



## LODGING TAX FUNDING APPLICATION 2024

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested:** \$ \_\_\_\_\_

II **Agency/Organization Name:** \_\_\_\_\_

Organization is  Government Entity  501(c)3  501(c)6  Other

Federal Tax ID No. \_\_\_\_\_ UBI Number \_\_\_\_\_

III **Project/Activity/Event:** \_\_\_\_\_

IV **Representative Contact Information:**

Name, Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

Phone(s) \_\_\_\_\_

Email \_\_\_\_\_

V **Service Categories, check all applicable:**

\_\_\_\_\_ Tourism Promotion/Marketing (individual marketing request, contact OPVB)

\_\_\_\_\_ Operation of a Special Event/Festival designed to attract tourists

\_\_\_\_\_ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

\_\_\_\_\_ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

\_\_\_\_\_  
Signature

Date: \_\_\_\_\_

\_\_\_\_\_  
Print or Type Name

**LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

- 1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

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- 2. How will the project/program help increase paid overnight accommodation in Clallam County?

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- 3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

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- 4. How will the project/program encourage visitors to come from another country or state?

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- 5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

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**6. 2024 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility			
b. Number of people who travel more than 50 miles for your event/activity/facility			
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.			
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.			
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.			
f. Number of paid lodging room nights resulting from your event/activity/facility.			

7. Is there a host hotel for your event? If yes, please identify.

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8. Describe the prior success of your event/activity/facility in attracting tourists.

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9. Describe your target tourist audience (location, demographics, etc.)

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10. Describe how you will promote your event/activity/facility to attract tourists.

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11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

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12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

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13. What is the overall budget for your event/activity/facility? \$ \_\_\_\_\_  
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? \_\_\_\_\_%

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

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## APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

**APPLICATION DEADLINE:** Applications must be received at the Board of County Commissioner's Office, 223 East 4<sup>th</sup> Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 16, 2023.**

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

### **APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:**

Submit the **original application and one copy to:**

Clallam County Lodging Tax Advisory Committee  
Board of Commissioner's Office  
223 East 4<sup>th</sup> Street, Suite 4  
Port Angeles WA 98362-3015

**Submittals made in an incorrect format will not be considered.**

**The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.**

**Required Additional Information** – In addition to the application and supplemental questions answers, it is required that you attach the following:

- An itemized budget for your event/activity/facility (income and expense).
- Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.
- If the applicant is a non-profit organization, a copy of your agency/organization's current non-profit corporate registration with the Washington Secretary of State, and current annual budget.

**Optional Information** - Brochures/information concerning your event/activity/facility, in particular, items showing recent tourism promotion efforts. Brochures/information must be printed on 8.5 x 11 sized paper, single sided and not stapled copies to be accepted.

**Contract Requirement** – In order to be a recipient of Lodging Tax funds, a contract is required between Clallam County and the receiving Agency/applicant.

## **Post Reporting**

Reporting Requirements enacted by the Washington State Legislature in 2013 (RCW 67.28.1816) requires the County to file an annual report to the State of Washington Joint Legislative Audit and Review Committee regarding the use of funds for the year including a requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging, and the reporting of expenditures and activities shall meet those requirements. It is required that all recipients submit a post-event activity report that provides information to the Clallam County Administrator as specified by the contract.

## **GUIDELINES**

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## **Eligibility**

Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

## **Appropriate Uses**

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism. Specifically, lodging taxes can be used for:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract visitors;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned/operated by nonprofit organizations (RCW 67.28.1816).

A tourism-related facility is a real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is (a) owned by a public entity, nonprofit organization (including a non-profit business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce) and (b) used to support tourism, performing arts, or to accommodate tourist activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

Tourism Marketing and Operations includes activities defined as "tourism promotion" in state law (RCW 67.28.080)

- Advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors;
- Developing strategies to expand tourism;
- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected nonpeak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

### **Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Director.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % of increase over prior year Clallam County Lodging Tax funded proposals, if any.
- Projected economic impact within the unincorporated area of Clallam County, in particular projected overnight stays in this area lodging establishments.
- The applicant's financial stability.