

CITY OF RICHLAND

625 Swift Boulevard
Richland, WA 99352
(509) 942-7390



LODGING TAX GRANT PROGRAM APPLICATION QUESTION PREVIEW

**indicates required fields*

Page 1: Applicant Information

*1. Name of Organization

*2. Business or Agency Type

- Non-profit
- For-profit
- Public Agency

*3. Attach Completed W-9 Form

- Maximum size allowed: 10 MB
- Allowed types: .jpg, .jpeg, .png, .pdf

4. Non-Profit Agencies - Attach Proof

- Maximum size allowed: 10 MB
- Allowed types: .jpg, .jpeg, .png, .pdf

*5. Applicant Name

6. Applicant Title or Organizational Role

*7. Full Address

*8. Applicant Phone Number

*9. Applicant Email Address

Page 2: Grant Details

*10. Dollar Amount of Grant Funding Requested

*11. Grant Use Type

- Event
- Event: on City-owned Property or Facility
- Project: Capital Improvement
- Project: on City-owned Property or Facility

12. For events or projects on City-owned property, please provide the name of the City employee you have reviewed this application with.

*13. Title of the Proposed Event or Project

*14. Event or Project Description (will be used in the contract language if granted) 500 Character limit

Non-Grant Funding Sources and Amounts

15. Tourism Marketing - Name of Funding Source

16. Tourism Marketing – Dollar Amount

17. Event/Festival Marketing - Name of Funding Source

18. Event/Festival Marketing – Dollar Amount

19. Tourism Facility Operation - Name of Funding Source

20. Tourism Facility Operation – Dollar Amount

*21. TOTAL NON-GRANT FUNDING BUDGET – Dollar Amount

Grant Funding Requested - Planned Amounts and Distribution

22. Event/Festival Marketing – Dollar Amount

23. Tourism Marketing – Dollar Amount

24. Tourism Facility Operation – Dollar Amount

*25. TOTAL OF GRANT FUNDS – Dollar Amount

Page 3: Attendance Estimates

The State of Washington requires attendance estimates, here are the accepted methods of calculation:

- **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).

- *26. Predicted Overall Attendance - Estimation Method Used
- *27. Predicted Overall Attendance - Estimated Number
- *28. Predicted Attendance, 50+ Miles - Estimation Method Used
- *29. Predicted Attendance, 50+ Miles - Estimated Number
- *30. Predicted Attendance, Out of State, Out of Country - Estimation Method Used
- *31. Predicted Attendance, Out of State, Out of Country - Estimated Number
- *32. Predicted Attendance, Paid for Overnight Lodging - Estimation Method Used
- *33. Predicted Attendance, Paid for Overnight Lodging - Estimated Number
- *34. Predicted Attendance, Did Not Pay for Overnight Lodging - Estimation Method Used
- *35. Predicted Attendance, Did Not Pay for Overnight Lodging - Estimated Number
- 36. Predicted Paid Lodging Nights - Estimation Method Used
- *37. Predicted Paid Lodging Nights - Estimated Number

Page 4: Conditions for Grant Approval

38. Supplemental #1

- Maximum size allowed: 10 MB
- Allowed types: .jpg, .jpeg, .png, .pdf

39. Supplement #2

- Maximum size allowed: 10 MB
- Allowed types: .jpg, .jpeg, .png, .pdf

I acknowledge and agree to the below grant funding criteria:

- I may be required to make a presentation to the advisory committee about my event/project.
- All advertising will include the (provided) City of Richland logo and/or the phrase "Funding provided by City of Richland Lodging Tax Grant program."
- I agree to submit marketing materials for approval by the Communications & Marketing Manager (or their designee) prior to publishing.
- A final project report, including reporting requirements meeting state guidelines outlined in the LTAC Program Information document, and all supporting documents will be submitted to the City of Richland within 90 days of completion of the event or project AND must be expended within the calendar year in which they are granted.
- I understand that grant progress will be monitored for compliance with scope and timeline.

*40. By typing my full name below, I agree to the above grant funding requirements, that I am authorized by my agency to submit this application and that all information provided herein is true and correct.