

## Application for Renton Lodging Tax Funds

Amount of Lodging Tax Requested: \$ \_\_\_\_\_

|               |                         |
|---------------|-------------------------|
| Today's Date: | Funding Request Amount: |
|---------------|-------------------------|

|                                     |                                 |      |
|-------------------------------------|---------------------------------|------|
| Event/Program Title:                | Proposed Date of Event/Program: |      |
| Proposed Location of Event/Program: | Proposed Time of Event/Program: |      |
| Organization:                       | Contact Name:                   |      |
| Mailing Address:                    |                                 |      |
| Phone:                              | Cell:                           | Fax: |
| Website:                            | E-mail Address:                 |      |
| Federal Tax ID Number:              |                                 |      |

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
- For Profit Agency / Business

**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.
- Unless otherwise approved by the Committee, the City of Renton 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: |       |

## **Application Deadline: No later than 5:00 p.m. on Friday, 10/07/2016**

**Incomplete and/or late applications will not be considered.**

**Submit original AND one electronic copy to:**

City of Renton Lodging Tax Advisory Committee  
c/o Cliff Long, Economic Development Director  
1055 S. Grady Way  
Renton, WA 98057

Email: [clong@rentonwa.gov](mailto:clong@rentonwa.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.**

**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 Renton.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your organization's business plan, if you have one.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

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.

**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 Renton to attend your event, activity/facility.

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

| As a direct result of your proposed tourism-related service, provide an estimate of:   | Methodology:* |
|--|---------------|
| 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 Renton or the Renton area:   |               |
| e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Renton or the Renton area:  |               |
| f. Number of paid lodging room nights resulting from your proposed event/activity/facility:<br><i>(Example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i> |               |
| g. At an average daily rate of \$100, my paid room lodging impact is:<br><i>(e.g. 75 x \$100 = \$7,500)</i>  |               |

**\*Methodology:** *Direct Count, Indirect Count, Representative Survey, Informal Survey, or Structured Estimate.*

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 Renton.

7. Are you applying for Lodging Tax Funds from another entity/municipality (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested:
8. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Renton Lodging Tax Fund?
9. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?
10. Does your organization have a current City of Renton Business License?  Yes  No  
*Note: Organizations will be required to obtain a business license. Business license information can be found on the City's website: [www.rentonwa.gov](http://www.rentonwa.gov), under Business/Information for Businesses.*
11. Have you contacted the City of Renton to understand event or other permitting requirements?  Yes  No  
*Note: Organizations will be required to obtain all necessary permits. Visit: <http://www.rentonwa.gov/specialeventpermit> for more information on how to apply for a Special Event Permit.*

## General Information

### City of Renton Lodging Tax Fund Overview

Renton's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. In addition, 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 Renton 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.

The City of Renton 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 from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Renton.
- Promote Renton and/or events, activities, and places in the City of Renton to potential tourists from outside our city.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Renton.
- Have a demonstrated history of success in Renton, 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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## Renton Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Funds 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 Renton Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Renton, in particular projected overnight stays in Renton 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 – Lodging tax – Tourism Promotion.**

(1) Lodging tax revenues 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) of the internal revenue code of 1986, as amended.

(2)(a) Except as provided in (b) of this subsection, 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:

(i) Away from their place of residence or business and staying overnight in paid accommodations;

(ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(iii) From another country or state outside of their place of residence or their business.

**RCW 67.28.080 – Definitions.**

The definitions in this section apply throughout this chapter unless the context clearly requires otherwise.

- (1) "Acquisition" includes, but is not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purpose or purposes under this chapter.
- (2) "Municipality" means any county, city or town of the state of Washington.
- (3) "Operation" includes, but is not limited to, operation, management, and marketing.
- (4) "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.
- (5) "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- (6) "Tourism promotion" means 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.
- (7) "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

**TIMELINE FOR 2017 LODGING TAX APPLICATIONS**

|                               |  |
|-------------------------------|--|
| September 20, 2016            | Applications Available   |
| September 27, 2016 at 10:00am | Application workshop for interested applicants in the Renton City Hall 7 <sup>th</sup> Floor Conferencing Center |
| October 7, 2016               | Applications due (hardcopy and email) by 5:00 p.m.   |
| October 10, 2016              | LTAC subcommittee to receive electronic copies of applications for review  |
| October 14, 2016              | Special LTAC meeting to review applications  |
| October 21, 2016              | Special LTAC meeting to interview final applicants   |
| November 7, 2016              | Funding list reviewed by Renton City Council   |

*(Please note that dates and requirements for this and future application cycles are subject to change.)*