

**REQUEST FOR PROPOSAL 2010-142**  
**Application for Funding – Lodging Tax 2011**

**DUE: Monday, November 15, 2010 @ 4:00 p.m.**

The Kitsap County Board of Commissioners is requesting proposals from eligible agencies for funding of projects and activities from lodging tax revenues. Lodging tax revenues are used to support projects which promote tourism and tourism-related activities, and to support tourism-related facilities in Kitsap County.

Applications will be reviewed by the Kitsap County Lodging Tax Advisory Committee and recommendations for funding will be made to the Board of County Commissioners. Contact R'Lene Orr at 337-4410 or [rorr@co.kitsap.wa.us](mailto:rorr@co.kitsap.wa.us) for a project application. The application is also available on the County website at [www.kitsapgov.com](http://www.kitsapgov.com). Completed applications are due to Kitsap County Office Purchasing Office, 614 Division St, MS-7, Port Orchard WA 98366 no later than 4:00 p.m. on Monday, November 15, 2010.

**TOURISM PROMOTION PROGRAM • APPLICATION FOR FUNDING**

APPLICANT INFORMATION

Project Title: \_\_\_\_\_

Project Dates: Beginning: \_\_\_\_\_ Ending: \_\_\_\_\_

Name of Organization \_\_\_\_\_ Web Site \_\_\_\_\_

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

Contact Person: \_\_\_\_\_ E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_ Total Project Cost: \$ \_\_\_\_\_

Signature of Authorized Representative \_\_\_\_\_

TYPE OF PROPOSAL

 **Tourism Infrastructure:**

Support tourism-related facilities, which is defined as real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

 **Marketing of Events or Activities:**

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.

SUBMISSION REQUIREMENTS

**APPLICANTS MUST SUBMIT THE FOLLOWING:**

1. A one-page budget including all income and expenses for the entire project (including matching funds and in-kind contributions) and clearly showing expenses for which County lodging tax dollars will be used.
2. Documentation of non-profit status.
3. One page description of the organization or event including, history of its existence and success creating tourism, size of staff and board, size of volunteer base, constituency and geographic area served and type of service provided.
4. Provide a short (no more than one page) description of the proposed project and explain how it will assist in building tourism and/or promoting events or activities that will bring tourists to Kitsap County. Include marketing/promotional plans and examples of performance indicators.

Send Completed Application and Required Documentation to:

R'Lene Orr  
614 Division St., MS-7  
Port Orchard, WA 98366

All documentation must be received by deadline and contain ALL submission requirements to be considered for funding. Please provide (7) copies of submission package.  
Questions? Call R'Lene Orr at 360.337.4410 or e-mail rorr@co.kitsap.wa.us



## KITSAP COUNTY LODGING TAX ADVISORY COMMITTEE ALLOCATION PROCESS

### APPLICATION

#### Introduction

The objective of the Kitsap County lodging Tax Advisory Committee Process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Kitsap County. Eligibility of applications and projects is defined broadly to encourage wide participation and innovative proposals. The source of funds is the County's share of sales tax collected on overnight stays within the County.

This year's application period shall be open on **October 14** and close on **November 15**. At the request of the Board of County Commissioners, own discretion grant applications can be considered at other times of the year. However, because of the County's budget cycle and because of the Committee's preference to review grant applications simultaneously and comparatively, the likelihood of gaining approval outside of the primary application period is diminished.

### PROJECT ELIGIBILITY

RCW 67.28 provides authority for cities and counties to adopt a lodging tax of up to 4 percent of lodging charges made by hotels, motels, rooming houses, trailer camps and any similar charges for a license to use real property. Kitsap County currently collects the maximum allowed by the law. This statute allows the use of lodging tax revenues in either of two broad categories: tourism promotion or tourism-related facilities.

1. "Tourism promotion" is defined as activities 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.
2. "Tourism-related facility" is defined as real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

### APPLICATION REQUIREMENTS

To be considered, applications must be complete, adhere to the specified format, and be submitted with two copies of all components.

1. ELIGIBILITY
2. Applicants will be required to define the service to be provided through the proposed project and demonstrate how it will do so. Essential to this process will be establishing that the project, if funded, will be in compliance with state statutes governing the use of Lodging Tax revenues. Additionally, project scope must include a monitoring element to demonstrate that the goal was actually achieved and measurable.

### 3. SCOPE OF WORK

The applicant will be required to submit a scope of work that breaks down the overall project into a progression of logical steps.

### 4. TIME LINE

The elements and the scope of work must be keyed to milestones indicating when each will be undertaken and/or completed.

### 5. BUDGET

The project budget will include both the revenue and expense categories; all income (including in-kind) will be broken out by amount and source, and expenses will be itemized as well. Salaries and related personal expenses, as well as travel and administrative costs, are ineligible for reimbursement but qualify as grantee match. A cash flow projection for the calendar year showing cash needs by month must be provided.

