



City of Port Orchard
 216 Prospect Street, Port Orchard, WA 98366
 (360) 876-4407 • FAX (360) 895-9029

**LODGING TAX FUNDING
 Application – 2010**

Name of Organization: _____

Address: _____

Point of Contact: _____
Print Name Phone No. Email

Alternate Point of Contact: _____
Print Name Phone No. Email

Amount of Funding Requested: \$ _____

Please provide your Organization's Mission Statement: _____

Please provide a brief project description: _____

Signature: _____
Title Date

Proposal Submittal:

Please provide one (1) original and nine (9) copies of the application packet to:

City of Port Orchard
 Attn: Patti Kirkpatrick, City Clerk
 216 Prospect Street
 Port Orchard, WA 98366

Application packets are due no later than 4:30 p.m. ~ Friday, August 13, 2010

Schedule:

Review Applications	August 18, 2010
Interviews with eligible applicants	Week of September 7, 2010
Discuss Recommendations	Week of September 13, 2010
Committee Recommendations to Council	No later than October 15, 2010
City Council Public Hearing Regarding 2011 Budget	No later than December 15, 2010
Contract Arrangements with City Clerk	Beginning January 2011



CITY OF PORT ORCHARD

City Clerk

216 Prospect Street, Port Orchard, WA 98366
Voice: (360) 876-4407 • Fax: (360) 895-9029
pkirkpatrick@cityofportorchard.us
www.cityofportorchard.us

Introduction:

The City of Port Orchard Lodging Tax Advisory Committee (LTAC) was established by the City Council in accordance with Washington State Law. The Committee's purpose is to advise and recommend to the City Council how excise taxes on lodging should be allocated to support tourism which in turn generates revenue. The Committee is comprised of three (3) representatives of businesses that collect the tax, three (3) representatives of eligible organizations to receive funding, two (2) representatives from the community at large, and one elected official.

The City of Port Orchard will provide an estimate of revenue available for allocation no later than September 1st of each year. Allowed uses of lodging tax funds by RCW 67.28 include paying all or any part of any cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities.

501(c)(3) and 501 (c)(6) organizations may apply for funding available through the City's Lodging Tax Fund if activities are associated with tourism as defined by RCW 67.28.080. The following are portions of this statute:

(5) *Tourism* means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

(6) *Tourism promotion* 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.

(7) *Tourism-related facility* means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, that is: (a)(i) owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, (a) 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.

(8) *Tourist* means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

Any questions may be directed to the City Clerk at 360-876-7024.

Please answers the following questions, on separate sheets of paper, and attach to the application:

SUMMARY/REVIEW:

1. Describe the benefit your organization's event or festival will provide to the community.
2. Provide a brief summary of the proposal and amount of funds requested.
3. If you are currently receiving funding from the City of Port Orchard, provide a brief summary of your current project(s) progress or completion.
4. If the proposal seeks to continue to expand an existing program, project, festival, or event which has received City of Port Orchard Lodging Tax funding in the past, provide detailed information regarding:
 - a. How these funds have been utilized;
 - b. How they have generated overnight lodging sales; and
 - c. Quantify the effect your efforts have on overnight lodging in Port Orchard.
5. Describe past performance of similar projects and growth trends, or if a new start-up, describe your anticipated potential for success.
6. Provide a list other organizations you will be collaborating with to meet your goals and the funding amount requested and/or received.

GOALS AND OBJECTIVES STATEMENT

1. State your goal(s) in one or two sentences
2. Under each goal state:
 - a. The concise, measurable objectives necessary to accomplish the goal,
 - b. Provide a timeframe for each objective.

WORK PLAN SCHEDULE

1. Describe the work plan and schedule.
2. If applicable, explain how this project, program or event and its schedules have been coordinated with other programs' projects or events.
3. List obstacles that might affect the success of the activity or project and describe how your work plan addresses these obstacles.

EVALUATION STATEMENT

1. Describe your plans to work with Hotels, Motels, Beds and Breakfasts to capture the number of guests staying overnight.
2. Describe how and when you will monitor and evaluate this activity or project.
3. Identify who has the authority to make adjustments to the work plan to ensure success.
4. Describe how this activity will directly benefit or promote tourism, specifically overnight lodging in Port Orchard.
5. Describe how you will determine if this activity or project was successful.
6. Describe what the end products will be.

BUDGET

1. Please submit a detailed proposed budget including information on:
 - a. Other cash and in-kind contributions,
 - b. Project-related expense descriptions and other expenses as appropriate.
 - c. Indicate whether other cities will be involved in funding the project and the requested and/or received funding amounts.

APPLICATION RATING SHEET

Name of Organization

LTAC Reviewer

Date

Criteria	<u>Scores</u> Full Funding	<u>Scores</u> Partial Funding	<u>Scores</u> No Funding	Comments
Will the proposal direct tourism specifically to the City (room nights)?	10 9 8 7	6 5 4	3 2 1 0	
Will the proposal direct tourism specifically to the City (day trips)?	10 9 8 7	6 5 4	3 2 1 0	
Does the program demonstrate strong collaboration with other groups?	10 9 8 7	6 5 4	3 2 1 0	
Does the marketing demonstrate strong collaboration with other groups?	10 9 8 7	6 5 4	3 2 1 0	
Does the organization pursue other sources of funding?	10 9 8 7	6 5 4	3 2 1 0	
If the project were not funded, would there be a substantial impact on that organization?	10 9 8 7	6 5 4	3 2 1 0	
Please select one of the following that best describes the request:				
The proposal includes: -A clear plan -Well-defined cost projections -A substantial impact on tourism	10 9 8 7	6 5 4	3 2 1 0	
The proposal includes: -A clear plan -Well-defined cost projections -Nominal impact on tourism	10 9 8 7	6 5 4	3 2 1 0	
The proposal: -Needs clarification -Would have an impact on tourism	10 9 8 7	6 5 4	3 2 1 0	
The project: -Is already being done by another organization -The applicant should be encouraged to collaborate	10 9 8 7	6 5 4	3 2 1 0	
TOTAL SCORE (/70)				