



2024 Application for Thurston County Lodging Tax Funds

Amount of 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 a Tourism Promotion Agency
- ☐ Operation of a Tourism-Related Facility owned or operated by 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 Secretary of State)*
- ☐ Public Agency
- ☐ For-Profit Business partnered with a non-profit entity *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*

CERTIFICATION

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

- I am proposing a tourism-related service in Thurston County for 2024. If awarded, my organization intends to provide liability insurance for the duration of the contract naming the County as additional insured and in an amount determined by the County and file for a permit to use County property, if applicable.
- Thurston County 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 (or other form acceptable to the County) has been submitted to the County, 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 County.

Signature:

Date:

Printed or Typed Name:

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity or event.
 - If an event, list the event name, date(s), and projected overall attendance.
 - Describe why tourists will travel to Thurston County to attend your event/activity/facility.

2. *(Some of the estimates in question #2 are required by State law)*

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility	
b. Number of people who will travel more than 50 miles for your event/activity	
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Thurston County	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast/campground) in Thurston County	
f. Number of paid lodging room nights resulting from your proposed event/activity/facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	

What methodology did you use to calculate the estimates?

3. Describe the prior success of your event/activity/facility in attracting tourists.
4. Is there a host hotel or alternative paid accommodation for your event (yes or no)? If yes, list the lodging establishment.
5. Describe your target tourist audience (location, demographics, etc).
6. Describe how you will promote your event/activity/facility to attract tourists.
7. Describe how you will promote lodging establishments, restaurants, and businesses located in Thurston County.

8. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested and please indicate how much (if any) has been awarded.
9. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Thurston County Lodging Tax Fund?
10. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Application Instructions and General Guidelines

Application Deadline:

Friday December 29 2023, 5:00 p.m. – received by email or at Thurston County Commissioners' Office.

To be eligible for consideration, your complete proposal must be received by the deadline.

The Committee will review proposals in two public meetings mid to late January (*meeting date/time pending*). You may be contacted to schedule a site visit prior to the application ranking meeting.

Submit a complete proposal via email OR submit 5 COPIES via mail or in-person to:

Thurston County Lodging Tax Advisory
Committee c/o Jennica Machado
Suite 200
3000 Pacific Ave SE
Olympia, WA 98501

Email:

jennica.machado@co.thurston.wa.us

Phone: 360-522-6137

INSTRUCTIONS CONTINUED:

- ⇒ **You must complete and sign the cover sheet with this packet.**
- ⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from Thurston County.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with Thurston County are public records. The County may choose to post on its website copies of the proposals and attached documents.

General Information

Thurston County Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Thurston County Lodging Tax funded proposals, if any.
- Projected economic impact within Thurston County, in particular projected overnight stays in Thurston County lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within Thurston County.
- Promote Thurston County and/or events, activities, and places in the County to potential tourists from outside Thurston County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Thurston County.
- Have a demonstrated history of success in Thurston County, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.