



## Application for 2%

### Lodging Tax Revenue

#### Mission

The Town of Coupeville (Town) awards grants annually, funded by the Washington State Lodging Tax Program, outlined in 67.28 RCW. The purpose of the grants is to promote and celebrate our beautiful shoreline, our unique history, our historic buildings, and our cultural traditions; all in support of our local businesses. The grants are meant to increase “tourism” and “tourism promotion” within the Town. The State’s definitions of these terms are:

Tourism – means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts or souvenirs.

Tourism Promotion means activities, operations, and expenditures designed to increase tourism including but not limited to advertising, publicizing, or otherwise distributing information to the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

#### Allowable Grant Requests per 37.28 RCW

- Tourism marketing.
- The marketing and operations of special events and festival designed to attract tourists.
- Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality (Town) or a public facilities district related under chapters 35.57 and 36.100 RCW.
- Supporting the operations of tourism-related facilities owned or operated by qualifying 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.

Not eligible for funding are: services provided beyond the calendar year in which the funds were granted to be used, products or services not included in the original application, proposals from for-profit organizations, or capital expenditures on non-publicly owned facilities. For events, preference shall be given to activities within the town limits.

#### Qualified Applicants

- Conventional Visitors Bureaus
- Destination Marketing Organizations
- Nonprofits, including but not limited to, Main Street organizations, Lodging Associations and Chambers of Commerce
- Municipalities and Public Facilities Districts (Town of Coupeville, Port of Coupeville)

#### Selection Criteria

Applications will be expected to address the following objectives:

- Partnership – projects that leverage funds and promote coordination and cooperation with other agencies are encouraged. 10 points
- Local Resources – projects that highlight Coupeville’s history, natural resources and traditions are encouraged. 10 points
- Tourism – projects that support visitation on a year-round basis or emphasize the shoulder season (October-May) are encouraged. 20 points
- Visitor Experience – projects that educate our visitors about the area, include community involvement and encourage future visits to Coupeville are encouraged. 10 points



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- Economic Impact – projects should generate direct economic benefit to Coupeville such as lodging, dining, and retail impacts. 20 points
- Demographic – project must be designed to attract off-Island visitors and encourage overnight stays in Coupeville. Legislation requires the applicant to report on the success of attracting these two types of tourists (from 50 miles away/overnight visit) at the end of the project. 20 points

#### Selection Process

1. Applications must be turned into the Clerk Treasurer at Town Hall by the last business day in September. The Clerk Treasurer will screen for four criteria: the application was turned in on time, the applicant meets the grant criteria, the project meets the grant criteria and the application is complete. Any application that does not meet all four of these criteria will be returned to the applicant and will not be considered.
2. The Clerk Treasurer will make copies of each application for the Town Council along with a score sheet. Each Council Member will read and score each application. These scores will be used as a starting point to put applications in priority order. However, final decisions may not be made strictly on points.
3. The scored applications will be discussed at the first Town Council meeting in October. The Town Council may choose to have presentations from applicants at that meeting or may decide to ask a representative for each application to attend, in case questions arise.
4. The Town Council will make their final decisions and grant awards at the second Town Council meeting in October.
5. The Clerk Treasurer will prepare a contract for each successful grant applicant. All contracts will include a requirement for liability insurance and submittal of a final report to the Town at the end of the project. The final report will include all State required information.
6. Grant monies are paid only on a reimbursement basis for allowable and preapproved project costs. Reimbursement will be made within approximately 30 days of submittal of invoices. Applicants are required to maintain original receipts and financial records per WA State requirements. Failure to provide a timely, accurate and complete project report may result in the applicant's ineligibility to receive funds the following year.
7. Funding will be based on the prior year's 2% Lodging Tax receipts. The Town may choose to hold some 2% funds in reserve for Town related tourist expenses. The Town will announce the amount of the 2% funds available for potential grant awards at the time the application process opens.
8. RCW 67.28.1816 does not require municipalities with populations under 5,000 to form a citizen advisory committee to review applications. All decisions of the Town Council are final and not subject to appeal.



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

Organization Name: \_\_\_\_\_

Project: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Project Date Range: \_\_\_\_\_

Project Location: \_\_\_\_\_

501(c)(3) Organization: \_\_\_\_\_

Projected Visitor Count: \_\_\_\_\_

Projected Visitors from 50 miles away: \_\_\_\_\_

Projected Overnight Stays: \_\_\_\_\_

### Project Information

Please describe your project below. Be sure to address all selection criteria that apply to your project. Use an additional sheet if necessary.

Please use the space below to list any partner contributions, both financial and in-kind.



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**Lodging Tax Revenue**

Project: \_\_\_\_\_

**Budget Information**

Project Budget – Task	Project Budget - Amount
<b>Total Project Cost</b>	
<b>Organizational Share</b>	
<b>Total Amount Requested</b>	

Please provide any other information you would like the Council to consider during their selection process at the time of application.

**Applications are due by the last business day in September.**