



# City of Forks 2021 Application for Lodging Tax Funds

Amount of Lodging Tax Requested: \$

Organization/Agency Name:

Federal Tax ID Number (EIN):

Event or Activity Name:

Contact Name and Title:

Mailing Address: City: State: Zip:

Phone: Email Address:

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- Non-Profit *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*
- Public Agency

## CERTIFICATION

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

- I am proposing a tourism-related service for 2021. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to **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 Forks will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results in a format determined by the City. **This report is due after the event/activity and no later than Monday, January 31, 2022, 5:00 p.m.**

Signature: \_\_\_\_\_ Date:

Printed or Typed Name:

**Supplemental Questions – You may use this form or a separate sheet of paper for answers**

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

2. *(Some of the estimates in question #2 are required by State law)*

<b>As a direct result of your proposed tourism-related service, provide an estimate of:</b>	
a. Overall attendance at your proposed event/activity/facility	
b. Number of people who will travel more than 50 miles for your event/activity	
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Forks or the Forks area	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Forks or Forks area	
f. Number of paid lodging room nights resulting from your proposed event/activity/facility	

**What methodology did you use to calculate the estimates?**

3. Describe the prior success of your event/activity/facility in attracting tourists.

4. Describe your target tourist audience (location, demographics, etc).

5. Describe how you will promote your event/activity/facility to attract tourists.

6. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Forks.

7. **What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from City of Forks Lodging Tax Fund?**
  
8. **What will you cut from your proposal or do differently if full funding for your request is not available or recommended?**
  
9. **Describe the method you will use to gather data necessary to complete post-reporting requirements. (See page 5.)**

## **Application Instructions and General Guidelines**

**Application Deadline: Wednesday, September 23, 2020, 5:00 p.m. – received at Forks City Hall. To be eligible for consideration, your complete proposal must be received by the deadline. City Council will review proposals in a public meeting on Monday, November 23, 2020, 5:30 p.m. at Forks City Hall, Council Chambers.**

**Submit application to:**

Audrey Grafstrom, Clerk/Treasurer  
City of Forks  
500 East Division Street  
Forks, WA 98331

- ⇒ **You must complete and sign the cover sheet with this packet.**
- ⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**

**Attach:**

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Forks.
3. A copy of your organization’s current non-profit corporate registration with the Washington Secretary of State.
4. A list of your organization’s board members.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

## General Information

The City of Forks Lodging Tax Fund is the sole source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The City of Forks will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

**HIGH PRIORITY** will be given to tourism activities that:

- Have a demonstrated potential or high potential to result in overnight stays by tourists in lodging establishments within the City of Forks.
- Promote Forks and/or events, activities, and places in the City of Forks to potential tourists from outside the area.
- Have demonstrated or show high potential to result in documented economic benefit to Forks.
- Have a demonstrated history of success in Forks, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

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In developing its recommendations, the City considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the Clerk/Treasurer.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/activity overall budget and revenues.
- Projected economic impact within the City of Forks, in particular projected overnight stays in Forks lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.

If your application is approved for funding, you must request payment in full no later than 60 days after the event or by January 15, 2022, whichever is sooner. There will be no carryover of unexpended funds.

## Post-reporting Requirements

Per RCW 67.28.1816, successful applicants must submit a report to the City describing the actual number of people traveling for business or pleasure on a trip:

- a. Away from their place of residence or business and staying overnight in paid accommodations;
- b. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- c. From another country or state outside of their place of residence or their business.

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## State Law Excerpts

### **RCW 67.28.1816 – Use of Lodging Tax Fund.**

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986, as amended.

### **RCW 67.28.080 – Definitions.**

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means 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.
- "Tourism-related facility" means 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.
- "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.

**CITY OF FORKS**  
**Lodging Tax Recipient**  
**Joint Legislative Audit & Review Committee Activity Report**  
**To be filled out *after* event/activity. Due no later than 5:00 p.m., January 31, 2022.**

Activity Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Activity Type: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

Funds Requested: \_\_\_\_\_ Funds Awarded: \_\_\_\_\_

Total Cost of Activity: \_\_\_\_\_

	Projected*	Actual	Methodology**	Explain Other
Overall Attendance				
Attendees who traveled 50 miles or more to attend				
Of those, attendees who traveled from another state or country				
Attendees who stayed overnight:				
In paid accommodations				
In unpaid accommodations				
Paid Lodging Nights				

\*Projected should match amounts submitted in original application

Activity Type

1. Event/Festival: Short-term activity occurring between specific dates (e.g. 4<sup>th</sup> of July Celebration, local marathon)
2. Facility: Municipally owned facility that operates some or all of the year (e.g. county historical museum, convention center)
3. Marketing: Activity that provides information to encourage visitors to an area; is typically a year-round activity but may also operate for less than a full year

\*\*Select the methodology used to estimate the actual number of visitors/participants

1. **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
2. **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
3. **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
4. **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
5. **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
6. **Other:** Please describe.