



Town of Eatonville
PO Box 309
201 Center St W
Eatonville, WA 98328
360-832-3361
FAX: 360-832-3977
townclerk@eatonville-wa.gov

Town of Eatonville
APPLICATION GUIDELINES FOR 2021 LODGING TAX FUNDS
Application Deadline: 60 Days Before Event

INTRODUCTION:

The Revised Code of Washington (RCW) provides authority for cities to adopt a lodging tax of up to 4% of lodging charges made by hotels and motels. Town of Eatonville receives lodging tax funding and invests these revenues in community events and projects that attract visitors and tourism dollars to Eatonville.

RCW 67.28.080 allows the use of lodging tax revenues in either of two categories below:

“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.

“Tourism-related facility” means 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, 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.

Application Requirements:

RCW 67.28.1816 requires applicants applying for any use of lodging tax revenues must now provide estimates of how any moneys received will result in increases in the number of people travelling for business or pleasure on a trip:

1. Away from their place of residence or business and staying overnight in paid accommodations;
2. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
3. From another country or state outside their place of residence or their business.

Reporting Requirements:

RCW 67.28.1816 also requires recipients of lodging tax funds must report to the Town describing the actual number of people travelling for business or pleasure on a trip:

1. Away from their place of residence or business and staying overnight in paid accommodations;
2. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
3. From another country or state outside their place of residence or their business.

Timeline:

Deadline to submit application and proposal to Town- 60 Days before the event.

Lodging Tax Advisory Committee - Application Review

Lodging Tax Advisory Committee - Applicant Interviews, if needed

Lodging Tax recommendations presented to Town Council

Town notifies applicants of funding, and begins contract administration process for each agency



**APPLICATION
FOR
TOWN OF EATONVILLE
LODGING TAX FUNDS**

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ORGANIZATION/AGENCY INFORMATION

Organization/Agency _____ Federal Tax ID Number _____

Contact Name _____ Title _____

Mailing Address _____ City _____ State _____ Zip _____

Phone _____ Fax _____ Email Address _____

- Tourism Promotion Activities**
 - Tourism-Related Facility**
 - Events/Festivals:** _____

| | | |
|-------------------------------|-----------------|-------------|
| <i>Name of Event/Festival</i> | <i>Location</i> | <i>Date</i> |
|-------------------------------|-----------------|-------------|
 - Non-profit** (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)
 - Public Agency**
- Amount Requested: \$** _____

CERTIFICATION

I hereby state on behalf of _____ that:
Organization/Agency Name

Tourism Promotion Activities or Tourism-Related Facilities:

This is an application for a contract with the Town of Eatonville and, if awarded, my organization/agency intends to enter into a Municipal Services Contract with the Town of Eatonville.

Events/Festivals:

- The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.
- I understand the Town of Eatonville will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form has been submitted to the Town, including copies of invoices and payment documentation.

SIGNATURE

PRINTED NAME

DATE

SUPPLEMENTAL QUESTIONS

DESCRIPTION OF TOURISM-RELATED ACTIVITIES OR EVENT:

1. PROVIDE AN ESTIMATE OF THE NUMBER OF PARTICIPANTS WHO WILL ATTEND THE EVENT/ACTIVITY IN EACH OF THE FOLLOWING CATEGORIES:

- Stay **overnight in paid accommodations** away from their place of residence or business: _____
- Stay **overnight in unpaid accommodations** (with friends or family) and travel **50 miles or more one way** from their place of residence or business: _____
- Stay for the **day only** and **travel more than 50 miles or more one way** from their place of residence or business: _____
- **Attend but are not included** in one of the categories above: _____
- Estimated number of participants in **any of the above categories** that attend from **out-of-state** (includes other countries): _____

HOW WILL THE FUNDS RECEIVED INCREASE THE NUMBER OF PEOPLE TRAVELING FOR BUSINESS OR PLEASURE ON A TRIP:

2. HOW DO SERVICES PROMOTE AND ENHANCE TOURISM FOR Eatonville:

- Describe the tourism promotion impact on the economy of the Town of Eatonville, specifically lodging, food service sectors, and community facilities.
- Provide copies of proposed promotional material.

3. DESCRIBE HOW YOU WILL ENCOURAGE SUPPORT OF EATONVILLE BUSINESSES, RESTAURANTS, AND RETAIL:

4. IDENTIFY IF THE MILL VILLAGE MOTEL WILL BE A HOST HOTEL FOR THE EVENT: Yes ___ No ___

5. WHAT IS TARGET AGE GROUP(S): _____

6. DESCRIBE COMMUNITY APPEAL AND/ OR SUPPORT:

7. DO YOU RELY SOLELY ON LTAC FUNDS FROM THE Town of Eatonville: YES ___ NO ___

- Provide an itemized list identifying each type of expenditure to be reimbursed

8. IDENTIFY YOUR TOP 5 SOURCES OF REVENUE:

- 1. _____ \$ _____
- 2. _____ \$ _____
- 3. _____ \$ _____
- 4. _____ \$ _____
- 5. _____ \$ _____

9. DO YOU PLAN TO BECOME SELF-FUNDED: YES ___ NO ___

IF YES:

- Include your plan to become self-funded.
- Include progress to date to become self-funded.

10. HAVE YOU RECEIVED TOWN FUNDS IN THE PAST: YES ___ NO ___

11. IS THIS APPLICATION FOR NEW FUNDS: YES ___ NO ___

INCREASED FUNDS: YES ___ NO ___

12. IF YOU ANSWERED YES TO INCREASED FUNDS, DESCRIBE THE REASON FOR THE INCREASE:

13. EVENT LOCATION: _____

14. DATE(S) OF EVENT: _____

15. SINGLE OR MULTI-DAY EVENT: _____

16. PROJECTED ATTENDANCE: _____

SUBMITTAL INSTRUCTIONS

APPLICATION DEADLINE: 60 Days Before Event

REQUIRED DOCUMENTS:

1. Application and Supplemental Questions:

- Original (signed)

Brochures and Other Materials:

- Include any copies that you have.

2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. A copy of the online record is sufficient.

3. An itemized budget in the amount you are requesting from the Town. As an example, if you are requesting \$1,000 in LTAC funds from the Town, provide detail about what the \$1,000 will pay for.

SUBMIT TO:

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