



**Application for:
City of Union Gap**

**FY 2020 Union Gap Lodging Tax & Tourism Promotion
Grant Funds**

LATEST DATE & TIME FOR SUBMIT YOUR APPLICATION

No Later than 5:00 pm on August 16, 2019

Incomplete and/or late applications will not be considered. Applications may not be changed or amended by the applicant after the submission deadline.

SUBMIT TO:

City of Union Gap
Attn: LTAC Committee
102 West Ahtanum Road
PO BOX 3008
Union Gap WA 9890



Lodging Tax Advisory Committee (LTAC)
2019 – 2020 Membership

John Hodkinson, Chair
Angelica Silva – Quality Inn
Greg Lybeck – State Fair Park
Paul Strater – Central Washington Agriculture Museum
Rich Austin – Yakima Valley Sports Commission
Tom Denlea – Best Western Plus Ahtanum Inn
Wanda Riel – Holiday Inn Express & Suites Union Gap

City Staff

Teresa Lopez – Deputy Clerk

Schedule:

Application deadline..... 08/16/2019
Oral presentation to LTAC.....09/17/2019
Award letter mail out01/28/2020



ORGANIZATION / AGENCY INFORMATION

| | | | |
|---------------------|-----------------------|----------------|-----------|
| Organization/Agency | Federal Tax ID Number | | |
| Contact Name | Title | | |
| Mailing: Address: | City: | State: | Zip Code: |
| Work Phone | Fax | Email Address: | |

Tourism Promotion Activities
 Tourism-Related Facilities
 Events / Festival
 Non-Profit
 Public Agency

Amount Requesting: \$

BUDGET INFORMATION

| | |
|---|----|
| <i>How will the funds be divided within the budget?</i> | |
| Supplies | \$ |
| Advertising | \$ |
| Operating | \$ |
| Travel | \$ |
| Other | \$ |



SUPPLEMENTAL QUESTIONS

Tourism Information
Event must generate overnight stays in Union Gap

Number of Attendees from a Fifty (50) mile radius expected:

Number of Union Gap overnight stays expected to be generated:

Marketing Information
Target should be at least a 50 miles radius away

Type of advertising to be used:

Advertising target audience:

| | | |
|--|------------------------------|-----------------------------|
| Do you rely solely on LTAC funds from the City of Union Gap? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Have you received city funds in the past? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| Is this application to increase funds? | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

If you answered "Yes" to increase funds from last year, please describe the reason for the increase:

CERTIFICATION

I hereby state on behalf of: *Enter Agency name*

Tourism promotion activities or Tourism-related facilities

This is an application for a contract with the City of Union Gap and, if awarded, my organization/agency intends to enter into a Municipal Service contract with the City of Union Gap.

Events / Festival

This application has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.

I understand the City of Union Gap will only reimburse those cost actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and signed request for reimbursement form has been submitted to the city, including copies of invoice and payment documents.

Printed Name

Signature

Date



ADDITIONAL INFORMATION

APPLICATION DEADLINE: AUGUST 16, 2019

SUBMIT ORIGINAL AND 10 COPIES TO: City of Union Gap
Attn: LTAC Committee
102 W Ahtanum Road
PO BOX 3008
Union Gap, WA 98903

REQUIRED DOCUMENTS:

1. Completed and signed application
2. Completed supplemental questions
3. An itemized budget in the amount you are requesting from the City.
4. (Example, if you are requesting \$3,000 in LTAC funds from the city, provide detail about what the \$3,000 will be used for)
5. Optional: If you provide brochures and supplemental information about your event or organization, include 10 copies.

The City Council has authorized the LTAC to advise and make recommendations to the City Council regarding the annual allocation of revenue received from the special excise taxes on lodging collected within the City. The City Council is the funding authority for all Hotel Motel Excise Tax grant funding received by the City. LTAC may recommend full or reduced funding to the City Council. The Council has the authority to either accept or deny those recommendations.