



## Application for Fiscal Year 2025 Lodging Tax Grant Funds

**Due no later than 5:00pm on Thursday, September 12, 2024**

Application materials may be submitted using any of the following:

As an email attachment sent to [rgwinn@wallawallawa.gov](mailto:rgwinn@wallawallawa.gov)

-OR-

Mailed to City Manager Office (Attn: Rikki Gwinn), 15 N. 3rd Ave., Walla Walla, WA 99362

-OR-

Arranged drop-off at City Hall by contacting Rikki Gwinn

### **Lodging Tax Advisory Committee**

Mayor Tom Scribner, Chair

#### **Represent Business Authorized to Collect**

Dan Leeper, Best Western Plus  
Open Seat  
Open Seat

#### **Represent Business Authorized to Receive**

Guy Glaeser, Visit Walla Walla  
James Payne, Fort Walla Walla Museum  
Open Seat

### **City Staff Support**

Bob Francis, Deputy City Manager  
[rfrancis@wallawallawa.gov](mailto:rfrancis@wallawallawa.gov)  
(509) 527-4540

Rikki Gwinn, Executive Assistant  
[rgwinn@wallawallawa.gov](mailto:rgwinn@wallawallawa.gov)  
(509) 527-4522

## 1. LODGING TAX FUNDING GUIDELINES

### **Background**

The objective of the City of Walla Walla Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Walla Walla. The process is reviewed annually, and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

### **Objectives for Hotel/Motel Tax Funds:**

- Generate increased tourism in Walla Walla resulting in overnight stays at paid lodging establishments.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Walla Walla throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

### **Allocation Guidelines:**

- The City, on an annual basis, shall seek funding proposals from organizations seeking to use Hotel/Motel Tax funds for a) promoting tourism or, b) under qualifying conditions, for acquisition, construction or operation of tourism-related facilities.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to the City Council as to which applications should receive funding.
- The final funding decision will be made by the City Council in the form of approval or denial of the recommendations – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract with the City and funding will be provided on a reimbursable basis.
- Organizations receiving funding must submit a report as stipulated in the contract for funds.

## **2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY**

### **WHAT ARE “LODGING TAX FUNDS?”**

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

### **HOW CAN THOSE FUNDS BE USED?**

Washington State law (RCW 67.28.1815) requires that funds be expended “...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

Tourism promotion is defined 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 of special events and festivals designed to attract tourists.”

### **WHERE CAN THE FUNDS BE USED?**

The funds are to be used to draw tourists to stay in Walla Walla lodging overnight.

### **WHO CAN APPLY FOR FUNDS?**

Any organization, including private businesses, can use the funds to advertise and promote tourism through the media. The promotion must be designed to attract tourists to Walla Walla with the goal of increasing the number of overnight stays in the City's lodging facilities.

### **WHO DECIDES WHICH APPLICATIONS GET FUNDED?**

All complete application packets are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Walla Walla City Council who will make the final funding approval.

### **HOW DO I APPLY?**

Complete applications are due no later than September 12, 2024 at 5:00PM. Application materials may be sent electronically (preferred) via email to [rgwinn@wallaWallaWa.gov](mailto:rgwinn@wallaWallaWa.gov) or mailed to City Manager's Office (Attention: Rikki Gwinn), 15 N. 3<sup>rd</sup> Ave., Walla Walla, WA 99362.

### 3. SCHEDULE

Thursday, August 15, 2024	Application period opens (application available on City's Finance webpage)
Thursday, September 12, 2024	Applications due no later than 5:00pm
Monday, September 16, 2024	LTAC agenda packet emailed to LTAC committee and available online
Monday, September 30, 2024	10am in Council Chambers - LTAC meets to hear presentations and to make funding recommendations
Monday, October 7, 2024	10am in Council Chambers - Review of applications and to make funding recommendations
Wednesday, October 23, 2024	Final decision on FY2025 grant award allocation adopted by Council
January / February 2025	Contracts issued for FY2025 LTAC grant awards

