

2018
Lodging Tax Fund
Request for Proposal
Activities to Promote Tourism in La Conner



GENERAL INFORMATION

And

APPLICATION PACKET

La Conner Finance Director
PO Box 400, La Conner WA 98257
(360) 466 – 3125

TOWN OF LA CONNER

2018 LODGING TAX ALLOCATION SCHEDULE

Advertise in local newspapers	August 9 & 16, 2017
Email applications to agencies	August 9, 2017
Applications due	September 6, 2017
Town of La Conner Council meets to determine allocations	October 2017

The La Conner Town Council in accordance with the RCW 67.28 and La Conner Ordinance 1156 will review and distribute the revenue received from the special excise taxes on lodging collected in the Town.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a nonprofit organizations described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Purpose:

The purpose of this application packet is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in La Conner during calendar year 2018.

Funding:

The La Conner Finance Committee and the Mayor will make recommendations regarding the annual allocation of the funds available. The La Conner Town Council will make the final decision regarding the allocation of the funds.

Project Description:

Activities which will be considered eligible for assistance include, but are not limited to, those that: increase tourism by advertising, publicizing and distributing information for the purpose of attracting and welcoming tourists; develop strategies to expand tourism; operate tourism promotion agencies (with certain restrictions); construct tourism-related facilities, and fund and market events and festivals designed to attract tourists.

The expected outcome of such activity is to increase economic activity in La Conner during the year through overnight lodging of tourists ("heads in beds"), providing meals, the sale of gifts, souvenirs and other items, and construction of tourism-related facilities.

Each application is to develop and outline one project, which meets these requirements and provides an economic benefit to La Conner. The specific amount of the applicant's proposal is open, to be defined by the applicant. The applicant should define alternate levels of funding, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount.

Some definition of the differences in the level of services to be provided under the two priorities should be included. The establishment of alternate funding levels will allow the Town Council some latitude in approving projects without the necessity of rejecting one or more projects due to a potential lack of funds.

Specific questions are included in the attached response form to assist the applicant in delineating those matters which are of concern to the La Conner Town Council and which will be part of the selection criteria.

Each project should be submitted as a separate document, thereby allowing for clear understanding of each project.

Project Management:

La Conner will issue contracts for approved projects, reimburse expenses, monitor contract compliance, and inform the La Conner Town Council of progress in implementing projects. The Finance Director will act as coordinator of the application process, issuing and receiving the applications, responding to applicant questions, and notifying applicants as appropriate. The Town may request a summation of return on investments for allocated funds.

Selection Process:

Each application will be reviewed by the La Conner Finance Committee and the Mayor for eligible activities, the effectiveness of the proposed project in meeting the expected outcomes, need, and funding requirements. Upon completion of its review of the written application the La Conner Finance Committee and the Mayor may request some, all or none of the applicants to make an oral presentation to them in order to more fully understand the proposed project. The La Conner Finance Committee and the Mayor will review all applications and make a recommendation to the La Conner Town Council. Regardless of the methods employed by the La Conner Finance Committee and the Mayor, their recommendation will not be subject to review or challenge by the applicant. The recommendation given to the Council may be adopted or rejected.

SUBMITTAL INSTRUCTIONS

Minimum Criteria

Proposals should be letter-sized, typed, and stapled once in the upper left hand corner. Proposals must be received by 3:30 p.m. Wednesday, September 6, 2017

Submit **one original** proposal signed in ink to:

La Conner Finance Director
PO Box 400
La Conner, WA 98257

**La Conner
Lodging Tax Advisory Committee
2018 APPLICATION**

1. Project Name: _____ Amount of Funding Requested \$ _____

2. Name and Address of Applicant (Organization):

Agency Tax ID Number: _____ Form of Organization (Non-profit, etc): _____

3. Contact Person:

Name: _____ Phone: _____

Fax: _____ E-mail: _____

4. Description of Activity:

Will there be an admission charge for this activity? Yes ___ No ___ If so, how much? _____

5. Proposed Funding:

Can you operate this project with reduced funding? Yes ___ No ___ If yes, list priorities below.

Priority 1 - full funding: \$ _____ **Priority 2** - partial funding (no less than) \$ _____
See attached budget page.

6. Self Support:

Explain how the proposed program, project or event will endeavor to become self supporting in the future. _____

7. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

8. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed? Thoroughly define and quantify the expected results of the activity described in paragraph 4, above:

9. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather related constraints?

10. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

- | | |
|--|-----------------------------------|
| <u>Season:</u> | <u>Months:</u> |
| <input type="checkbox"/> Year-round | January – December |
| <input type="checkbox"/> Off-season | December – February |
| <input type="checkbox"/> Shoulder season | October - November or March - May |
| <input type="checkbox"/> Peak Season | June - September |

11. Additional Information:

Provide any additional information which will assist the LTAC in evaluating your project and its benefit to La Conner.

12. Project Budget: *(For this proposal only. Not for entire agency)*

Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount:	Source:	Projected or Confirmed (If projected, date funds are anticipated)
\$		
\$		
\$		
\$		
\$		

Total Income: \$ _____

What percentage of your project budget does your request for Town funds represent? _____ %

Expense:

ACTIVITY	La Conner Funds	Other Funds	Total
Personnel: (salaries & benefits)	\$	\$	\$
Administration: (office expenses including copies, rent, janitor, utilities, phone, taxes, office supplies, etc)	\$	\$	\$
Marketing/Promotion:	\$	\$	\$
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS:	\$	\$	\$

Priority 1 (full) funding: \$ _____ Priority 2 (partial) funding \$ _____

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

13. Project Critique:

If the proposal seeks to continue or expand an existing program, project or event which has received La Conner Lodging Tax funds in the past, provide detailed information regarding how these funds have been utilized before, and how they have generated overnight lodging sales. This question must be completed in total prior to any consideration to fund this request. Please provide a copy of your project critique with this request.

A. How many participants and spectators attended last year's activity? _____

B. Total expenses for last year's program. \$ _____

Total revenues generated from spectator fees. \$ _____

Total cash donations and sponsorships, excluding La Conner, obtained from last year's activity. \$ _____

Did you create a year-end reserve for this project? \$ _____

C. How many days did your event occur. _____

D. Did you follow your work plan as described in last year's application? Yes or No
If no, please explain

(Use additional pages if necessary)

14. Economic Impact:

State law requires you to provide **estimates** of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Expected Overall Attendance – PROJECTED Number (The total number of people who are expected to attend this activity)	No: _____
Attendees who will travel 50 miles or more to attend – PROJECTED Number (The total number of people who are expected to travel greater than 50 miles to attend this activity)	No: _____
Attendees who will travel from another state or country – PROJECTED Number (The total number of people from outside the state or country who are expected to attend this activity)	No: _____
Attendees who will stay overnight – PROJECTED Number of Paid Accommodations (The total number of people who are expected to attend this activity and pay for overnight lodging)	No: _____
Attendees who will stay overnight – PROJECTED Number of Unpaid Accommodations (The total number of people who are expected to attend this activity and not pay for overnight lodging)	No: _____
Paid Lodging Nights – PROJECTED Number of Paid Nights (The total number of expected paid lodging nights. One lodging night = one or more persons occupying one room for one night)	No: _____

15. Application Certification:

The applicant here certifies and affirms; 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap; 2. That it will abide by all relevant local, state and federal laws and regulations and 3. That it has read the information contained in pages 1, 2 and 3 and understand and will comply with all provisions thereof.

Certified By: (signature) _____

(Print or type name) _____

Title: _____

Date: _____