



2012 City of Poulsbo Hotel/Motel Tax Funds Continued Funding - Application Packet

The City of Poulsbo is now accepting applications for **2012 Continued Funding** through the Hotel/Motel Tax funds, as set forth in RCW 67.28. Projects must be based in Poulsbo and related to Tourism, Tourism Promotions or a Tourism-related facility. These funds are charges collected for the furnishing of lodging within the Poulsbo city limits, including rooms in hotels, motels, rooming houses, private campgrounds, RV parks and similar facilities. ***Application packets are due to Poulsbo City Hall by 5:00 pm on Wednesday, August 10, 2011.***

The approved award is based on revenues generated by the Hotel/Motel tax. Please note that if revenues are less than projected, the award amount to recipients shall be reduced.

The Lodging Tax Advisory Committee, appointed by the Mayor per RCW 67.28, will consider the applications and submit a recommendation on project funding to the City Council's Community Services Committee. This committee will prepare the committee report and make recommendations to the Poulsbo City Council. The City reserves the rights to reduce, partially fund, or deny requests based on review of applications and funds available. ***This funding is for the calendar year 2012 only.***

If you have any questions, please feel free to contact me at 360-779-9898.

Mary McCluskey
Poulsbo Parks and Recreation

Eligible activities/projects, as defined in Washington State laws RCW 67.28.

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism Promotions – 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.

Tourism-related facility – 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.

SUBMITTAL INSTRUCTIONS

Project Criteria

Proposals should be letter-sized, typed, double-spaced, and stapled once in the upper left hand corner. ***The proposal should be presented in the following order:***

1. Application/Cover Sheet
2. Summary/Review
3. Opportunity Statement
4. Goals and Objectives Statement
5. Work Plan Schedule
6. Evaluation Statement/Return on Investment
7. Budget

Application packets are due to Poulsbo City Hall by 5:00 pm on Wednesday, August 10, 2011.

Evaluation and Ranking

The Lodging Tax Advisory Committee will review the applications and make recommendations to the City Council's Community Services Committee for their review. The Council Committee will prepare the Committee report and make recommendations to the City Council for funding allocations.

In the review of applications, the Lodging Tax Advisory Committee will recommend preference to those proposals which (1) have been coordinated with other programs, projects, or events, (2) demonstrate the opportunity to increase overnight lodging during the "shoulder-season" and "off-season", as opposed to the peak tourist season, (3) special consideration may be given to new events, especially during the shoulder season; (4) leverage additional funds beyond Hotel/Motel Tax funds, and (4) demonstrate an ability towards eventual self-sufficiency.

A final report from the applicant will be required once the grant funds are expended.

Submit proposals, one signed in ink and 12 copies by Wednesday, August 10 at 5:00 pm to:

**City Of Poulsbo
Mary McCluskey, Parks and Recreation Director
200 NE Moe Street
Poulsbo, WA 98370**

**CITY HOTEL/MOTEL FUND
CONTINUED FUNDING APPLICATION for 2012**

COVER SHEET

1. Applicant: _____

Address: _____

Contact Person (if different from above): _____

Phone: _____ Fax: _____

2. Co-applicant(s):

Name: _____

Address: _____

Phone: _____ Fax: _____

3. Amount of Funding Requested: _____

4. Brief Project Description: _____

Name/Title: _____ Date: _____

Signature: _____

We recommend you limit your response on the following application elements to one page for each section:

1. SUMMARY/REVIEW

- Provide a brief summary of the proposal and amount of funds requested
- If the proposal seeks to continue or expand an existing program, project or event which has received City of Poulsbo Lodging Tax support in the past, provide detailed information regarding how these funds have been utilized before, and how they have generated overnight lodging sales.

2. OPPORTUNITY STATEMENT

- What is the opportunity the proposal seeks to address?
- Describe how the proposed activity or project was developed, including key people or organizations involved.

3. GOALS AND OBJECTIVES STATEMENT

- State your goal(s) in one or two sentences.
- Under each goal, state concise, measurable objectives necessary to accomplish the goal. If possible, provide a time frame for each objective.

4. WORK PLAN SCHEDULE

- Describe the work plan and schedule.
- If applicable, explain how this project, program or event and its schedules have been coordinated with other programs, projects or events.
- List obstacles that might affect the success of the activity or project and describe how your work plan addresses these obstacles.

5. EVALUATION STATEMENT

- Describe how and when you will monitor and evaluate this activity or project: identify who has the authority to make adjustments to the work plan to ensure success.
- Describe the ***return on investment***: how these funds will directly benefit or promote tourism, specifically overnight lodging in Poulsbo.
- You will be asked to provide a mid-year progress report.
- Describe how you will determine if this activity or project was successful. Describe what the end products will be.

5. BUDGET

SAMPLE BUDGET WORKSHEET*				
	Request to City	Other Cash Contribution	Other In-Kind Contributions	TOTAL
A. Personnel				
B. Personal Services				
C. <u>Project Related Expenses</u>				
1. Coordinated Marketing				
2. Independent Marketing				
3. Capital Expenditure				
4. Other Expenditure (Please describe below)				
D. Travel				
E. Other (describe below)				
TOTALS				

****Hotel-motel tax revenues are deposited monthly to the city; therefore the funds reimbursed will not be more than the revenues generated.***

Please describe Project Related Expenses and Other as appropriate.

Please describe source(s) of Other Cash and/or In-kind contribution as appropriate.