## 4. REPORTING REQUIREMENTS & E-VERIFY INFORMATION

### **Reporting Requirements:**

Entities who receive lodging tax grant funds must report a significant amount of information to the city and WA State Legislature:

- *Overall Attendance* – the total number of people predicted to attend this activity, the actual number of people who attended this activity, and the method used to determine the attendance.
- *Attendance, 50+ miles* – the number of people who travelled greater than 50 miles predicted to attend this activity, the actual number of people who travelled greater than 50 miles to attend the activity, and the method used to determine the attendance.
- *Attendance, Out of State, Out of Country* – the number of people from outside the state and country predicted to attend this activity, the actual number of people from outside the state and country who attended this activity, and the method used to determine the attendance.
- *Attendance, Paid for Overnight Lodging* - the number of people predicted to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and the method used to determine the attendance.
- *Attendance, Did Not Pay for Overnight Lodging* - the number of people predicted to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and the method used to determine the attendance.
- *Paid Lodging Nights* – the total projected and estimated actual number of paid lodging nights. One lodging night = one or more persons occupying one room for one night.

## 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

1.  Submit complete application packet by 5:00pm, Thursday, September 12, 2024
  - o Email application to [rgwinn@wallawallawa.gov](mailto:rgwinn@wallawallawa.gov), mail to City Manager's Office (Attention: Rikki Gwinn), 15 N. 3<sup>rd</sup> Ave., Walla Walla, WA 99362 or arrange a drop-off by contacting Rikki Gwinn.
  - o Late applications will not be accepted
2.  All questions on application have been answered in a detailed, yet concise manner
3.  Application has been reviewed and includes:
  - a.  Signature by a person authorized to bind the agency to a contract
  - b.  Attachments that are no larger than 8½ by 11
  - c.  For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter  
 N/A
  - d.  Operating budget for the proposed project

## 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing the City of Walla Walla as additionally insured and including these minimum requirements will be required for all recipients (if funded):

1. Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.

4. Walla Walla shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Walla Walla. The Contractor shall provide a certificate of insurance to be approved by Walla Walla's Support Services staff prior to contract execution.
5. Walla Walla shall have no obligation to report occurrences unless a claim is filed with the Walla Walla City Clerk's office; nor shall Walla Walla have an obligation to pay premiums.
6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Walla Walla's Support Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Walla Walla, Support Services Department, 15 N. Third Ave., Walla Walla, WA 99362 or email to [rgwinn@wallaWallaWA.gov](mailto:rgwinn@wallaWallaWA.gov).
7. It is further provided that no liability shall attach to the City of Walla Walla by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.





## CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2025 and/or 2026. If awarded, my organization intends to enter into a municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and, in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Walla Walla will only reimburse those costs actually incurred by the organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date:

Printed or Typed Name:

**If you are submitting via email, please add your digital signature  
AFTER you have completed the application.**

## Selection and Award Process

Specific awards are dependent on the recommendations of the City of Walla Walla's Lodging Tax Advisory Committee (LTAC) and their recommendation is forwarded onto the City Council for action. At the close of the application window, applications received are forwarded onto the LTAC for review. The LTAC will likely hold a work session meeting with the opportunity for applicants to present their proposal and a second meeting to recommend funding allocations during October 2024. The recommendation from LTAC is forwarded onto the City Council for action in October 2024. Funds will be awarded on a competitive basis and awards are based on the most competitive application that meet the criteria for funding. Available lodging tax funding for calendar year 2025 is estimated at \$1,400,000.

Applicants are to complete the application in full and return to the City by the deadline noted on page 1.

Late or incomplete applications will not be considered for initial funding.

Review Criteria for funding (attachment one). Please note, a high ranking score does not guarantee highest funding:

1. Demonstrates a high potential, or a proven track record, to result in overnight stays by tourists in lodging establishment with the City of Walla Walla. (30 pts.)
2. Demonstration the event or organization impacts tourism positively overall to the City of Walla Walla. (20 pts.)
3. The proposed event or organization demonstrates high value to the community, such as cost of event compared to anticipated local revenue or marketing dollars to number of room night stays anticipated for event. (15 pts.)
4. Is the proposed event or organization working to support activity during the non-demand periods of the year (November – March; Sunday-Thursday)? (15 pts.)
5. What other funding sources or partnerships support the event or organization? (15 pts.)
6. Does this event or organization target a unique demographic for the area? (5 pts.)

