Redmond
WASHINGTON

Tourism Program Grant Application

TO BE CONSIDERED FOR FUNDING, REQUESTS MUST BE USED FOR ONE OF THE FOLLOWING PURPOSES (RCW 67.28.1816):
- Tourism marketing
- Marketing and operations of special events and festivals designed to attract tourists
- Operations of tourism-related facilities owned or operated by nonprofit organizations as defined by the IRC 501(c)(3) or 501(c)(6). Proof of nonprofit status will be required.

   Note: Capital purchases or improvements are not an allowable use except for City owned and/or Public Facilities District owned tourism-related facilities.

STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: "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."

STATE LAW REQUIRES THAT:

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: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.

The City of Redmond is required to report the effectiveness of the dollars granted to increase overnight stays and generate local business revenue. This application and the project summary completed after the project, will help the City in determining the effectiveness of the dollars granted.

Project Title: _____

Project Start Date: _____ Project End Date: _____

Type of Project: *(ie. Youth soccer tournament)* _____

Project Location(s) (please list all locations): _____

Is this a new or reoccurring event/program? ☐ New   ☐ Reoccurring

Contact Person: _____

Contact E-mail: _____

Company/Organization: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Authorized Signer: _____
(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)

Will your project take place in the 2024 year, and can you provide all documentation such as the project summary with proof of expense payments by an early December 2024 deadline?

☐ No
☐ Yes

Organization is: ☐ Profit-Making ☐ Non-Profit 501-C* ☐ Public Agency

*Please include verification of non-profit with application.

Is the project produced or run by a woman, veteran, BIPOC, LGBTQ+, or persons with disabilities?

☐ No
☐ Yes

Short Project Description (no more than 100 words)

Which type of category your project falls under per RCW 67.28.1816?
☐ Special event or festival (i.e., sporting event, Festival of Color)
☐ Tourism marketing/development (i.e., Redmond's Geek Out Gold, "You Stay, We Pay" promotion)
☐ Tourism-related facilities owned by the City (i.e. City-owned sports field, recreation center)
☐ Tourism-related facilities operated by a non-profit organization (i.e. 60 Acres Park)

ESTIMATED BUDGETED REVENUE		ESTIMATED BUDGETED EXPENSES	
*Grant amount requested:	$_____	Marketing:	$_____
Your organization funding given to this project:	$_____	Operations:	$_____
Sponsorships:	$_____	Staff:	$_____
Other Grants:	$_____	Other:	$_____
**Other revenue sources:	$_____	Other:	$_____
Total project revenue:	$_____	Total project expenses:	$_____

*The grant amount awarded cannot exceed more than 50% of the cost of the project.

**List all revenue sources expected/committed for this event. Include your own organization funding, other grant requests, sponsorships, ticket sales, etc.

Have you previously received a City of Redmond Tourism Event Matching Grant for this specific project?
☐   No
☐   Yes

Have you applied for any other City grants for this project this year? (i.e. Arts Season Grants, Go Redmond grants etc.)
☐   No
☐   Yes

If yes, please list other City grants you applied for with this specific project:

Please read the below carefully and provide estimates	Estimates
<u>Overall</u> attendance expected for this project?	
Of the total attendance, how many are predicted to travel more than 50 miles?	
Of the people who travel more than 50 miles, how many traveled from another state or country.	
Total number of attendees who will stay overnight?	
Of the overnight attendees, how many will stay overnight and **PAY** for accommodations?	
Of the overnight attendees, how many will **NOT PAY** for accommodations?	

Total number of projected paid lodging nights: _____
(Note: one lodging night = one or more persons occupying <u>one</u> room for <u>one</u> night. For example: two people in one room for two nights equals two lodging nights.)

What was your method for collecting attendance and overnight data? What is your estimated accuracy used in calculating these numbers?

How will your organization collect and verify the above information for your project? (i.e. attendee questionnaires, gather registration information, ticket sales information, project hotel room data, etc.).

