



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ _____

Organization/Agency Name:			
Federal Tax ID Number:			
Event or Activity Name (if applicable):			
Contact Name and Title:			
Mailing Address:	City:	State:	Zip:
Phone:	Email Address:		
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> 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. If awarded, my organization intends to enter into a Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley 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 form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature:	Date:
Printed or Typed Name:	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
2. If your agency is a non-profit a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
b. Attendance, 50+ Miles Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
d. Attendance, Paid for Overnight Lodging Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

Methods

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.

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.

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.

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.

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).

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, December 20, 2023 by 4:30 p.m. received at Sedro-Woolley City Hall.
To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting, date to be determined.

Submit a PDF and one original signed copy to:

City of Sedro-Woolley Lodging Tax Advisory Committee
c/o Kelly Kohnken, Finance Director/City Clerk
325 Metcalf Street
Sedro-Woolley, WA 98284
Email: cityclerk@sedro-woolley.gov

- ⇒ **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.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

City of Sedro-Woolley Lodging Tax Fund Overview

Sedro-Woolley's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The Sedro-Woolley City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Sedro-Woolley. Preference may be given to during shoulder season.
- Promote Sedro-Woolley and/or events, activities, and places in the City of Sedro-Woolley to potential tourists from outside Skagit County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Sedro-Woolley.
- Have a demonstrated history or success in Sedro-Woolley, 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.

Sedro-Woolley Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Sedro-Woolley Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Sedro-Woolley, in particular projected overnight stays in Sedro-Woolley lodging establishments.

- The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
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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.