### 6. REIMBURSEMENT

The first quarter of the grant may be advanced if the applicant outlines how the funds will be used and during what period. Once the grantee has supporting documentation that all of the funds were spent, the second quarter of funds may be requested, after documentation that all funds were spent, the third quarter may be requested. The fourth quarter will be provided on a reimbursement basis only.

### 7. HISTORY

Provide a brief history of your program/organization.

## **SELECTION PROCESS**

When the application solicitation period opens, Administrative Services staff will inform potential applicants of the funding process and its eligibility criteria. During the period, Administrative Services staff will also be available to potential applicants to provide technical assistance as applicants prepare their requests. When the solicitation period closes, qualifying applications will then be forwarded to the Lodging Tax Advisory Committee for review. The Lodging Tax Advisory Committee will recommend to the County Commissioners projects to be funded and at what levels. **The Board of Commissioners will make the final decision on project approval and funding levels.** Staff will then consult with applicants of approved projects to develop contracts and scopes of work. After the applicants and the County have signed the contracts, staff will notify applicants to proceed. It is very important that applicants are aware that:

1. All contracts are reimbursement based; i.e., the grantee must expend funds on approved items and then seek reimbursement under terms of the governing contract, except for as provided on page 2, Section 5.;
2. No costs incurred prior to the County's signing of a contract for an approved project can be reimbursed;
3. The project approval process involves three steps:

- a. Advisory committee recommendation
  - b. The Board of Commissioners approval of proposal, and
  - c. The execution of the contract by the Board of Commissions signatures
4. Only after these steps are complete is a project grantee authorized to begin incurring only reimbursable costs.

Kitsap County does not discriminate on the basis of race, religion, color, sex, national origin, marital status, familial status, age, sexual orientation and disability in employment or the provision of services.

### **REPORTING REQUIREMENTS**

Recipients will be required to provide reports through out the year identifying the impact of the project or dollars spent by visitors in terms of direct dollar expenditures made by the visitors themselves and indirect dollar expenditures made as the money moves through the community.

At a minimum this report should include; the estimated number of visits to be generated; the estimated number of overnight stays to be generated; and the use of local firms and resources in the proposed event, activity, program or facility.

## **LODGING TAX ADVISORY COMMITTEE**

### **ALLOCATION EVALUATION CRITERIA**

The criteria listed below constitute the standards and measures by which applications for money from the Lodging Tax Fund are judged. In some cases by their nature some applicant events, activities, programs, organizations, and facilities will not be able to meet all criteria. However, it can be said that in general the more criteria met the stronger the application.

#### **1. COMMUNITY ECONOMIC IMPACT**

Potential positive economic impact of tourism on the community is a significant benefit that can be measured. In its most fundamental effect, tourism affects the community's economy through the dollars brought to and spent here. Overnight stays bring in more dollars than day visits.

The total impact can be measured in terms of direct dollar expenditures made by the visitors themselves and indirect dollar expenditures made as the money moves through the community. In evaluating applications in this area, more weight will be given to the former since it is more readily measurable.

In assessing the probable economic impact of the proposal, the Committee will consider:

- a. The estimated number of visits to be generated;
- b. The estimated number of overnight stays to be generated;
- c. The duration of the event, activity or program;
- d. Its generation of economic activities during off-peak tourism seasons or periods;
- e. The use of local firms and resources in the proposed event, activity, program or facility; and
- f. New or first time events or activities.

#### **2. RESOURCES AVAILABLE FOR EVENT OR FACILITY**

The applicant should identify other community capital and labor sources to ensure project success. Multiple-year funding of projects can occur, but it is more difficult to obtain. Seed money that will help establish an activity, program, event, organization, or facility, which will later function successfully on its own, are preferred.

The committee will evaluate the following considerations in this regard:

- a. Is the funding applied for critical to the success of the event?
- b. Are there alternatives to Lodging Tax Funding?
- c. Has the applicant leveraged labor and capital?
- d. Will the granted funds be used as seed money or on-going funding?

#### **3. BUILDS ON IDENTIFIED COMMUNITY ASSETS**

Community assets include natural amenities, public facilities, festivals, events, and activities that distinguish Kitsap County in the region, state, and nation. Those things both help constitute and promote this County's positive image.

The Committee will consider the proposal's effect in such areas as promotion, the community's position in regional sporting activities and outdoor recreation, advancing Kitsap County's regional or national role in the visual or performing arts, and heightening awareness of the area's history or natural amenities.

#### **4. MEETS COMMUNITY OBJECTIVES**

Events, projects, activities, organizations and facilities that serve the broader community will be given preference.

The Committee will assess whether the proposal:

- a. Assists in meeting adopted policies, purposes and goals;
- b. Furthers the success of and coordinates with scheduled community events, facilities, and community promotion and marketing efforts; and/or
- c. Is open to the public.

#### **5. MEETS THE REQUIREMENTS OF THE HOTEL/MOTEL TAX LAW (RCW 67.28)**

Note: See the attachment for a definition of terms.

If you have any questions about your proposal meeting the requirements of the law, please contact Administrative Services, (360) 337-7150, 614 Division St., MS-7, Port Orchard WA 98366.