Are you already working in partnership with a Redmond hotel on marketing overnight stays?
☐ No
☐ Yes

Hotel name: _____ Hotel contact: _____
Contact phone: _____ Contact email: _____

If this project took place in the past:
Where did it take place and for how many total years has this project taken place?
_____

How many estimated attendees did the project have in the most recent years?
Year: _____ Attendance: _____ Overnight Stays Generated: _____
Year: _____ Attendance: _____ Overnight Stays Generated: _____
Year: _____ Attendance: _____ Overnight Stays Generated: _____

Method used for collecting past attendance and overnight stay data?

If applicable, what did you learn from the past and how will you improve on this year?

FUND CRITERIA

1. **Tourism Promotion:** fully describe the project to the evaluation committee as it relates to promoting tourism in Redmond. 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. Please address each of the following:

   How will your project attract an audience from outside of Redmond residents? Is there a regional appeal?

   Percent of audience estimated to be non-Redmond residents: _____

Please explain how a tourism grant will result in increases to people staying overnight, traveling 50 miles or more, or coming from another state or country for this event.
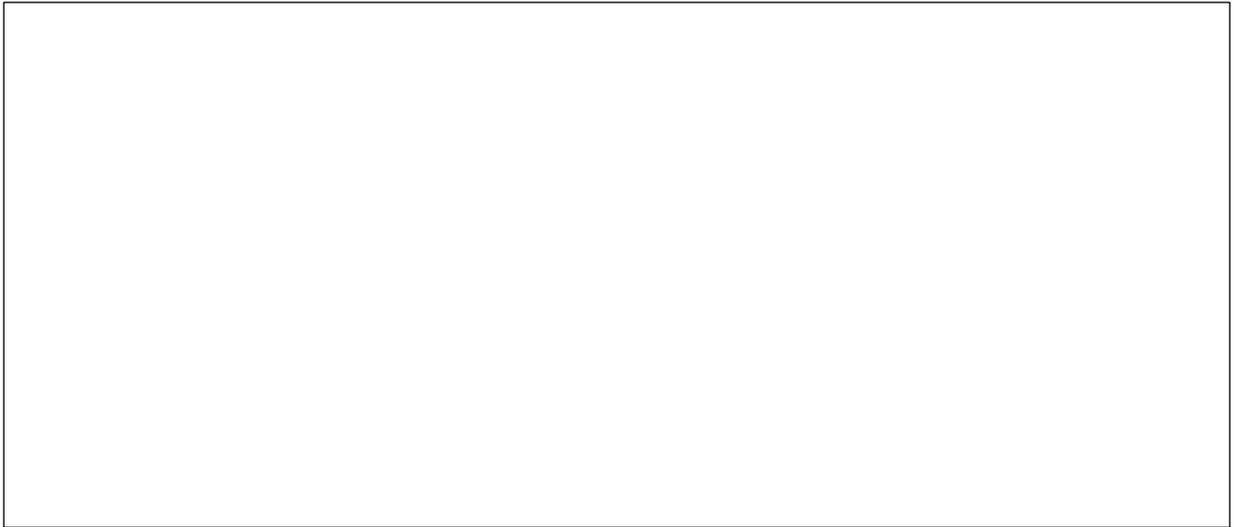
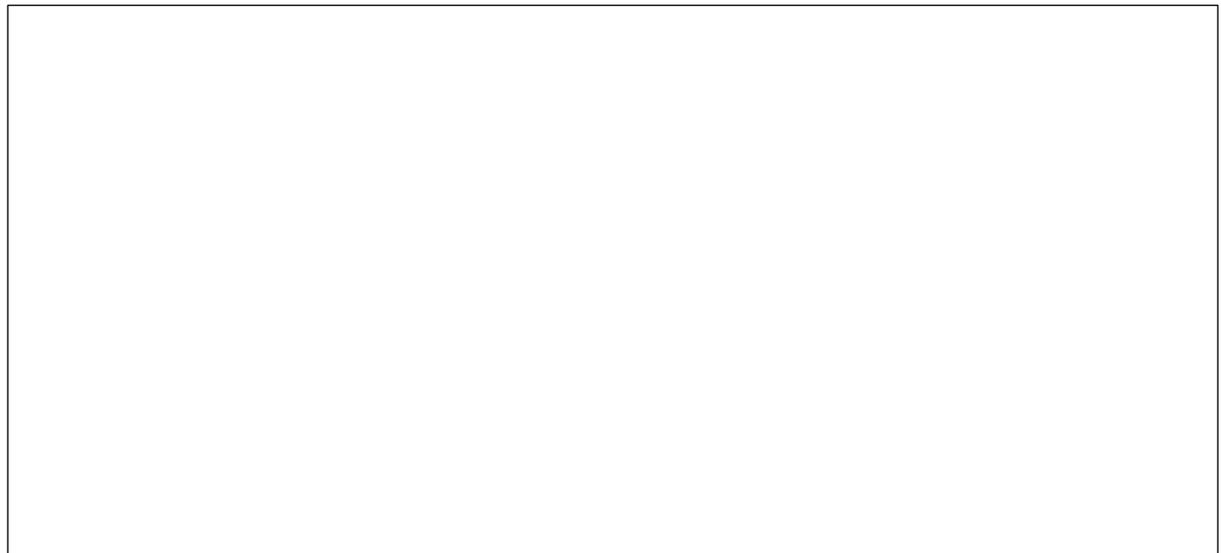Does your project promote Redmond as a destination place and if so, how?
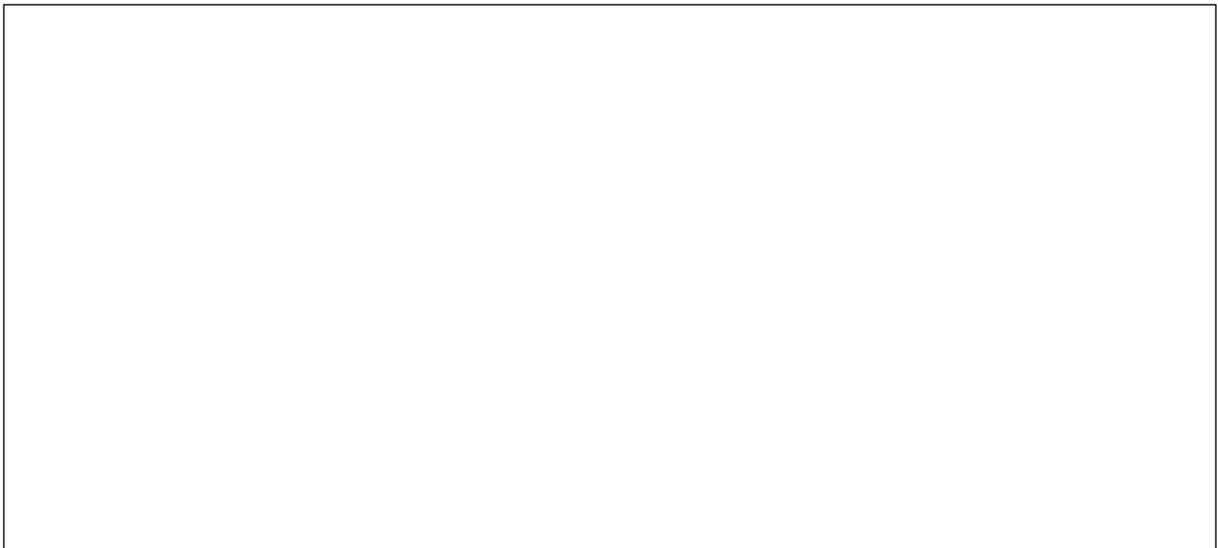
Describe how you will advertise, publicize, or otherwise distribute information regarding your project.
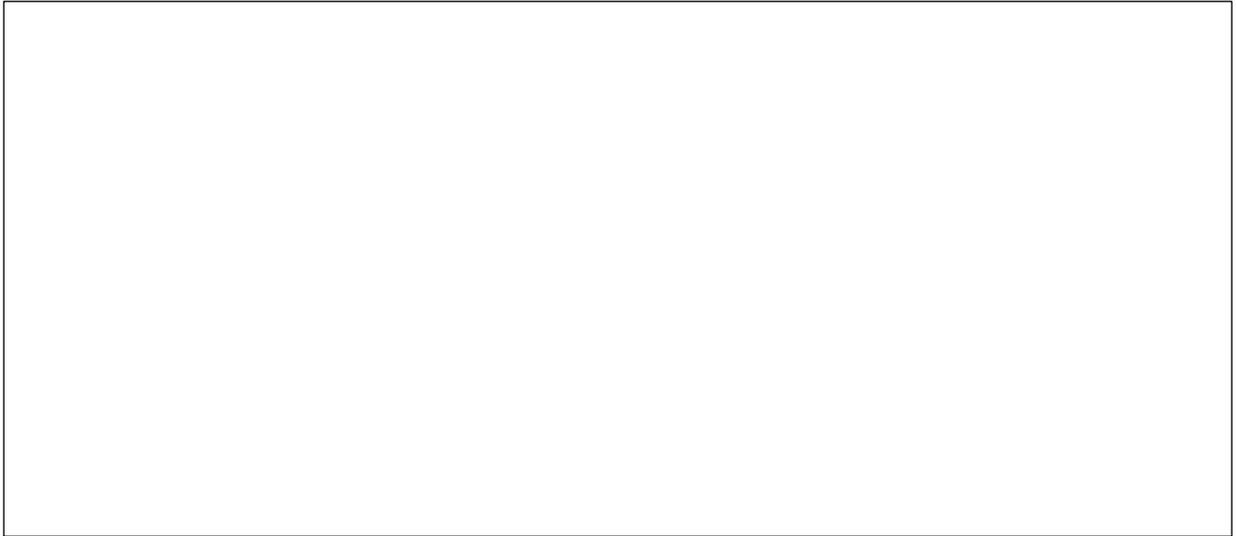
2. Benefit/impact to the Community

