

NOTICE OF FUNDING AVAILABILITY



2021 Grays Harbor Tourism Grant Information and Application for “MAJOR TOURISM PROJECTS”

Please Note:

- 1) **Applications for this grant category include major, multi-day, festivals, events and planned activities/services that benefit the tourism industry in Grays Harbor County. Successful applicants of this grant category must show that the project will:**
 - a. **Create a significant tourism draw, or hospitality benefit, for a duration of five (5) days, or greater, within the 2021 calendar year and/or beyond.**
 - b. **Bring in and/or support a significant number of visitors or attendees from outside a 50 mile radius; and will generate, or support overnight stays within Grays Harbor County for a period of five (5) days, or greater, within the 2021 calendar year and/or beyond.**
 - c. **Have the potential to produce a total economic benefit to the Grays Harbor Community of greater than \$50,000.**

Final date for application submission Friday, October 23, 2020, by 5:00 p.m. Applications must be received or post-marked by this date. Faxed or e-mailed applications will not be accepted.

APPLICATIONS MUST BE COMPLETE. THEY MUST INCLUDE AN ESTABLISHED AND CURRENT STATE/FEDERAL TAX ID NUMBER. THE TAX ID NUMBER LISTED MUST BE THAT OF THE OFFICIAL APPLICANT OR THE LISTED PARTNER APPLICANT. THE SIGNATURE ON THE APPLICATION MUST BE THAT OF AN OFFICIAL REPRESENTATIVE OF THE ORGANIZATION WHOSE TAX ID NUMBER IS BEING USED. NO EXCEPTIONS.

MAKE SURE TO ANSWER EACH QUESTION. IF THE QUESTION DOES NOT APPLY TO YOUR EVENT, SERVICE OR PROJECT, PLEASE SIMPLY ANSWER “N/A”. IF QUESTIONS ARE LEFT BLANK THE LTAC WILL HAVE THE DISCRETION TO DETERMINE THE APPLICATION TO BE INCOMPLETE.

SUBMIT APPLICATIONS TO:

***Grays Harbor Tourism
PO Box 1229
Elma, WA 98541
Phone: (800) 621-9625***

How Grants Are Funded and Governing State Law:

Under State law (RCW 67.28) Grays Harbor County receives funds from taxes imposed on lodging facilities. These funds can be retained; utilized directly by the County for Tourism related marketing, promotions and operations; or, under certain guidelines, allocated to projects and activities established by an eligible entity, under State law. Tourism promotion is defined in the RCW as "...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; operating tourism related facilities; and funding marketing of special events and festivals designed to attract tourists."

RCW 67.28.1815 Revenue--Special fund--Uses for tourism promotion and tourism facility acquisition and operation. All revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities. Municipalities may, under chapter 39.34 RCW, agree to the utilization of revenue from taxes imposed under this chapter for the purposes of funding a multi-jurisdictional tourism-related facility.

Grays Harbor Tourism Funding Criteria:

The evaluation criteria used by the Grays Harbor Lodging Tax Advisory Committee in this grant program is based on State statutes, recommendations of the State Auditor's Office and prioritizations established by the Grays Harbor LTAC and Board of County Commissioners to protect the long term stability of the Tourism Fund, while best promoting Grays Harbor's tourism assets and growing the tourism industry in our community. **Major Tourism Project Grant Applications** will be accepted from qualifying entities organizing tourism based events, activities and services within Grays Harbor County, **except those that take place within municipalities that are allowed, by law, to collect and manage 3% lodging tax revenues generated within their own corporate limits, or those that do not pay into the County's Lodging Tax system.** It is preferred that grant funding be awarded to help promote tourism generating activities, events and services from October thru May, during shoulder and off-seasons, to generate overnight stays (heads in beds) and increase tourism activity within Grays Harbor County. However, this does not exclude new or existing festivals and events that take place during peak season. Priority consideration may be given to shoulder and off-season activities.

