



**City of Oak Harbor
2017 Lodging Tax/ Tourism Promotion**

APPLICATION

I. APPLICANT INFORMATION

Project Name:

Name of Organization:

Type of Organization:

Contact Person:

Mailing Address:

Phone Number(s):

Email(s):

(Email provided will be the primary source of contact)

Total Project Budget:

Expected Start Date:

Expected Completion
Date:

If applicable, please list previous funds awarded from the Oak Harbor Lodging Tax Committee and used for the following 2 Grant Years:

Year	Amount awarded	Amount used	Project Name and Description of Funds used
2015			
2014			

Mark all that apply under “tourism promotion” definitions and include how much funding is requested in each category:

Funding Category	Dollar Amount
<input type="checkbox"/> Tourism Marketing	
<input type="checkbox"/> Marketing and Operations of special events/festivals designed to attract tourists	
<input type="checkbox"/> Supporting the operations of a tourism-related facility owned or operated by a nonprofit organization	
<input type="checkbox"/> Supporting the operations and/or capital expenditures of a tourism-related facility owned or operated by a municipality	

Signature

Date

II. PROJECT QUESTIONNAIRE

Attach responses to the following questions. Please ensure that your responses are clearly associated with the relevant question. (Limit 200 words/question)

1. Describe the promotion and marketing plan of the project. Specify how the proposed marketing/promotion plan will reach visitors 50+ miles away. (20 points)
2. Explain how the project has the potential to increase overnight stays on the Island. (15 points)
3. Explain how funding the project will provide an economic investment (5 points), general benefit to the City (5 points), and why the request for funding is reasonable (5 points). (15 points)
4. Describe the project activity, including a timeline of the event with all important dates clearly marked. (10 points)
5. Demonstrate the project focus on the “Shoulder Season” (October – May). (10 points)
6. Illustrate how the applicant will measure the outcomes of the project. For example, the City asks for attendance data at the end of the project. How will the applicant obtain such information? (10 points)
7. Describe whether the applicant will match funds if awarded any Lodging Tax funds. (10 points)
8. Demonstrate the applicant’s history of organizational and project success (not necessarily LTAC-funded events.) (5 points)

9. Explain whether the project is a new event, and demonstrate whether the applicant needs the requested funding to generate the project. (5 points)

III. PROJECT BUDGET

Demonstrate a need for the requested funds.

1. Include a detailed budget for the proposed project (grant requests under \$5,000):
 - a. Include a specific listing of items on which the *requested funds* will be spent.
 - b. Identify other sources of funding anticipated or obtained, including funds matched and in-kind contributions.
 - c. Include the amount requested in your application.
2. For applicants seeking **large grants** (\$5,000 or more):
 - a. Attach an additional project budget showing all revenues and expenses for the *entire project or event*.
3. Provide the most recent financial statement for the organization.
4. If applicable, include any letters of any partnering organizations that have committed to joint sponsorship of the project.
 - a. Describe the partner's intended activity for the project.
 - b. Explain whether the partner intends to provide financially to the project.

IV. PROJECTED ATTENDANCE & POST-PROJECT REQUIREMENTS

Estimated number of overall attendance to the Project (if applicable): _____

INFORMATIONAL ONLY – Post-Project Requirements for Recipients

Per RCW 67.28.1816, each Recipient must provide actual numbers and methodology used immediately following the project to the City Clerk, or designee, for the following 7 questions:

- | | |
|---|---|
| 1. Overall Attendance at your proposed event? | accommodations (hotel/motel/bed-breakfast) |
| 2. Total people who traveled more than 50 miles for your event? | in the City of Oak Harbor or the Oak Harbor area? |
| 3. Of those who traveled more than 50 miles, the number of people who traveled from another state or country? | 6. Of the people staying overnight – the number of people who stayed in UNPAID accommodations (<i>E.g. friends or family</i>) in the City of Oak Harbor or the Oak Harbor area? |
| 4. Of the people who traveled more than 50 miles, the number of people who stayed overnight in the City of Oak Harbor or Oak Harbor area? | 7. Number of PAID lodging room nights resulting from your proposed event? (<i>E.g. – 20 paid rooms on Friday and 30 paid rooms on Saturday = 50 paid rooms.</i>) |
| 5. Of the people staying overnight – the number of people who stayed in PAID | |