



Board of County Commissioners

Lewis County Courthouse
351 NW North Street
Chehalis, WA 98532-1900

LEWIS COUNTY LODGING TAX APPLICATION
for budget year 2019

DEADLINE IS 3:00 P.M. THURSDAY, AUGUST 30, 2018

Applications for Lewis County lodging tax funds (for budget year 2019) are due by **3:00 p.m. Thursday, August 30, 2018**. Applications must be submitted via email to Rieva Lester at rieva.lester@lewiscountywa.gov and CC'd to Rachel Hunt at rachel.hunt@lewiscountywa.gov. Please include "Lodging Tax" in the subject line. Applications received after the deadline will not be considered.

Please note that the applicant is responsible for confirming timely delivery. Also, please pay particular attention to the contact information you provide for your organization. If your contact information is not up to date and we cannot reach you, your application will not move forward.

ORGANIZATION / PROJECT INFORMATION

Organization name	
Project name	
Project coordinator	
Date of project	
Amount requested from Lewis County	\$
Total project amount	\$

○ 360.740.1120
F 360.740.1475
TDD 360.740.1480

Edna J. Fund
First District

Bobby Jackson
Second District

Gary Stamper
Third District

Rieva Lester
Clerk of the Board

bocc@lewiscountywa.gov

APPLICANT CONTACT INFORMATION

Name	
Street address	
City, state, zip code	
Mailing address (if different from street address)	
Current home phone	
Current work phone	
Current cell phone	
Current email address	
Agency Tax ID Number	
Organization Unified Business Identifier (UBI)	
UBI expiration date	

Type of organization: 501(c)3 501(c)6 Government agency

Organization's mission statement or purpose (one or two sentences):

Year the organization was founded: _____

Has your organization received Lewis County lodging tax funding in the past? Yes No

If you answered "yes," please answer the following two questions:

When did your organization receive Lewis County lodging tax funding? _____

How much did your organization / project receive? _____

PROJECT NAME: _____

REQUIRED INFORMATION

Each applicant must attach the following to their application:

Financial documents: Each applicant must attach their most current business financial statement, which must include a balance sheet, an income statement, the organization's operating budget for 2018, the organization's projected budget for 2019, and a "financial review" (details follow). All required financial information must be complete and must balance, and the financial must meet the following guidelines: Each organization that receives funding from the county's tourism fund is required to have a financial review completed by an independent certified public accountant (CPA) every five years. County tourism tax money cannot be used to pay for financial reviews or audits.

Nonprofit determination: Nonprofit organizations must submit the tax-exemption determination letters from the United State Internal Revenue Service.

Personnel list: Each applicant must submit the title and name of all hired positions, all contracted positions, and all employees as well as the title and name of all members of the organization's board of directors (or other governing body). The list identifying the current board of directors (or other governing body) must identify the principal officers and must include the name, phone number, mailing address, and email address for each.

PROJECT DESCRIPTION

Please provide a detailed description of the proposed project / activity. Your description must include the following:

1. Describe the area the project will serve, as well as its expected impact.
2. List the responsible party / parties.
3. Describe how the project will enhance tourism and result in "heads in beds."

4. Describe how the project will promote tourism throughout **all** of unincorporated Lewis County.

5. Describe how the project will specifically promote tourism.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.

7. Describe why your project should receive funding.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:

- | | |
|--|---|
| <input type="checkbox"/> TOURISM PROMOTION | <input type="checkbox"/> OPERATION OF TOURISM-RELATED FACILITY |
| <input type="checkbox"/> MARKETING ONLY | <input type="checkbox"/> FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS |
| <input type="checkbox"/> DIRECTIONAL SIGNAGE | |

8. Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.

PROJECT NAME: _____

9. Please provide attendance information regarding each of the following:

A. Overall attendance

- a. Total number of attendees predicted to attend: _____
- b. Describe how receiving lodging tax dollars would increase that number

B. Participants traveling fifty (50) miles or more

- a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend: _____
- b. Describe how receiving lodging tax dollars would increase that number

C. Participants traveling from another state or country

- a. Projected number of participants who will travel from another country or state to attend: _____
- b. Describe how receiving lodging tax dollars would increase that number

- D. Participants staying overnight in paid accommodations*
- a. Projected number of participants who will stay overnight in paid accommodations: _____*
 - b. Describe how receiving lodging tax dollars would increase that number*

- E. Participants staying overnight in unpaid accommodations*
- a. Projected number of participants who will stay overnight in unpaid accommodations: _____*
 - b. Describe how receiving lodging tax dollars would increase that number*

10. Describe how the project provides short-term or long-term economic benefit for Lewis County.

11. Explain what plans exist to allow this project to become self-sustaining. Include any plans for ticket sales, event sponsors, and other cost-recovery models.

SOCIAL MEDIA

All social media will be reviewed. Please provide the following information:

Website address _____

Facebook user name _____

Instagram _____

Twitter account name _____

Any other social media platforms your organization uses to promote tourism

BUDGET

INCOME

If you are anticipating receiving partial funding for this activity from another source, please list the source, the approximate amount, and the status of funding.

Amount	Source	Confirmed (YES / NO)	Date available
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	
		<input type="checkbox"/> Yes <input type="checkbox"/> No	

Total income: _____

What percentage of your project does your request for Tourism Promotion Dollars represent? _____%

PROJECT NAME: _____

EXPENSE

Activity	County	Other funds	Total
Personnel			
Administration			
Marketing/promotion			
Direct sales activities			
Minor equipment			
Travel			
Contract services			
Other activities			
Total Cost			

The Lodging Tax Advisory Committee (LTAC) may recommend awarding partial funding. Please indicate your priorities below:

Priority 1	Full Funding Request	\$
Priority 2	Minimum Funding Request	\$
Applicant will / can accept no less than this amount		\$

If partial funding is received, how will that affect the project / activity? Please describe:

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

PROJECT NAME: _____

From the list below, please indicate the season for which your project will enhance tourism (and explain how it will do so).

SEASON		EXPLANATION
Year-round	<input type="checkbox"/>	_____
Off-season	<input type="checkbox"/>	_____
Shoulder season	<input type="checkbox"/>	_____
High season	<input type="checkbox"/>	_____

Is it a seasonal activity appropriate to its location? Explain.

ACKNOWLEDGEMENT

The applicant hereby certifies and affirms that it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of race, ethnicity, color, religion, age, gender, national origin, or disability; and further certifies and affirms that it will abide by all relevant local, state and federal laws and regulations. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and; That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Certified by: _____
(Applicant signature)

Date: _____

(Print or type applicant's name)

PROJECT NAME: _____