



NEWS RELEASE

Contact: Kellye Mazzoli
City of Woodinville
425.877.2266
kellyem@ci.woodinville.wa.us

FOR IMMEDIATE RELEASE

June 20, 2016



Annual Celebrate Woodinville Celebration

Woodinville Community: Apply for a Tourism Grant from the City Today

WOODINVILLE, WA. – The City of Woodinville encourages the community to apply for grants to fund special events, programs, and activities that will attract tourists to Woodinville. State law allows cities to distribute lodging tax revenues specifically for events which promote tourism in the city.

Grant applications are due to the City of Woodinville electronically or by mail no later than **Tuesday, August 9, 2016 at 4:00pm**. Awards are anticipated to be distributed by the City Council in November 2016 and will be funded on a reimbursement basis for events held in 2017.

Guidelines for grant eligible projects can be found on the City of Woodinville's homepage under news: <http://www.ci.woodinville.wa.us/News/NewsItems.asp> and on the city's tourism page: <http://www.ci.woodinville.wa.us/Play/Tourism.asp>. Examples of past projects include city wayfinding signs and marketing materials designed to attract visitors to Woodinville.

Applicants must submit a complete application by the due date that summarizes event/program logistics, outlines a proposed budget, and designates the responsible party for carrying out the event/program. Questions regarding tourism grants can be directed toward Blaine Fritts, Finance Director for the City of Woodinville by phone: (425) 877-2261 or by email: blainef@ci.woodinville.wa.us.

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City of Woodinville
2017 Tourism Promotion Grant Application

The City of Woodinville is pleased to offer annual grant funding for tourism promotion. The estimated amount of funding for the 2017 budget year is \$67,000 (subject to City Council approval). Grant applications will be evaluated and awarded based on the marketing or operations of special events, programs, and activities that are designed to attract tourists to Woodinville. Grant awards will be distributed on a reimbursement basis.

Grant Requirements:

1. The event or program must occur within Woodinville boundaries or exclusively promote Woodinville activities or organizations, and must comply with the requirements of RCW 67.28.1816 (attached at the end of the application).
2. The recipient, event, and program must be consistent with and further Woodinville's image and goals.
3. The recipient, event, and program must be of general community interest or value.
4. Admission to or participation in the event must be "free of charge" unless approved by City.
5. The recipient must provide full financial statements for the organization, as well as budget and actual financial statements for the event or program submitted for funding.
6. The recipient must demonstrate that the event submitted for funding is not duplicative or in competition with other Woodinville events, activities, or organizations.
7. Once an activity has been approved, the recipient must obtain all legally required permits, licenses, insurance and approvals before City funds will be released.
8. The recipient shall submit a written report of the results of the event or program funded, including information describing the actual number of people travelling for business or pleasure on a trip:
 - a. Away from their place of residence or business and staying overnight in paid accommodations;
 - b. To a place 50 miles or more from their place of residence or business for the day or staying overnight; or
 - c. From another country or state outside of their place of residence or their business.
9. The recipient shall acknowledge the City's contribution in formal promotional materials and efforts (i.e. logo, etc.).
10. The City and Lodging Tax Advisory Committee may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

Applications and supporting documents may be mailed or e-mailed to:

City of Woodinville
17301 133rd Avenue NE
Woodinville, WA 98072
Finance@ci.woodinville.wa.us (Subject Line: **Tourism Grant Application**)

Grant applications are due **no later than August 9, 2016 by 4:00 PM**. For questions, contact Blaine Fritts at (425) 877-2261, or blainef@ci.woodinville.wa.us.

Grants are expected to be awarded in November 2016.



Lodging Tax Funding Application
Applications due: August 9, 2016

Date: _____	Funding Request Amount: _____
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Organization Name: _____ Contact Name: _____

Activity/Program/Event Title: _____

Proposed Date of Activity/Program/Event: _____

Organization: Sole Proprietor Partnership Corp. LLP LLC Other _____

Mailing Address: _____

Phone: _____ Cell: _____ Fax: _____

Web Address: _____ E-mail Address: _____

SECTION I - General Information

1. Is this a new activity/program/event? If not, how many years has it been in existence?

Yes No (# of Years _____)

2. Are you requesting/using other City funds for this activity/program/event? Yes No

3. Proposed location of activity/program/event: _____

4. Please provide a short description of activity/program/event:

5. Please provide a budget for your activity/program/event.

EXPENSES	
BUDGET ITEM/DESCRIPTION	COST
TOTAL PROJECT COST	\$
REVENUES	
REVENUE DESCRIPTION	REVENUE AMOUNT
TOTAL REVENUE	\$
BUDGET REQUEST FROM CITY OF WOODINVILLE	\$

