



## **2012 City of Poulsbo Hotel/Motel Tax Funds Special Grant Funding Application Packet**

The City of Poulsbo is now accepting grant applications for **2012 Special Projects and Activities** 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 4:00 pm on Friday, September 9, 2011.***

A total of approximately **\$40,000** is estimated to be available for allocation in 2012. *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 grant 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. **Funding for Special Grants must be used in the year they were received.**

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.

## **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 4:00 pm on Friday, September 9, 2011.**

## **SUBMITTAL INSTRUCTIONS**

### **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 Friday, September 9 at 4:00 pm to:**

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

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

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**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: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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Name/Title: \_\_\_\_\_ Date: \_\_\_\_\_

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

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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 how you will determine if this activity or project was successful. Describe what the end products will be.
- You will be asked to provide a mid-year progress report.

**\*\*\*As required by the State of Washington\*\*\***

Describe the ***return on investment for your event***: include how this activity will directly benefit or promote tourism, specifically overnight lodging in Poulsbo.

***Your final evaluation must include the following information for your event:***

A) The estimated number of tourists or attendance at your event

1) Tourists

2) Persons traveling over fifty miles to the destination

3) People who stayed overnight

***Please describe the methodology used to determine these numbers***

B) Estimated total room nights generated per event or facility

*Please describe the methodology used to determine these numbers*

C) Please comment on any other information the impacts of the festival, event or tourism-related facility owned by a nonprofit organization or local jurisdiction (please describe)

## 6. 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.