What are the tangible and intangible benefits to the local community?

How does your project increase awareness of the City's amenities, history, facilities, and natural environment? (i.e. project is held at a historical building, City facility or park, City or county owned outdoor space including parks and trails, within a hotel located in Redmond, or surrounded by multiple Redmond businesses?)
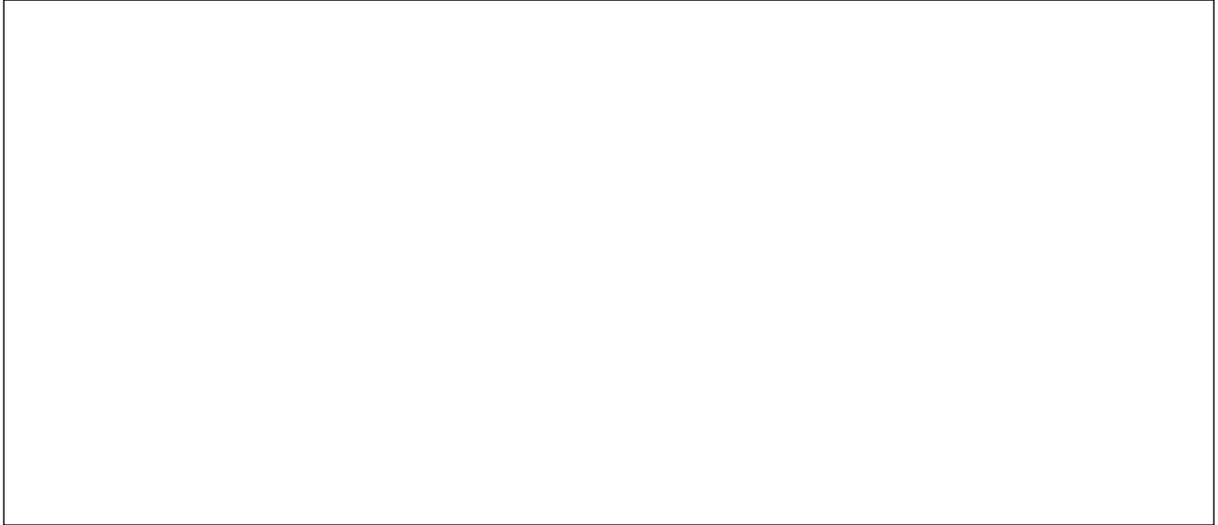
Is there a targeted market or specific audience for this project and if so, please specify?
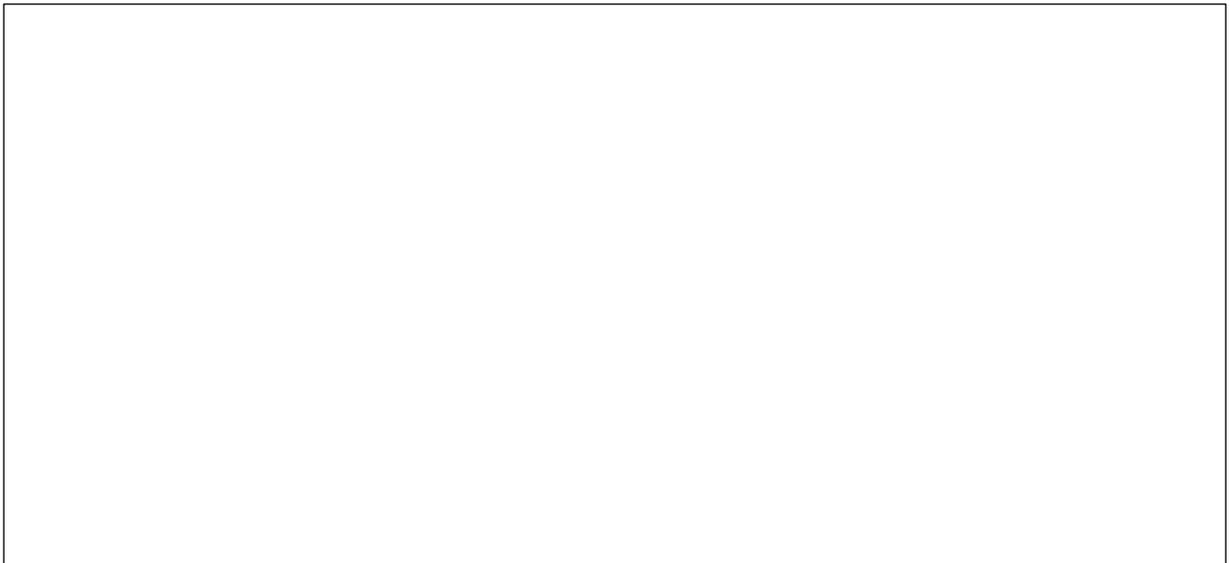
3. Innovation

