

## Guidelines

**The City of Port Orchard is only accepting applications for Tourism Marketing at this time.**

### About the Program

Tourism is funded through a tax on lodging at hotels, motels, inns, bed and breakfasts, camps, and other lodging facilities in which guests stay for a short time.

### Eligibility

Applicants may consist of convention and visitors bureaus, destination marketing organizations, nonprofits, including main street organizations, lodging associates, or chambers of commerce, and additionally the cities or towns themselves.

Activities which will be considered for funding include, but are not limited to, those that increase tourism by *RCW 67.28.1816*:

*(1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization for:*

- a) Tourism marketing;*
- b) ~~The marketing and operations of special events and festivals designed to attract tourists;~~*
- c) ~~Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or~~*
- d) ~~Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.~~*

The expected outcome of such tourism marketing would be to increase economic activity during the funding year and subsequent years by increasing the number of guests lodged in the area, additional meals, sales of souvenirs and gifts.

In addition, Applicants applying for use of revenues must provide the City of Port Orchard **estimates** of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

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

### Required for All Applicants

- Current City of Port Orchard business license;
- All application questions must be completed;
- If you received lodging tax funds from the prior year, you must attach the previous year's Exhibit C JLARC Municipality Reporting form; and
- The application must be signed by the person who has the authority to sign documents such as contracts.

### **Reporting Requirements, if Awarded**

If a recipient received lodging tax funds the previous year, the previous year's reporting MUST be included with the application.

All recipients must submit a report to the City of Port Orchard by March 1, 2022, describing the **actual** number of people traveling for business or pleasure on a trip:

(a) Away from their place of residence or business and staying overnight in paid accommodations;

(b) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(c) From another country or state outside of their place of residence or their business. A municipality receiving a report must: Make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.

### **Reimbursement Process, if Awarded**

The following must be submitted with the Claim for Reimbursement form:

- Each item must include proof of purchase and payment, i.e. copy of the invoice stating it has been paid or a copy of the check for payment.
- If requesting reimbursement for advertising (event or marketing), a copy of the ad must be submitted or clearly indicated on reimbursement form or invoice what is being advertised. Stating the ad is for 'Port Orchard tourism or marketing' is not sufficient.
- If requesting reimbursement for signage, a copy of the sign must be submitted.
- If requesting reimbursement for operations, and you are claiming a percentage of the cost related to promoting Port Orchard, the percentage must be included with the submittal. (For example, if your organization is requesting reimbursement of 50% of the total invoice, 50% must be indicated on the invoice or Claim for Reimbursement form)

### **Ineligible Items for Reimbursements, if Awarded**

- Items purchased and no sales tax was paid, even if there were no requirements to pay at the time of purchase. (For example, marketing materials bought out of state, but if were bought at Staples...tax would apply.)
- Items spent on beautification of the City or a business. Only items that are for an operation expense of an event designed to attract tourists will be accepted.
- Late fees.
- Finance charges.
- Items purchased for events that are not promoting Port Orchard.

### **Required Documentation, if Awarded**

If the Port Orchard City Council approves your application through the budget process, the following is required by applicant's:

- The organization must enter into a Professional Services Agreement for Tourism Promotion (Lodging Tax) Services with the City of Port Orchard;
- The organization must submit a Certificate of Insurance, with endorsements, with the signed Professional Services Agreement for Tourism Promotion (Lodging Tax) Services;
- Prior to receiving reimbursement, all supporting documentation must be submitted with Claim for Reimbursement; and

- The organization must provide the City of Port Orchard a JLARC Municipality Report (included with Professional Services Agreement for Tourism Promotion (Lodging Tax Services) no later than January 31<sup>st</sup> of the following year.

### **Application Process**

The LTAC Application for 2021 funding is available with a submission deadline set for October 14, 2020, by 4:00 pm.

- Applications may be submitted by any organization, group, or business (not-for-profit, municipality, etc.) interested in promoting tourism in the eligible areas noted above.
- Applicants will be requested to provide an oral presentation to the Lodging Tax Advisory Committee (LTAC).
- Committee recommendations are completed and submitted to the City Council in October to be included in the following year's budget.

### **2020 Meeting Schedule**

Accepting Applications	9/21/2020 to 10/14/2020
Committee Reviews Applications	Week of 10/19/2020
Interview Applicants	Week of 10/19/2020
Committee Discusses Applications	Week of 10/26/2020
Committee Recommendations to Council	11/17/2020 Work Study
Council Approval During Budget Process	December 2020
Contracts Ready for Signature	Beginning of January 2021