



Tourism Promotion Program Application for Funding

Application must be completed by deadline in order to receive a tourism grant. This application may be submitted to the Lodging Tax Advisory Committee (LTAC) electronically by filling in the blanks, saving to a file, and attaching the completed file to an email addressed to jesmith@redmond.gov -- or mail printed original application to Lodging Tax Advisory Committee, City of Redmond Executive Department 4SCC, PO Box 97010, Redmond, WA 98073-9710 – or hand deliver your original to Redmond City Hall, 15670 NE 85th Street, Planning Department, Fourth Floor South, Attn: LTAC Telephone 425-556-2448.

Project Title: _____

Project Dates: Beginning: _____ Ending: _____

Contact Person: _____

(Person with the most knowledge about this application) E-mail: _____

Company/Organization: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

Project Sponsor: _____

(Person representing agency or organization authorized to sign Memorandum of Understanding with the City)

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____

Sponsor is: Profit-Making Non-Profit 501-C Public Agency

Amount requested*: \$ _____

Other funding sources*: \$ _____ Total project budget*: \$ _____

**The maximum Tourism Promotion Program share for any project will not exceed 50% of the cost of the activity/project. Minimum award is \$1,000. The award will be contingent upon the applicant's demonstration of other funding sources (matching funds). Expenditures are subject to audit.*

In the space below, provide a one-paragraph summary of your request and what you will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding.

SCOPE OF WORK

Fully describe the project. Expand your project summary to address such issues as: what it is you wish to do; the tangible and intangible benefits to the community; visitor impact; and how you will evaluate the success of the project. If you are requesting funds for a specific portion of a larger project, please indicate, but focus your response on the element for which you are requesting funding.

Describe how you will advertise, publicize or otherwise distribute information regarding your project.

PROJECT EVALUATION CRITERIA

STATE LAW DEFINING THE USE OF SPECIAL LODGING TAX

State law defines promoting tourism as: “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.”

STATE LAW REQUIRES THAT:

Applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

- (i) Away from their place of residence or business for the day or staying overnight in paid accommodations;
- (ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- (iii) From another country or state outside of their place of residence or their business.

TOURISM PROMOTION FUND CRITERIA:

■ Tourism promotion

Does the project/event meet the basic state requirements for tourism promotion? Promote a positive image for the City? Does this project/event promote the City as a destination place? Attract visitors, build new audiences, and encourage tourist expansion? Increase awareness of the City’s amenities, history, facilities, and natural environment? Does it support regional tourism planning?

■ Benefit to the community

How will this project/event benefit the citizens of Redmond? Does this project benefit the overall community, rather than specific segment or interest?

■ Innovation

Is this project/event unusual or unique? Does it move an existing program in a new direction?

■ Community support

Does the project/event have broad-based community appeal or support? What is the evidence of need for this project/event in the City?

■ Evidence of partnerships

What kind and degree of partnership does the project/event exhibit? Volunteer involvement, inter-jurisdictional, corporate, business and/or civic organization support?

■ Other funding sources

What other revenue sources will be used to support this project/event?

■ Previous and replacement funding

Is this funding request for a new project/event or to continue or expand on-going project/event?

■ Scale of project

Is the project of a scale suitable for this funding program?

Indicate here how your project meets the above Tourism Promotion Fund Criteria:

(Use an extra page if necessary.)

ATTENDEE ESTIMATES (Required)

- Projected Overall Attendance: _____

- Attendees who will travel 50 miles or more from OUTSIDE Redmond to attend this event:
 - Projected Total: _____
 - Of total, projected attendees who traveled from another state or country: _____

- Attendees who stayed overnight:
 - Projected Estimate of Paid Accommodations: _____
 - Projected Estimate of Unpaid Accommodations: _____

- Paid Lodging Nights: _____

Please explain below how a Tourism Grant will result in increases to people staying overnight, traveling 50 miles or more, or coming from another state or country for this event? (Statement Required)

TIMELINE

PROJECTS MUST BE COMPLETED WITHIN 12 MONTHS OF GRANT APPROVAL.

If your project is to be completed in phases, please give breakdown of timelines.

Please use the space below to provide any necessary background on elements of your projected time line.

PROJECT BUDGET

For tourism program fund requests over \$5,000 please specify budget breakdown below. Tourism fund requests from \$1,000 to \$5,000 need not give complete breakdown, but should list amount requested and the amount and revenue source of matching funding.

A	B	C	D	E
Item	Tourism Fund Amount	Other Funding Source Amount	Revenue Source	Total Project Budget
	\$ <input type="text"/>	\$ <input type="text"/>		\$ <input type="text"/>

Enter the total City Tourism Fund Amount requested: \$ _____ (column B)
 Enter the total value of the project: \$ _____ (column E)

GRANT AWARD DETERMINATION

Awards are based on the extent to which the applicant project or activity meets the following criteria:

- Priority is given to Redmond-based activities and projects.
- Priority is given to programs requesting seed money versus ongoing funding
- The project or activity:
 - ❖ promotes tourism which benefits the overall community, rather than a specific segment or interest.
 - ❖ supports regional tourism planning/promotion.
 - ❖ promotes the unique attributes of Redmond for tourists and the community.
 - ❖ promotes the city as a destination place.
 - ❖ encourages partnerships (public/private).
 - ❖ supports long-lasting assets, capital facilities/amenities.

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including but not limited to: the ability of the program or project to promote tourism in the city, the relative merits of the project or program compared to the applications and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.