



City of Oak Harbor 2020 Single-Year Lodging Tax / Tourism Promotion

INSTRUCTIONS & PROCEDURES

Please Note: 2020 Applications will only be accepted via email to: psoule@oakharbor.org and jdelacruz@oakharbor.org.

Delivered paper applications will not be considered. (See section IV below for additional details)

I. Purpose of the 2020 Lodging Tax/ Tourism Promotion Grant Program

The purpose of the City of Oak Harbor's Tourism Promotion Fund Allocation Process is to promote eligible tourism activities within the City of Oak Harbor. Eligibility is defined broadly to encourage wide participation and innovative proposals. The source of the funds is the City's share of sales taxes collected on overnight stays within the City of Oak Harbor (lodging tax) as well as an additional Lodging Tax as authorized under State statutes. Recommendations on use of the funds are developed by the Lodging Tax Advisory Committee (LTAC) and are referred to the Oak Harbor City Council for approval.

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism.

II. Description of the Lodging Tax Advisory Committee

The City of Oak Harbor created a Lodging Tax Advisory Committee (LTAC) per OHMC 2.66.010 to serve the functions as prescribed by RCW 67.28.1817.

The Lodging Tax Advisory Committee (LTAC) reviews and comments on proposals for expenditures from the City's Lodging Tax Fund. The LTAC meet to review Lodging Tax/ Tourism Promotion Applications or any other changes to the City's lodging tax. The LTAC submits recommended awards to City Council for review and approval.

The Oak Harbor LTAC consists of 7 voting members, which includes three collectors of the tax imposed (hotel/motel representatives), three individuals who may be eligible to receive revenue received from the taxes collected, and a Councilmember who serves as the Chair. Board Members are:

- 1) Joel Servatius, Councilmember & Chair
- 2) Erin Hoskins, Candlewood Suites, Collector 1
- 3) Larry Munns, Yacht Club and Race Week, Recipient 1
- 4) Jason McFadyen, Chamber of Commerce Board Member, Recipient 2
- 5) Jackie Huerta, Auld Holland Inn, Collector 2
- 6) Margaret Livermore, OH Music Festival & Main Street Association, Recipient 3
- 7) Amanda Zimmerman, Best Western Plus, Collector

III. Eligibility

Eligible Activities. This grant program is limited to promotional activities which draw tourists, as defined below per RCW 67.28.080, to the municipal boundaries of the City of Oak Harbor. All events must be open to the public.

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

Type of Organization. The entity of the organization (e.g. nonprofit, for profit) is irrelevant for award of lodging tax funds.

Allowable Uses of Funds. Allowable uses for the lodging tax funds are governed by RCW 67.28.1816. Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's 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.

The City of Oak Harbor does not discriminate on the basis of race, national origin, or citizenship; religion or creed; physical or mental disability; sex/gender, sexual orientation, gender identity, marital or familial status; age; military status, political or union affiliation; or involvement in prior complaints of discrimination or harassment.

IV. Application Process

Application Period. Lodging Tax/ Tourism Promotion Applications will be accepted from **August 12, 2019 through September 6, 2019.**

Deadline. Applications must be received by the Finance Office by **4:30 p.m. on September 6, 2019.**

Submission. Applications will be accepted by **E-MAIL ONLY**. Please submit the application using the electronic PDF Format provided at http://www.oakharbor.org/news_site_view.cfm?id=1247. Handwritten applications **WILL NOT** be accepted. Only one (1) application packet per applicant is required to be submitted.

Completed Applications should be emailed to both: psoule@oakharbor.org and jdelacruz@oakharbor.org

Please Note: The 2020 LTAC PDF Application is most compatible with Adobe products on Windows PC computers. Some formatting/auto calculate functions may be lost when using Mac/OS systems.

Help/Questions? Call 360-279-4533 or email jdelacruz@oakharbor.org

V. Project Evaluation for the 2020 Lodging Tax/ Tourism Promotion Application

Complete Applications. Incomplete and non-electronic applications will not be accepted. Any question or section that is incomplete or unanswered on the Application will not be accepted.

