



City of Union Gap Lodging Tax & Tourism Promotion Grant Funds

The City of Union Gap Lodging Tax Advisory Committee (LTAC) was established by the Union Gap City council in accordance with Washington State Law as outlined in RCW 67.28.1817. The committee's purpose is to advise and recommended to the Union Gap City Council how excises taxes on lodging should be allocated to support tourism which in turn generates revenue.

Application Guidelines

Purpose: The purpose of the application packet is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in the City of Union Gap.

Funding: The City of Union Gap determines funding allocation during each Fiscal Year based on projected Lodging Tax Revenue. Allowed use of Lodging tax fund by RWC 67.28.1816 including paying all or any part of the cost of tourism promotion or tourism-related facilities.

Funding period: Applicants should anticipate funding for one year.

Project Description: Activities which will be considered eligible for assistance include but are not limited to, those that:

- Increase tourism by advertising
- Publicize and distribute information for the purpose of attracting and welcoming tourism.
- Develop strategies to expand tourism
- Operate tourism promotion agencies
- Fund and market events and festivals design to attract tourist

Project Management: The City of Union Gap will issue contracts for approved projects, reimburse expenses, monitor contract compliance. The Finance Technician/Deputy Clerk will act as coordinator of the application process, issuing and receiving the applications, responding to applicants questions, and notifying applicants as appropriate.

2022 Application period

OPENS MONDAY, July 27, 2021

AND CLOSSES MONDAY, AUGUST 31, 2021

Selection process: Each application will be review by the LTAC for eligible activities, the effectiveness of the process project in meeting the expect outcome, need and funding requirements. Upon completion of its review of the written application the LTAC may request some, all or none of the applications to make an oral presentation to them in order to more fully understand the proposed project. The LTAC will review all applications and make a recommendation to the City of Union Gap council.

Reporting Requirements: RCW 67.28.1816 requires local government to annually report lodging tax expenditures including information about expenditures of lodging tax revenue. The Joint Legislative Audit and Review Committee (JLARC) has established an online reporting system to collect data about lodging tax expenditures as required by state law.

Entities applying to use lodging tax funds must provide a significant amount of information to the City of Union Gap in the application process. This information now includes:

- Estimates on how the funds will increase the amount of people traveling for business or pleasure to stay overnight in paid accommodations; or
- Estimates of how the funds will increase the amount of people traveling more than 50 miles from their residence; or
- Estimate of how the funds will increase the amount of people traveling outside their state or country.

Entities who received funds must report more information to the City of Union Gap which includes:

- The number of people who traveled on a business or personal trip to stay overnight in paid accommodations:
- The number of people who traveled more than 50 miles from their residences;
- The number of people who traveled outside their state or country.

Year-end reporting should include narrative information regarding the outcome of the event as well as data provided in the format outlined below:

	Predicted	Actual	Method
Overall Attendance			
Attendance, 50+ Miles			
Attendance, Out of State/Country			
Attendance, Paid for Overnight Lodging			
Attendance, Did not Pay for Lodging			
Number of Paid Lodging Night			

Predicted related to the number of expectant tourist attending the event as stated in the application.

Actual related to the number identified through the method used to collect data.

Method identifies the method used to collect data. (**Direct Count, Indirect Count, Informal Survey, N/A, Other, Representative Survey, or Structured Estimate**).

Year-end reports inclusive of the information identified above are to be submitted to the City of Union Gap Finance Technician/Deputy Clerk.



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2021 LODGING TAX FUNDS TIMELINE

July 27, 2021	Open Period for application submission begins
August 31, 2021	Application packet due
September, 2021	LTAC convenes to review applications and make funding recommendations. Applicants may be present and may be called upon to respond to questions
October 2021	Council to consider funding recommendations and approve 2022 LTAC allocations
November 2021 - December 2021	Contracts issued for 2022 projects
February 2022	Year-end report due (JLARC)

Other Information:

Contract: The City of Union Gap support for funded projects is reimbursement-based. No funds will be provided in advance. Normally payments is provided once per month as a reimbursement of expenses.

Proposal Submittal:

Please provide one (1) copy of the application packet to:

City of Union Gap LTAC Committee
Attn: Teresa Lopez, Finance Technician/Deputy Clerk
PO BOX 3008
Union Gap, WA 98903

Application packets due August 31, 2021

Optional: If you provide brochures and supplemental information about your event or organization, include 7 copies.

ORGANIZATION / AGENCY INFORMATION

Click or tap here to enter text.

Organization/Agency

Click or tap here to enter text.

Contact Name

Click or tap here to enter text.

Mailing Address

Click or tap here to enter text.

Click or tap here to enter text.

Work Phone

Fax

Click or tap here to enter text.

Federal Tax ID Number

Click or tap here to enter text.

Title

Click or tap here to enter text.

City

State

Zip Code

Click or tap here to enter text.

Email Address

Tourism Promotion activities

Tourism-Related Facility

Events/Festival: Click or tap here to enter text.

Name of Event/Festival

Location

Date

Non-Profit (attach copy of current non-profit corporate registration with Washington Secretary of State)

Public Agency Click or tap here to enter text.

Amount Requested: \$ Click or tap here to enter text.

CERTIFICATION

I hereby state on behalf of Click or tap here to enter text. That:
 Organization / 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/Festivals:

The 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 costs 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 invoices and payment documents.

Click or tap here to enter text.

Printed Name

Click or tap here to enter text.

Signature

Date



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SUPPLEMENTAL QUESTIONS

Description of Tourism-related activities or event:

Do you rely solely on LTAC funds from the City of Union Gap: Yes NO

Have you received City funds in the past: Yes NO

Is this application for new funds Yes NO

If you answered YES to increase funds, describe the reason for the increase:

Budget Information *How will the funds be divided within the budget?*

Supplies \$Click or tap here to enter text.

Advertising \$Click or tap here to enter text.

Operating \$Click or tap here to enter text.

Rentals \$Click or tap here to enter text.

Travel \$Click or tap here to enter text.

Other \$Click or tap here to enter text.

Tourism Information *The event must generate overnight stays in Union Gap Hotels/Motels*

Number of Attendees from a Fifty (50) Mile Radius are Expected: Click or tap here to enter text.

Number of Union Gap Overnight Stays Expected to be Generated: Click or tap here to enter text.

Marketing Information *Target should be at least a 50 mile radius away*

Type of Advertising to be Used: Click or tap here to enter text.

Advertising Target Audience: Click or tap here to enter text.