Has a project like this been done before and if so, has your project taken a unique direction from other similar events (please specify)?
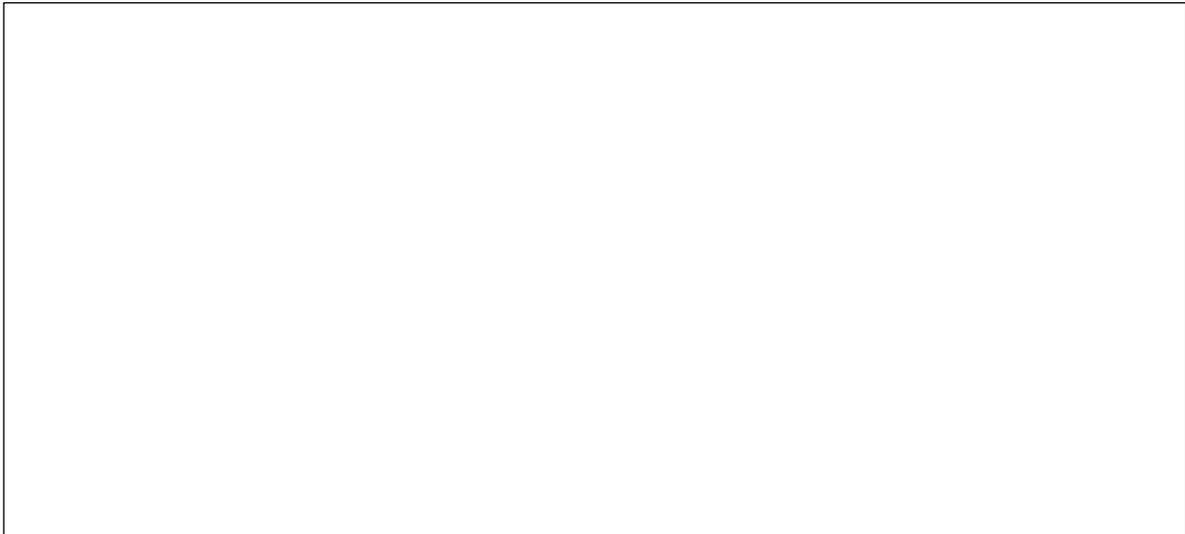
4. Community Support

Does the project/event have broad-based community support or does this project cater to a smaller, more specific targeted audience?

