds is subject to audit by the State of Washington.

I declare that the foregoing is true and correct to the best of my knowledge.

_____ _____

Print Name Title

_____ _____

Signature Date