



City of Edmonds Lodging Tax Tourism Promotion Award Guidelines

FISCAL YEAR 2024
Jan 1 - Dec 31, 2024

GUIDELINES - 2024 FUNDING

- OBJECTIVE:** City of Edmonds Lodging Tax Advisory Committee (LTAC) awards contracts for services to market and produce events/programs that contribute to economic vitality through attracting attendees or participants from outside of Edmonds. Allocations are approved by LTAC and City Council as part of the annual City budget approval process. **Funded projects are required to include the following credit on all promotion materials: "Funded in part by City of Edmonds Lodging Tax Funds."**
- ELIGIBILITY:** **Projects/programs/activities occurring in 2024** by organizations that include marketing and producing events/programs to attract visitors to Edmonds are eligible. Marketing can include advertising, publicizing, or distribution of information on activities or events for the purpose of attracting and welcoming visitors to Edmonds. **Proposals that are exclusively for an organization's membership or other exclusive group will not be considered.**
- DEADLINE:** **Applications are due Thursday, May 25 – 4:30 p.m, Edmonds City Hall, 121 5th Ave N. Edmonds, WA 98020** Incomplete or late applications will not be considered.
- APPLICATION REVIEW PROCESS:** Applications are reviewed and recommended by the Lodging Tax Advisory Committee for review and inclusion in the 2024 City budget. Awards are approved by City Council as part of the City budget approval process. Applicants will be notified after the City Council budget approval process is complete. Award recipients are required to submit a Final Report by January 13, 2024.
- PROCEDURES:** **Applications must be submitted on the attached form and accompanied by a cover letter. If you are applying for more than one program or event you will need to fill out another application.**
- QUESTIONS:** Please contact Megan Luttrell, Program Coordinator, City of Edmonds, Economic Development and Community Services Department, 425-775-7724, or megan.luttrell@edmondswa.gov.



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Tourism Promotion Award Guidelines**

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1. Applicant Organization

LEGAL NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

ORGANIZATION CONTACT: _____

PHONE: _____

EMAIL: _____

BOARD PRESIDENT: _____

INCORPORATION DATE: _____

GRANT PREPARED BY: _____

EMAIL or PHONE: _____

2. Organization Profile: Briefly describe the mission and goals of your organization and your programs and services.

3. Event/Program Information: The event(s) or program(s) you plan to market and/or produce with this funding (e.g. one play or a season of plays; a concert series or a special concert for children etc.)

PROGRAM/EVENT: _____

PROGRAM START DATE: _____

PROGRAM END DATE: _____

4. Description: What marketing and/or operational component(s) will these funds be used (For example, radio advertising, print advertising, banner, artist fees, venue rentals, etc.)?

TOTAL REQUEST \$ _____

5. Project Evaluation: Please answer the following questions with regard to the specific promotional component for which you are requesting funds for (e.g. brochure, radio ads, poster etc.). Include additional information on your overall program if applicable.

5a. Explain how the marketing and/or operational component will encourage visitors to Edmonds

5b. How will you evaluate and report the effectiveness of the marketing and/or operational component in attracting visitors to Edmonds?

6. **Estimated Attendance Information:** You are required to answer this question to the best of your ability or your application will not be considered. The State recognizes the technical difficulty of determining actual tourism impact figures, but please provide your best estimates. In some instances, good faith estimates of actuals can be reported, provided applicants and users of funds indicate how those estimates will be developed. **NOTE:** All information, including descriptions of how actual impacts were estimated, will be available for public review. The Final Report after your event asks for both predicted and actual numbers.

6a. Overall Attendance: Enter the total number of people predicted to attend this program activity or event. Select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6b. Attendance, 50+ miles: Enter the number of people who travel greater than 50 miles predicted to attend this activity and select the method used to determine the attendance (this number will also include people from out of state/out of country).

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6c. Attendance, Out of State, Out of Country: Enter the number of people from outside the state and country predicted to attend this activity and select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6d. Attendance, Paid for Overnight Lodging: Enter the estimated number predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6e. Attendance, Did not pay for overnight lodging: Enter the number predicted to attend this activity without paying for overnight lodging and select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6f. Paid Lodging Nights: Total estimated number of paid lodging nights (e.g. if a couple attending your program from out of town booked a hotel room, then that would equal one Lodging Night).

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

Additional Notes:

Provide any additional information regarding the **local impact** of the festival, events, or tourism-related facility using lodging tax funds (example: attendees eating at an Edmonds restaurant, or shopping, etc.) _____

Describe how you use **social media** to promote your events _____

7. Please provide the following supportive documentation with your application:

- ___ 1. **I.R.S. Determination Letter** (501(c)(3) Status) or WA State non-profit designation if applicable.
- ___ 2. A current copy of your **approved Operating Budget**
- ___ 3. **Current Board List** (with contact information)

>> NOTE: incomplete grant requests will not be considered <<