Eligible applicant entities within Grays Harbor County:

- 1) Businesses, organizations and non-profit entities with a qualifying Tax ID Number
- 2) Established non-profit 501(c)3 & (c)6 organizations, when related to tourism related **facility support and operations.**
- 3) City, County or other Government Agencies (excluding those who collect their own 3% Lodging Taxes, or do not pay into the County's Lodging Tax system)
- 4) Tourism Related Facilities and Operations of Grays Harbor County

**Note: To be eligible the applicant must have an established and current State/Federal Tax ID Number.*

Eligible Expenditures:

- 1) Multi-media (newspaper, magazine, television, and radio).
- 2) Design and print of posters, flyers, brochures, and banners.
- 3) Other event specific promotional materials.
- 4) Internet advertising.
- 5) Those elements specific to the activity that are viewed as an attractant to potential participants and tourists.

- a. Example: entertainment, educational speakers, prizes, awards.
- 6) Those elements specific to an activity deemed necessary to support the infrastructure and/or operation of the activity and accommodate the interests and public health & safety needs of potential tourists.
- 7) Permanent signage related to tourism draws and/or assets that are deemed to generate or support future tourism activity.
- 8) Salaries, wages and benefits specific to the project, activities, or service(s) specified within the grant request, only as allowed by applicable statutes and RCW's that govern the use of Lodging Tax funds. (If you intend on including such costs within your grant application, please contact Grays Harbor Tourism staff to insure that your intended use of such funds will qualify.)

Ineligible Expenditures for Grant Program:

- 1) Capital and general organizational operating/administrative costs not directly related to the event.
- 2) Items for resale.
- 3) Newspaper, Television and radio advertising that **cannot** be proven to reach significant and relevant markets outside of 50 miles from the festival/event location.

All eligible applications are reviewed by the Grays Harbor County Lodging Tax Advisory Committee (LTAC). The LTAC is charged with providing recommendations to the Grays Harbor County Commissioners. Applicants will be informed by Grays Harbor Tourism staff about the status and decision regarding their requests.

There will be a maximum amount of up to \$100,000 available, in this specific grant category, upon Board of County Commissioner approval of the funding, within the annual County budget process. Applicants may request up to that amount, but may be offered an award less than the amount requested. Preference may be given to events that have secured matching funds from other donors/organizations. Preference may also be given to events funded three years or less by this grant program. However, there will not be an automatic, reduced cap as to the funding amount for events applying in their fourth year or beyond.

Examples of grant project decision making criteria include but are not limited to:

- Complete application that includes a current State or Federal Tax ID Number.
- Applications received by deadline.
- Draws a significant number of visitors from outside Grays Harbor County for overnight stays and other commerce.
- Draws visitors from a distance of greater than 50 miles from the event, service or project location.
- Detailed breakdown of effective advertising and marketing campaign.
- Leverages other funding sources.
- Service or project must be covered by insurance.
- Will have a significant, overall economic and socially redeeming benefit to the community.
- Provides measurable outcome performance indicators.



**2021 GRAYS HARBOR TOURISM “MAJOR TOURISM PROJECT”
APPLICATION FORM**

NOTE: This is not the correct application for Special Marketing Projects, or Festivals/Events/Services that operate for a duration of less than five (5) days within a calendar year.

NAME OF FESTIVAL/EVENT/PROJECT/SERVICE:

PHYSICAL LOCATION OF ACTIVITY/PROJECT:

DATE(S) OF ACTIVITY/PROJECT:

GRANT AMOUNT APPLYING FOR:

\$ _____

IF YOU ARE NOT OFFERED A GRANT AWARD IN THE AMOUNT REQUESTED, WOULD YOU BE WILLING TO ACCEPT A LESSER AMOUNT:

Yes _____; No _____

NAME OF QUALIFYING APPLICANT ENTITY/ORGANIZATION:

NAME OF QUALIFYING APPLICANT REPRESENTATIVE: _____

NAME OF PARTNERING ORGANIZATION(S), IF ANY: _____

NAME OF FESTIVAL/EVENT/PROJECT/SERVICE CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

PHONE: _____

*STATE, FEDERAL, OR GOVERNMENT AGENCY TAX ID NUMBER: _____

NOTE: The Tax ID Number listed above must belong to the Applicant Organization or an active Project Partner named above. The signer of the application and grant agreement must be an official representative of the organization the Tax ID Number belongs to.

