

Application for Pullman Lodging Tax Funds



Amount of Lodging Tax Requested: \$ _____

Organization/Agency: _____

Federal Tax ID Number: _____ **Phone:** _____

Event/Activity/Project Name: _____

Contact Name and Title: _____

Mailing Address: _____ **City:** _____ **State:** _____ **Zip:** _____

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 or 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

Other, please describe _____

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; 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 Pullman 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.**
- **My agency will be required to submit a report documenting economic impact results in a format determined by the City.**

Signature: _____ **Date:** _____

Printed or Typed Name: _____

Supplemental Questions – Fill in your answers below, save and email or print

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 Pullman to attend your event/activity/facility.**

2.

Tourism-Impact Estimate		
As a direct result of your proposed tourism-related service, provide:	Estimate	
a. Overall attendance at your event/activity/project		
b. Number of people who travel more than 50 miles for your event/activity/project		
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state		
d. Of the people who travel more than 50 miles, the number of people who stay overnight in Pullman or the Pullman area		
e. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Pullman or Pullman area		
f. Number of paid lodging room nights resulting from your event/activity/project <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

3. What methodology will you use to calculate the estimates?

4. Is there a host hotel for your event (yes or no)? If yes, list the host hotel.

5. Describe the prior success of your event/activity/project in attracting tourists.

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

7. Describe how you will promote your event/activity/project to attract tourists.

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

9. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.

10. What is the overall budget for your event/activity/project? What percent of the budget are you requesting from Pullman Lodging Tax Fund?

11. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Application Instructions and Information

Application Deadline: The first Tuesday of the month.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee proposes and recommends their findings to The City Council.

Submit completed application to:

Shantel Sanders, Administrative Clerk
190 SE Crestview St, Pullman, WA 99163
shantel.sanders@pullman-wa.gov
(509) 334-4555

- ⇒ **You must complete and sign the cover sheet with this packet.**
- ⇒ **You may use additional paper if more space is needed.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

Attach:

1. **Itemized budget for your event/activity/project (income and expenses).**
2. **Description and budget showing how you intend to use the amount requested from the City of Pullman.**
3. **A copy of your agency's current non-profit corporate registration with the Washington Secretary of State, if applicable.**
4. **(Optional) Brochures or other information about your event/activity/project, in particular items showing recent tourism promotion efforts.**

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

If you are charging ticket/gate fees, you must contact the City of Pullman for an admission tax application. Their phone number is 509.334.4555

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 visitor's 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.

About the Lodging Tax Fund:



The Lodging Tax is an excise (sales) tax authorized by Washington State law in RCW 67.28, and uses of all monies collected into this fund are quite restrictive.

In 1998, the State Legislature amended Chapter 67.28 to allow local governments to assess an additional 2% tax on lodging for tourism promotion and/or tourism-related facilities. In December of 2000, the Pullman City Council, by Ordinance, increased the City of Pullman's Lodging Tax from 2% to 4% as allowed in this RCW to be used for paying the costs of tourism promotion. In 2007, this law was expanded and **Lodging Tax Revenue may be used for the marketing and operations of special events and festival and support the operations of tourism-related facilities owned or operated by nonprofit organizations, and support the operations and capital expenditures of city owned facilities.** In May of 2013, ESCH 1253 was signed and takes effect July 1, 2013 which allows for the continuation of these uses.

Pullman's Lodging Tax Advisory Commission Members

The members of Pullman's Lodging Tax Advisory Commission are:

Chairperson—Patricia A. Wright, City Council Member , Member- Megan Guido, City Council Member

2 members—representing the lodging industry:

- 1) Tim Cordodor of Marriott Properties
- 2) Meghan Wiley of the Hampton Inn by Hilton Pullman

2 members—representing groups eligible for funding consideration from the lodging tax:

- 1) Tony Poston, Cougs First! Executive Director
- 2) PJ Sanchez, National Lentil Festival Committee Member

Important

All distributions of Tourism Grants will be processed and reimbursed based upon submittal of Tourism Grant Acknowledgment, Statutory Reporting Form and paid receipts.

In determining recommendations, the commission may also consider these guidelines for your event/activity/project:

If it will occur during slower-paced times in Pullman, notably: November through February and May 15th through the month of July; Consideration for events taking place in August, September and October will be reviewed on an exception basis.

If the number of visitors you anticipate will travel 50 or more miles away from their place of residence, or the number who will travel from another state/country, or the number who will stay overnight in paid or unpaid accommodations.

If the event/activity/project is an attractive draw for visitors to Pullman, will attract future conferences or events, or will improve the City of Pullman's overall image to outside area visitors and if the event/activity/project will be hosted within a reasonable proximity of Pullman.

If the event/activity/project demonstrates the importance to the City of Pullman's Tourism industry, has potential to result in documented economic benefit to Pullman, provides, maintains, operates, or enhances city-owned tourism facilities or infrastructure.