**Grant Application/Justification** – One application per entity please. If including multiple events you are proposing to fund with lodging tax dollars, please outline those events, budget, requested lodging tax amount, and the details requested below. Please attach separate sheets as necessary.

1. Describe your tourism-related activity or event.
  - a) If an event, list the event name, date(s), location(s) and projected overall attendance. Please be specific.
  
  - b) Describe why tourists will travel to Walla Walla to attend your event/activity/facility.

2. 2025 Tourism-Impact Estimate and 2024 Annual Report

*(The 2024 Actual must be completed by groups who had a Walla Walla Lodging Tax Contract in 2024. The “actual” figures should be based on locally documented data and should not be estimates themselves.)*

As a direct result of your proposed tourism-related service, provide:	2024 Actual	2025 Estimate
a. Overall attendance at your event/activity/facility.		
b. Number of people who travel >50 miles for your event/activity/facility.		
c. Of the people who travel >50 miles, the number of people who travel from another country or state.		
d. Of the people who travel >50 miles, the number of people who stay overnight in Walla Walla or the Walla Walla Valley.		
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Walla Walla or the Walla Walla Valley.		
f. Number of paid lodging room nights resulting from your event/activity/facility. <i>(ex: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

3. What formula used to generate the 2025 estimates? If possible, show the rate of return of request versus lodging nights.
  
4. What method did you use to calculate/document the 2024 actual numbers?
  
5. Is there host hotel for your event?      Yes                      No                      If yes, list the host hotel.
  
6. Describe the prior success of your event/activity/facility in attracting tourists.

7. Describe your target tourist audience (location, demographics, etc). Please be specific if this will target a unique demographic of visitors to the Walla Walla area.
  
8. Describe how you will promote your event/activity/facility to attract tourists.
  
9. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Walla Walla. Attach additional sheet if necessary to provide information.
  
10. Are you applying for Lodging Tax funds from another jurisdiction? Yes    No    If yes, list the jurisdiction(s) and amount(s) requested. If no, are you partnering with other organizations; if so, please list names.
  
11. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Walla Walla Lodging Tax Fund? Use the attached template for additional, specific budget information.
  
12. What will you modify in your proposal or do differently if full funding for your request is not available or recommended? *(NOTE: Please be as thorough as possible with your answer. In balancing the number of requests with limited funds available, the Lodging Tax Advisory Committee relies on the information for decision making.)*

## 8. BUDGET TEMPLATE SPREADSHEET

**Project Budget. Do not include in-kind contributions.**

*Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, donations, sales, vendor fees, other grants, etc.*

Funding Source: List all revenue sources anticipated for 2025. <b>Do not include requested Lodging Tax Funds</b>	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.  
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Walla Walla.  
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested	Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, insurance, supplies, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
Services (Security, janitorial, etc.)	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
<b>TOTAL COST</b>	<b>\$</b>	<b>\$</b>	<b>\$</b>
In-Kind Contributions Separately (Volunteer labor, donated materials, donated Service)	\$		

Scoring Criteria:

	Points
Demonstrates a high potential, or a proven track record, to result in overnight stays by tourists in lodging establishment with the City of Walla Walla.	30
Demonstration the event or organization impacts tourism positively overall to the City of Walla Walla.	20
The proposed event or organization demonstrates high value to the community, such as cost of event compared to anticipated local revenue or marketing dollars to number of room night stays anticipated for event.	15
Is the proposed event or organization working to support activity during the non-demand periods of the year(November – March; Sunday-Thursday)?	15
What other funding sources or partnerships support the event or organization?	15
Does this event or organization target a unique demographic in the area?	5
Total	100