Has this project had to overcome negative community opinions and if so, how?

Is there an evidence/data there is a need or want in the local community for this project (please elaborate on the data)?

5. Partnerships

Does the event include volunteer involvement, inter-jurisdictional, corporate, business and/or civic organizations (please specify)?

How will you evaluate the success of the project?

I am an authorized agent of the organization/agency applying for funding. By initialing each statement, then signing below, I certify that I have the authority of the organization/agency represented in this application to submit this request for funding on its behalf. I further certify that the foregoing is true and correct to the best of my knowledge:

_____ Washington limits how hotel/motel taxes may be used. I am proposing a tourism-related service for fiscal year 2024. If awarded, requested funds will be used only for the purposes described and established by state law.   I understand the use of these funds are subject to audit by the Washington State Auditor.

_____ If awarded, my organization/agency intends to enter into a Memo of Understanding (MOU) contract with the City of Redmond, provide proof of appropriate insurance required for the duration of the project naming the City of Redmond as an additional insured in an amount determined by the City (detailed in the MOU), and file for a permit, if applicable.

_____ The City of Redmond 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 showing proof of payment. I will submit supporting documents to the City of Redmond as requested, including copies of payment documentation.

_____ I understand that my organization/agency will be required to submit a report documenting the economic impact results of my funded activity in the form of a project summary, to include the number of tourists the event reached and the methods by which my organization/agency surveyed the attendance. Failure to provide this information or any other requested documentation within the timeframe requested may affect my organization's/agency's ability to receive expense reimbursements and affect our future funding eligibility.

_____ I understand I will need to promote the Experience Redmond logo and any associated tourism branding on our website and other marketing materials. There may be an additional logo to promote based on the most current City tourism programs.

Signature:_____

TOURISM PROMOTION FUND CRITERIA:
- **Tourism promotion:**
  Does the project/event:
  Meet the basic state requirements for tourism promotion?
  Promote a positive image for the City?
  Promote the City as a destination place?
  Attract visitors, build new audiences, and encourage tourist expansion?
  Increase awareness of the City's amenities, history, facilities, and natural environment?
  Support regional tourism planning?
- **Benefit to the community:**
  How will this project/event benefit the residents of Redmond?
  Does this project benefit the overall community, rather than specific segment or interest?
- **Innovation:**
  Is this project/event unusual or unique?
  Does it move an existing program in a new direction?
- **Community support:**
  Does the project/event have broad-based community appeal or support?
  What is the evidence of need for this project/event in the City?
- **Evidence of partnerships:**
  What kind and degree of partnership does the project/event exhibit?

Is there volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?

- **Other funding sources:**
  What other revenue sources will be used to support this project/event?
- **Previous and replacement funding:**
  Is this funding request for a new project/event or to continue or expand on-going project/event?
- **Scale of project:**
  Is the project of a scale suitable for this funding program? (i.e. scale should be of a size to have an impact on increasing overnight stays and/or generate local business revenue, location could be near multiple businesses that would benefit from the project)

PROJECT EVALUATION CRITERIA

Awards are based on the extent to which the applicant project or activity meets the following criteria:
- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - Promotes tourism which benefits the overall community, rather than a specific segment or interest
  - Supports regional tourism planning/promotion
  - Promotes the unique attributes of Redmond for tourists and the community
  - Promotes the city as a destination place
  - Encourages partnerships (public/private)
  - Supports long-lasting assets, capital facilities/amenities
  - Supports businesses or programs that advance City of Redmond equity and inclusion goals

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

PLEASE SUBMIT APPLICATION
to the Lodging Tax Advisory Committee (LTAC) by **August 15 at 5 p.m.** via one of the following:
- Email application: Jackie Lalor at jlalor@redmond.gov
- Mail application: City of Redmond; Attn: Jackie; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application C/O Jackie Lalor: Redmond City Hall, 15670 NE 85th Street, Redmond 98052. Drop at the Customer Service Center on the first floor.