



## Tourism Program Grant Application

Details at [Redmond.gov/tourismgrant](http://Redmond.gov/tourismgrant)

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

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

Type of Project: *(ie. Youth soccer tournament)* \_\_\_\_\_

Projected Overall Attendance: \_\_\_\_\_ Is this project:  New  Re-occurring

Contact Person: \_\_\_\_\_

Contact E-mail: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Phone: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Project Sponsor: \_\_\_\_\_

*(Person representing agency or organization authorized to sign Memorandum of Understanding with the City).*

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

Sponsor is:  Profit-Making  Non-Profit 501-C  Public Agency

BUDGETED REVENUE		BUDGETED EXPENSES	
Grant amount requested:	\$ _____	Marketing:	\$ _____
Other revenue sources:	\$ _____	Operations:	\$ _____
		Staff:	\$ _____
		Other: _____	\$ _____
Total project revenue:	\$ _____	Total project expenses:	\$ _____

Projected attendance of people traveling more than 50 miles outside of Redmond to attend this event: \_\_\_\_\_

Of the people traveling from more than 50 miles, how many people will travel from out of state or country: \_\_\_\_\_

Projected total number of attendees who will stay overnight: \_\_\_\_\_

Number of people projected to stay overnight **and PAY** for accommodations \_\_\_\_\_

Number of people project to stay overnight **but NOT PAY** for accommodations \_\_\_\_\_

Total number of project paid lodging nights: \_\_\_\_\_

(Note: one lodging night = one or more persons occupying one room for one night)

Please provide the following information on a separate document:

### **SCOPE OF WORK**

1. Fully describe the project to the evaluation committee. Please address issues such as:
  - what it is you wish to do
  - what are the tangible and intangible benefits to the community
  - what is the expected visitor impact
  - If you are requesting funds for a specific portion of a larger project, please indicate, but focus your response on the element for which you are requesting funding.
2. Describe how you will advertise, publicize or otherwise distribute information regarding your project.
3. Please explain how a tourism grant will result in increases to people staying overnight, traveling 50 miles or more, or coming from another state or country for this event.
4. Projects must be completed within the calendar year. Please provide a high-level timeline of the planning and execution of your project.
5. How will you evaluate the success of the project?
6. How does your project meet the Tourism Promotion Fund Criteria, listed below?

#### **TOURISM PROMOTION FUND CRITERIA:**

- **Tourism promotion:** Does the project/event meet the basic state requirements for tourism promotion? Promote a positive image for the City? Does this project/event promote the City as a destination place? Attract visitors, build new audiences, and encourage tourist expansion? Increase awareness of the City's amenities, history, facilities, and natural environment? Does it support regional tourism planning?
- **Benefit to the community:** How will this project/event benefit the citizens of Redmond? Does this project benefit the overall community, rather than specific segment or interest?
- **Innovation:** Is this project/event unusual or unique? Does it move an existing program in a new direction?
- **Community support:** Does the project/event have broad-based community appeal or support? What is the evidence of need for this project/event in the City?
- **Evidence of partnerships:** What kind and degree of partnership does the project/event exhibit? Volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?
- **Other funding sources:** What other revenue sources will be used to support this project/event?
- **Previous and replacement funding:** Is this funding request for a new project/event or to continue or expand on-going project/event?
- **Scale of project:** Is the project of a scale suitable for this funding program?

## **PLEASE SUBMIT APPLICATION**

to the Lodging Tax Advisory Committee (LTAC) by **October 31 at 5pm** via one of the following:

- Email application: Jill Smith at [jesmith@redmond.gov](mailto:jesmith@redmond.gov)
- Mail application: City of Redmond; Attn: Jill Smith; MS: 4SPL, PO Box 97010, Redmond, WA 98073-9710
- Hand deliver application: Redmond City Hall, Attn: Jill Smith, 15670 NE 85<sup>th</sup> Street, Redmond 98052.  
Drop at the Customer Service Center on the first floor.

## **PROJECT EVALUATION CRITERIA**

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
  - promotes tourism which benefits the overall community, rather than a specific segment or interest.
  - supports regional tourism planning/promotion.
  - promotes the unique attributes of Redmond for tourists and the community.
  - promotes the city as a destination place.
  - encourages partnerships (public/private).
  - supports long-lasting assets, capital facilities/amenities.

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

## **STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX**

State law defines promoting tourism as: “activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists.”

## **STATE LAW REQUIRES THAT:**

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: (1) away from their place of residence or business for the day or staying overnight in paid accommodations; (2) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or (3) from another country or state outside of their place of residence or their business.