6. Please detail the proposed use of City grant funding in the table below:

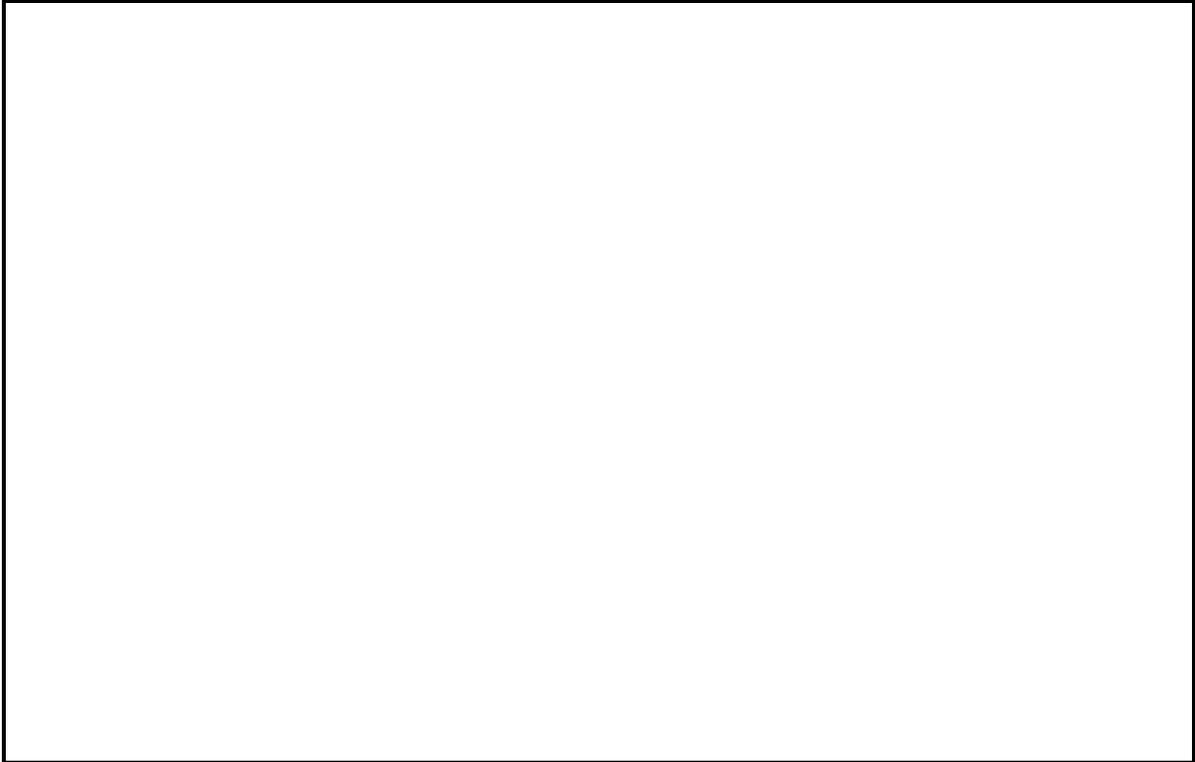
Activity/Event/Program Cost Detail	Amount Requested
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Requested Amount (funding is provided on a reimbursement basis only)	\$

7. What organization and/or staffing do you have to support this activity/program/event?

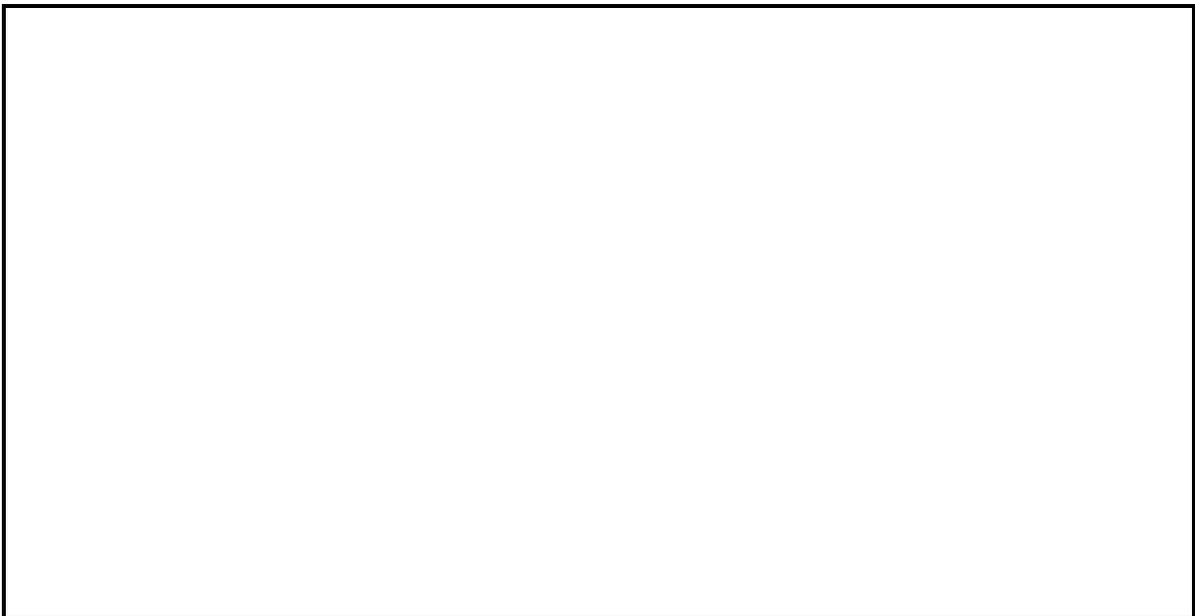
8. Does your organization have a current City of Woodinville Business License? Yes No

