



2020 APPLICATION FOR LODGING TAX FUNDS FROM THE CITY OF WALLA WALLA

**INITIAL APPLICATIONS DUE SEPTEMBER 20, 2019, 5:00 P.M. to
City of Walla Walla - Support Services, 15 N 3rd Ave, Walla Walla, WA 99362**

Lodging Tax Funds may be used for any or all of the following: (1) tourism marketing, (2) marketing and operations of special events and festivals designed to attract tourists, (3) supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality, or (4) supporting the operations of tourism-related facilities owned or operated by nonprofit organizations.

Amount of 2020 Lodging Tax Requested:

Organization/Agency Name:

Federal Tax ID Number:

Event or Activity Name (if applicable):

Contact Name and Title:

Mailing Address:

City:

State:

Zip:

Phone:

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 Tourism Promotion Agency
- Operation of 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 State of Secretary)*
- Public Agency
- Neither

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2020. 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 Walla Walla will only reimburse those costs actually incurred by 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:

Grant Justification

1) Describe your tourism-related activity or event.

- a) If an event, list the event name, date(s), location(s) and projected overall attendance. Please be specific.
- b) Describe why tourists will travel to Walla Walla to attend your event/activity/facility.

2) 2020 Tourism-Impact Estimate and 2019 Annual Report

(The 2019 Actual must be completed by groups who had a Walla Walla Lodging Tax Contract in 2019. The "actual" figures should be based on locally documented data and should not be estimates themselves.)

As a direct result of your prosed tourism-related service, provide:	2019 Actual	2020 Estimate
a) Overall attendance at your event/activity/facility		
b) Number of people who travel >50miles for your event/activity/facility		
c) Of the people who travel >50miles, the number of people who travel from another country or state		
d) Of the people who travel >50miles, the number of people who stay overnight in Walla Walla or the Walla Walla Valley		
e) Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Walla Walla or the Walla Walla Valley		
f) Number of paid lodging room night resulting from your event/activity/facility (ex: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)		

3) What methodology did you use to calculate the 2020 estimates?

4) What methodology did you use to calculate/document the 2019 actual numbers?

5) Is there a host hotel for your event? Yes No If yes, list the host hotel.

6) Describe the prior success of your event/activity/facility in attracting tourists.

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

8) Describe how you will promote your event/activity/facility to attract tourists.

9) Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Walla Walla.

10) Are you applying for Lodging Tax funds from another community? Yes No
If yes, list the jurisdictions(s) and amount(s) requested.

11) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Walla Walla Lodging Tax Fund?

12) What will you cut from your proposal or do differently if full funding for your request is not available or recommended? *(NOTE: Please be as thorough as possible with your answer. In balancing the number of requests with limited funds available, the Lodging Tax Advisory Committee relies on the information for decision making.)*