Section 1 – Applicant Information: This section must be completely filled out and signed (*Typed in name of preparer is acceptable*).

Section 2 – Project Questionnaire: The Grading Sheet will apply to the eight (8) responses provided by the Applicant. **Use the text boxes on the PDF application for your answers. DO NOT provide your written response as a separate attachment. Only exhibits & visuals are considered as allowable attachments (Max Attachments = 8). Grading will only be applied to the responses submitted in the text boxes provided.** Note that the Grading Sheet only applies to Section 2 of the Application. You may obtain a copy of the Grading Sheet from the website.

Section 3 – Project Budget: The Applicant must attach the requested budget documentation in sections 1 – 4. The provided documentation must be provided in the order requested in the application.

Section 4 – Projected Attendance: If applicable, the Applicant must provide an estimated attendance for the proposed project. Note that the last segment in Section IV (the seven (7) questions) are informational only at this point. Any Recipient awarded Lodging Tax Funds is required to complete these seven questions under RCW 67.28.1816 following the funded project event.

VI. Application Checklist

- Section 1**
 - √ Complete all questions
 - √ Sign and date (*Typed in name of preparer is acceptable*).
- Section 2**
 - √ Complete all questions
 - √ Provide responses that clearly reflect the relevant question in the text box provided
- Section 3**
 - √ Complete all questions
 - √ Attach all budget, financial source, and partnership documents
 - √ Requested documents in this section should be submitted in the order requested in the Application
- Section 4**
 - √ Estimate the total number of attendees for the 2020 project

VII. Selection of Applicants and City Council Approval

Application Review. Once all applications are received, City staff will review the applications for completeness. The LTAC will review only complete applications.

LTAC Special Meetings. The LTAC will schedule special open public meetings to discuss the applications and conduct business. The Applicants and any other member of the public may attend these meetings. These meetings will take place in late September and October 2019. While Applicants may attend these meetings, they are not permitted to participate unless authorized by a majority of the LTAC Members.

Noticing of Meetings. Notice of LTAC meetings will be provided to the Applicants. Be aware that notices will be sent via email using the email address listed in the application.

Presentations. The LTAC may ask that Applicants provide presentations of the proposed project during one of the scheduled special meetings. If presentations are requested, Applicants will be contacted to schedule presentations by a member of City staff. Be aware that scheduling will be conducted through email, using the email address provided in the application. Applicants who fail to schedule presentations due to inattentiveness to emails from City staff does not allow them to reschedule.

LTAC Recommendations to City Council. Once the LTAC determines lodging tax awards, City staff will incorporate their recommendations into a Resolution and present it before Council for review. The Oak Harbor City Council must accept the LTAC recommendations in order to finalize the lodging tax award process.

Notice of Council Meeting to Review LTAC Recommendations. The Finance Office will inform the Applicants of the LTAC recommendations and provide them with email notice of the Council Meeting scheduled to review the recommendations. The Council Meeting scheduled to review recommendations will likely take place in October - November 2019.

VIII. Contract Requirements for Recipients

Contract Awarded. Each Applicant who is awarded funds must execute a Contract with the City of Oak Harbor *before* they are authorized to incur reimbursable costs. Please review a copy of the Contract with standard requirements that must be adhered to for all lodging tax fund Recipients.

Reimbursement. The funds awarded will be provided to the Recipient on a reimbursement basis outlined in the Contract for details. Please note that the Recipient is required to only provide invoice copies along with "Exhibit C" to be submitted for reimbursement. Submitting documentation for proof of payment will be optional beginning in the 2020 LTAC Funding year. Reimbursement guidelines must be strictly enforced by City staff.

Eligible Expenses Clarification. An eligible publication may distribute within the 50 mile boundary as long as they also distribute outside of this boundary.

Equal Opportunity. The City requires each contractor to provide equal opportunities for women and minorities as employees, Applicants for employment, and as clients/customers. No unlawful discrimination is allowed.