***Would a representative from your organization be interested in scheduling a five minute presentation regarding your project with the LTAC? (This is not necessary. It does not give your application any advantage, other than allowing the LTAC to learn more about the project and ask questions.)**

YES _____ NO, THANK YOU _____

FINAL DATE FOR APPLICATION SUBMISSION IS FRIDAY, OCTOBER 23, 2020, BY 5:00 P.M. ALL APPLICATIONS MUST BE RECEIVED OR POST-MARKED BY THIS DEADLINE. FAXED OR EMAILED APPLICATIONS WILL NOT BE ACCEPTED.

APPLICATIONS MUST BE COMPLETE AND MUST INCLUDE AN ESTABLISHED, CURRENT STATE AND/OR FEDERAL TAX ID NUMBER. NO EXCEPTIONS! MAKE SURE TO ANSWER ALL QUESTIONS. IF A QUESTION DOESN'T APPLY TO YOUR PROJECT PLEASE ANSWER "N/A".

RETURN TO:
Grays Harbor Tourism
PO Box 1229, Elma, WA 98541
Phone: (800) 621-9625

MAJOR TOURISM PROJECT APPLICATION FORM

(You may use additional pages to provide information for each question)

- 1) Was this festival/event/activity/project/service funded in 2020 with a Grays Harbor Tourism Grant Award?

_____ YES

_____ NO

If the answer is "YES", what amount was awarded in 2020? _____

Please list all past years this festival/event/activity/project/service has been awarded funding through a Grays Harbor Tourism Grant Program and the amount(s) received:

- 2) Is this festival/event/activity/project/service insured? _____ YES _____ NO

Please list the name of the Insurance Policy Provider and Policy Number.

- 3) **Festival/Event/Activity/Project/Service Description** - Please provide a detailed description of the proposed project. Include information on the people and area of Grays Harbor County that the project will serve, or impact.

- 4) **Benefits** - Describe how the festival/event/activity/project/service will enhance tourism in Grays Harbor County. Please be sure to quantify the estimated number of visitors and overnight stays that will be generated specifically by this activity, as well as any other commercial, economic and social benefits that will be realized by the community. Also, please estimate the total number of, and/or percentage of related visitors that will come from a distance of greater than 50 miles. (Do not include direct event revenue, such as ticket or merchandise sales. Such information will be asked for in question #6.)

5) **Organization Financial Statement** - Please provide a financial statement or general operating budget for your organization (This is **not** the specific budget for the project)

6) **Specific Project Budget** – Please provide a detailed, budget proposal for this festival/event/activity/project/service, listing all expenditures and projected revenues that will be realized by your organization.

7) **Project Budget History** – Please provide an actual, detailed, overall budget for this festival/event/activity/project/service from the most recent year it took place, listing all expenses and revenues. If this is the first year of this project, please answer “N/A”. **DO NOT LEAVE BLANK.**

8) **Use of Grant Funding** - Please list, specifically, the items within your proposed budget that Grays Harbor Tourism funding assistance is intended to be used for. Include specific items and the cost of each.

9) **Other Funding Sources** – Please list all other funding sources for this project. Also, please tell us what efforts have been made to obtain funding assistance from other sources.

10) **Collaboration** – Please provide information about other organizations or agencies involved or partnering in this festival/event/activity/project/service. Describe their level of involvement. You may attach up to three letters of support from these organizations.

11) **Coordination and Scheduling** - Please describe how the seasonal timing, dates and/or scheduling of this festival/event/activity/project/service have been coordinated with other tourism events and services within the area.

12) **Project Evaluation** – Please describe how the festival/event/activity/project/service will be evaluated to determine if the projected benefits are realized and whether or not it was a success. Be sure to list evaluation criteria that will be used. (How will an increase in tourism and overnight stays be determined? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic and social benefits will occur as a result of the activity?) How will it be determined if it is feasible to continue to offer the festival/event/activity/project/service in years to come?

