



## Application for 2024 Pasco Lodging Tax Funds

Amount of Lodging Tax Requested: \$ \_\_\_\_\_

Organization/Agency Name:		Type: <input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency	
Federal Tax ID Number:			
Contact Name and Title:			
Phone:		Email Address:	
Mailing Address:	City:	State:	Zip:
Title of Proposed Use/Activity:			
Description:			

Funding Outline:			
<u>Sources</u>		<u>Uses</u>	
_____	_____	Tourism Marketing	_____
_____	_____	Event/Festival Marketing/Operation	_____
_____	_____	Tourism Facility Operation	_____
Requested Lodging Tax Funds		_____	_____
<b>TOTAL \$</b> _____		<b>TOTAL \$</b>	_____

Please attached the following (if applicable) to your application:

- If your agency is a non-profit a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

**The State of Washington requires an estimate for the following questions below:**

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. <b>Overall Attendance</b> Enter the total number of people predicted to attend this activity and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
b. <b>Attendance, 50+ Miles</b> Number of people predicted to travel more than 50 miles to attend this activity and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. <b>Attendance, Out of State, Out of Country</b> Of the total listed in "b" above, number of people predicted to travel from another state and country and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
d. <b>Attendance, Paid for Overnight Lodging</b> Enter the number of predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
e. <b>Attendance, Did Not Pay for Overnight Lodging</b> Enter the number of predicted to attend this activity without paying for overnight lodging and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
f. <b>Paid Lodging Nights</b> Enter the number of predicted paid lodging nights and select the method used to determine the attendance. Lodging night = one or more persons in one room	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

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

- Funds must be expended within the calendar year.
- **Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.**
- All funded requests will be monitored for progress and consistency with scope and time line as outlined.
- All requests for reimbursement for approved costs shall be in writing and shall have supporting documentation to verify the expenditure of the funds included in request.

Signature: \_\_\_\_\_

Name (Printed): \_\_\_\_\_

Date: \_\_\_\_\_

## PROPOSED TIMELINE FOR 2023 (2024 BUDGET)

### Application Timeline

July 15	Applications Available
August 15	Applications Due by 5:00 p.m.
September TBD	LTAC meeting to review and recommend allocations
October TBD	LTAC recommendations presented to City Council

**Application Deadline: Tuesday, August 15, 2023 by 5:00 p.m.**

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting on a date to be determined. Meeting information will be posted on the City's website.

Electronic submissions are preferred but applications can be mailed to:

City of Pasco Lodging Tax Advisory Committee c/o  
Laurel McQuade, Marketing Specialist  
P.O. Box 293  
525 N 3rd Ave  
Pasco, WA 99301  
Email: [mcquadeL@pasco-wa.gov](mailto:mcquadeL@pasco-wa.gov)

### City of Pasco Lodging Tax Fund Overview

Pasco's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City has multi-year commitments for the HAPO Center, Gesa Stadium and tourism promotion services; therefore, those applications have priority status for the use of funds.

The Pasco City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

### Pasco 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 City'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 Pasco Lodging Tax funded proposals, if any.
  - Projected economic impact within the City of Pasco, in particular projected overnight stays in Pasco lodging establishments.
  - The applicant's financial stability.
  - The applicant's history of tourism promotion success.
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### State Law Excerpts

#### **RCW 67.28.1816 – Use of Lodging Tax Fund.**

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors 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) or the internal revenue code of 1986, as amended.

#### **RCW 67.28.080 – Definitions.**

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities 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 marketing 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, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.