



**2024 APPLICATION FOR LODGING TAX FUNDS
FROM THE CITY OF WALLA WALLA**

APPLICATIONS DUE SEPTEMBER 15, 2023, 4 P.M. to

**City of Walla Walla - Support Services, 15 N 3rd Ave., Walla Walla, WA 99362 or via email to
Rikki Gwinn at rgwinn@wallawallawa.gov**

Lodging Tax Funds may be used for any or all of the following: (1) tourism marketing, (2) marketing and operations of special events and festivals designed to attract tourists, (3) supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality, or (4) supporting the operations of tourism-related facilities owned or operated by nonprofit organizations.

***ONE* Application per entity. if applying for multiple events, please attach additional sheets.**

Lodging Tax Amount Request :

Organization/Agency Name:

Federal Tax ID Number:

Contact Name and Title:

Mailing Address:

City:

State:

Zip:

Phone:

Email:

Organization's website (if applicable):

Check all service categories that apply to your application:

Tourism Promotion/Marketing

Operation of a Special Event/Festival designed to attract tourists

Operation of Tourism Promotion Agency

Operation of Tourism Related Facility owned or operated by non-profit organization

Operation and/or Capital Costs of a Tourism Related Facility owned by a municipality

Check which of the following applies to your agency:

Non-profit (*attach a copy of current non-profit corporate registration with Washington Secretary of State*)

Public agency

Neither

CERTIFICATION

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

- I am proposing a tourism-related service for 2024. 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 2023. The recommendation from LTAC is forwarded onto the City Council for action in November 2023. 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 2024 is estimated at \$1,200,000.

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

No funding will be awarded if the application is not complete or if the application is submitted late.

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

1. Demonstration the event or organization impacts tourism positively overall to the City of Walla Walla. (20 pts.)
2. 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. (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)? (15 pts.)
5. If an event, how long has the event been established? (5 pts.)
6. What other funding sources or partnerships support the event or organization? (15 pts.)
7. If this is an event, will it target a unique demographic for the area? (10 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. 2024 Tourism-Impact Estimate and 2023 Annual Report

(The 2023 Actual must be completed by groups who had a Walla Walla Lodging Tax Contract in 2023. 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:	2023 Actual	2024 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 2024 estimates? If possible, show the rate of return of request versus lodging nights.

4. What method did you use to calculate/document the 2023 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 is an event that 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? Attach additional sheet if necessary to provide 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.)*

ATTACHMENT ONE (1)

for reference purposes only, please do not fill out

2024 Lodging Tax Grant Application Review Sheet

Reviewer Name:																									
Organization Name:																									
SCORING CATEGORY	MAX POINTS	Multiplier		Score		Multiplier		Score		Multiplier		Score		Multiplier		Score		Multiplier		Score		Multiplier		Score	
		Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score	Multiplier	Score		
Demonstration the event or organization impacts tourism positively overall to the City of Walla Walla.	20		0		0		0		0		0		0		0		0		0		0		0		0
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.	20		0		0		0		0		0		0		0		0		0		0		0		0
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		0		0		0		0		0		0		0		0		0		0		0		0
Is the proposed event or organization working to support activity during the non-demand periods of the year(November – March)?	15		0		0		0		0		0		0		0		0		0		0		0		0
If an event, how long has the event been established?	5		0		0		0		0		0		0		0		0		0		0		0		0
What other funding sources or partnerships support the event or organization?	15		0		0		0		0		0		0		0		0		0		0		0		0
If this is an event, will it target a unique demographic for the area?	10		0		0		0		0		0		0		0		0		0		0		0		0
Total Points	100		0		0		0		0		0		0		0		0		0		0		0		0
Rank																									
		0		0		0		0		0		0		0		0		0		0		0		0	

- Instructions:
- Fill in your name.
 - Judge the responders against each other in each scoring category, giving the highest **multiplier** (4) to the applicant with the best response and the lowest **multiplier** (1) to the firm with the poorest response.
 - The spreadsheet is set-up to multiply the **points** available for that category by the firms **multiplier** but confirm.
 - The spreadsheet will add the columns in the **Total Points** box but confirm.
 - Rank** the applicants 1 through 4 based on your scoring.