APPLICATION CERTIFICATION FORM

"I hereby certify that I, (name of person completing application) _____ represent (organization name) _____ and have the authority to speak for and bind this Organization to contract with my signature. I also certify that the information supplied in this application is true and correct and that I have read and understand the procedures, policies, and guidelines that govern this grant program. Further, I acknowledge that any variance to the procedures and guidelines governing this program may result in non-reimbursement of any or all expenditures related to this grant.

Name (Print): _____

Signature: _____

Title & Organization: _____

Date: _____

IMPORTANT!!!

If your festival/event/activity/project/service is funded with a Grays Harbor Tourism grant, you must include the Grays Harbor Tourism logo in all advertising. Further, Grays Harbor Tourism must be listed in advertisements and print materials (where possible) as a sponsor. The logo must appear in a size that is noticeable and proportionate in relation to the ad layout. If you need the logo, please call 800-621-9625 and we will email you a copy, or provide one on a CD or thumb drive.

Also, if this grant application is approved, Grays Harbor County agrees to reimburse for expenses described within the application based on compliance with all policies and guidelines set forth in this program, as well as those established by State statutes and County auditing/accounting principles. Any expenses, deemed by Grays Harbor Tourism, to not be allowed, by either the policies of this grant program, statutes governing the use of Lodging Tax Funds, or because they are not consistent with expenses presented within the grant application process, will be denied. Applicants receiving preliminary funding approval by the LTAC must successfully pass a criminal history background check and a credit report, prior to an official offer of funding, and an agreement for such, can be presented. By signing this application, at your own will, you are acknowledging that you fully consent to, and authorize Grays Harbor County to complete both the criminal history background check and credit report for you; your current business; project partners and any former business entities you have been associated with.

Further, as required by State statutes, a full post project report, detailing the tourism related benefits realized by this project, must be submitted. The report includes, but is not limited to the approximated number of overnight stays that were generated by the project; the approximated number of day travelers generated by the project; the estimated number of persons traveling to Grays Harbor from a distance of over 50 miles generated by the project; and the projected number of future, overnight stays and visitors from a distance of greater than 50 miles that were generated by the projects. The report must be received by Grays Harbor Tourism, within 30 days of the completion of the project. Award recipients who do not submit the report within this timeframe, and/or do not comply with the agreement governing such grant award, WILL NOT BE ELIGIBLE FOR FUNDING FOR THE FOLLOWING YEAR'S GRANT CYCLE.

Authorized Signature/Approval

Date

NOTE: LTAC and County Commissioner confirmation, in regard to the awarding of grant funding for the 2021 cycle will be finalized prior to the third week of December, 2020. Notifications will be sent out prior to the end of December, 2020.

NOTICE OF INSURANCE REQUIREMENTS TO ALL GRANT RECIPIENTS

A Certificate of Insurance listing **GRAYS HARBOR COUNTY** as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- a. The recipient shall carry General Liability insurance, Comprehensive Automobile Liability Insurance and such other coverage as may be appropriate. The recipient shall complete a Certificate of Insurance, which is to be made part of this Agreement. Such liability coverage must not be less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

Where automobiles or vehicles are used in conjunction with the performance of this Agreement, the recipient and its contractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.

- b. GRAYS HARBOR COUNTY must be named as an additional insured in respect to this agreement. Such insurance as carried by the recipient is primary.
- c. In the event of non-renewal, cancellation or material change in the coverage provided, thirty (30) days written notice must be furnished to the County prior to the date of non-renewal, cancellation or change.
- d. GRAYS HARBOR COUNTY has no obligation to report occurrences unless the claim is filed with the County Risk Manager and Grays Harbor County has no obligations to pay premiums.
- e. The recipient's insurance policies must contain "cross liability" endorsement substantially as follows: Inclusion of more than one insured under this policy shall not affect the rights of any insured in respect to any claim, suit or judgment made or brought by or for any other insured or by or for any employee of any other insured. The policy shall protect each insured in the same manner as though a separate policy had been issued to each, except that nothing herein shall operate to increase the company's liability beyond the amounts for which the company would have been liable had only insured been named.