

# CITY OF RICHLAND

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## LODGING TAX GRANT PROGRAM INFORMATION

### Understanding the Richland Lodging Tax Grant Program

The City of Richland collects funds from a tax on hotels and motels within the city. State law strictly defines how these funds can be used: primarily for tourism promotion, acquisition, or operation of tourism-related facilities.

### Eligible Projects

To be considered for funding, proposals must:

- Primarily benefit Richland.
- Comply with state law ([RCW 67.28.1815](#)).
- Align with City Council priorities.

### City Council Priorities

The City Council prioritizes projects that:

- **Broaden hotel occupancy:** Events or activities attracting a diverse audience and extending hotel stays are preferred.
- **Leverage additional funding:** Applicants should secure funds from other sources to maximize impact.
- **Benefit the off-season:** Projects that stimulate tourism during slower periods are encouraged.
- **Enhance Richland's image:** Events or activities promoting Richland as a sports, cultural, and leisure destination are favored.

### Evaluation Criteria

The Lodging Tax Advisory Committee (LTAC) reviews applications and makes recommendations to the City Council. The LTAC focuses on:

- **Room night generation:** The project's potential to increase hotel occupancy.
- **Data reliability:** The accuracy and credibility of provided information.
- **Financial impact:** A cap of \$5 per generated room night may apply.
- **Community promotion:** The project's ability to showcase Richland beyond the local area.
- **Innovation:** Support for new and emerging tourism opportunities.
- **Self-sufficiency:** Efforts to reduce reliance on grant funding.

### Program Details

- **Applicant Presentations:** Applicants may be required to present their proposals to the advisory committee.
- **Advertising Requirements:** All advertising must include the provided City of Richland logo or the phrase "Funding provided by City of Richland Lodging Tax Grant program."
- **Marketing Material Approval:** Marketing materials must be approved by the Communications & Marketing Manager (or their designee) before publishing.
- **Reporting and Expenditures:** A final project report, including required state reporting, and supporting documents must be submitted to the City of Richland within 90 days of project completion. Funds must be expended within the grant year.

**Grant Monitoring:** Grant progress will be monitored for compliance with project scope and timeline.