Note: Grantees will be required to obtain a business license. Business license information can be found on the City's website at: <http://www.ci.woodinville.wa.us/Work/BusinessRegistration.asp>

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9. Fully describe the activity/program/event. Expand your summary from Question #4 to address such issues as: what it is you wish to achieve; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate the success of the project. If you are requesting funds for a specific portion of a larger project, please indicate, but focus your response on the element for which you are requesting funding.



10. Describe how you will advertise, publicize or otherwise distribute information regarding your activity.



SECTION II – State Required Projected Tourism Benefit

RCW 67.28 provides authority for cities and counties to use lodging tax for tourism promotion to attract visitors and encourage tourism expansion. State law also details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded Woodinville lodging tax funds is required to submit a Tourism Funding Expenditure Report Worksheet to the City with detailed actual information at the conclusion of their tourism promotion activities. The RCW also requires estimates from applicants at the time of application for the following:

1. Estimated total attendance:
2. The estimated number of participants who will attend in each of the following categories:
 - a. Attendees that will travel 50 miles or more from their place of business to attend the event;
 - b. Of the attendees that will travel 50 miles or more, those who will travel from another state or country;
 - c. Attendees who will stay overnight in paid accommodations;
 - d. Attendees who will stay overnight in unpaid accommodations.
3. Please explain how you calculated the above estimates.

4. How will your organization collect and verify the above information for your activity/event/program? (e.g. surveys, registrations, ticket sales, hotel rooms, etc.).

Note: Actual numbers submitted on the Tourism Funding Expenditure Report Worksheet will be required for funded reimbursement. The City must report this information to the Washington State Legislature's Joint Legislative Audit and Review Committee.

SECTION III – Lodging Tax Funding Evaluation Criteria

State law defines promoting tourism 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 and operations of special events and festivals designed to attract tourists.”

Lodging Tax Funding Criteria (Check the boxes that apply):**Tourism promotion**

The activity:

- Must meet the definition for tourism promotion as stated above.
- Promotes a positive image for the City.
- Promotes the City as a destination place.
- Attracts visitors, builds new audiences, and encourages tourist expansion.
- Increases awareness of the City’s amenities, history, facilities, and natural environment.
- Supports regional tourism planning.

Benefit to the community

- This activity benefits the citizens of Woodinville.
- This activity benefits the overall community, rather than specific segment or interest.

Innovation

- The activity is unusual or unique.
- It moves an existing program in a new direction.

Community support

- The activity has broad-based community appeal or support.
- There is evidence of need for this activity in the City.

Evidence of partnerships

- The activity exhibits a degree of partnership.
- There is volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support.

Other funding sources

- There are multiple revenue sources to support this activity.

Previous and replacement funding

- The funding request is for a new activity or to continue or expand on-going activity.

Scale of project

- The activity is of a scale suitable for this funding program.

Describe how your project meets the above Lodging Tax Funding Criteria:

SECTION IV – Signature of Applicant

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I have contacted the City of Woodinville and will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved Woodinville logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the Lodging Tax Advisory Committee that are open to the public under RCW 42.30.

Name of Applying Organization

Name of Activity, Event, or Program

Organization Representative Name

Organization Representative Signature

Date

RCW 67.28.1816**Lodging tax — Tourism promotion.**

- (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's 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) of the internal revenue code of 1986, as amended.
- (2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:
- (i) Away from their place of residence or business and staying overnight in paid accommodations;
 - (ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
 - (iii) From another country or state outside of their place of residence or their business
- (b)(i) In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described under (a) of this subsection to the local lodging tax advisory committee.
- (ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.
- (c)(i) All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:
- A. Away from their place of residence or business and staying overnight in paid accommodations;
 - B. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
 - C. From another country or state outside of their place of residence or their business. A municipality receiving a report must: Make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.
- (ii) The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in calendar year 2016.

(d) This section does not apply to the revenues of any lodging tax authorized under this chapter imposed by a county with a population of one million five hundred thousand or more.