

NOTICE OF FUNDING AVAILABILITY



2021 Grays Harbor Tourism Information and Cover Page for Special Marketing Project Grant Funding

***Note:** 1) Funding Requests for Festivals and Events, Tourism Hospitality Services, and Tourism Related Infrastructure Projects will NOT be accepted under this funding category.
2) Applicants for this grant category will only be considered if the proposed marketing partnership is for marketing ventures that will benefit the general tourism industry being promoted by Grays Harbor Tourism. Marketing related to specific festivals and events will not be considered.

Funding requests for 2021 Special Marketing Projects will be accepted only between the dates of December 1, 2020 and April 23, 2021. Such requests will only be accepted in the form of a completed grant application. Funding recommendation decisions will be made by the Grays Harbor Lodging Tax Advisory Committee at their January and May, 2021 meetings. The official deadline for applications to be considered at the January 2021 LTAC meeting is Wednesday, December 30, 2020, by 5:00 pm. The deadline for applications to be considered at the May 2021 meeting is Friday, April 23, 2021, by 5:00 pm. Completed applications, along with any support material to be considered, must be received or post-marked by these dates. **Faxed or emailed applications will not be accepted.**

***NOTE: The awarding of funding at the May meeting is dependent on the availability of funds, within this grant category. If the LTAC awards the entire \$100,000 in this category during the January meeting, no additional applications will be considered and no additional funds will be awarded in May, for this cycle.**

APPLICATIONS MUST BE COMPLETE AND USED AS THE COVER PAGE(S) FOR THE MATERIAL YOU WISH THE GHLTAC TO REVIEW IN DECIDING WHETHER TO FUND YOUR SPECIAL MARKETING PARTNERSHIP PROJECT. THEY MUST INCLUDE A 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.

IN ADDITION TO ALL PRESENTATION MATERIALS YOU WISH THE GHLTAC TO REVIEW, PLEASE MAKE SURE TO ANSWER EACH QUESTION. IF THE QUESTION DOES NOT APPLY TO YOUR PROJECT, PLEASE SIMPLY ANSWER "N/A". IF QUESTIONS ARE LEFT BLANK, THE GHLTAC WILL HAVE THE DISCRETION TO DETERMINE THE APPLICATION TO BE INCOMPLETE.

SUBMIT APPLICATIONS TO:

**Grays Harbor Tourism
PO Box 1229
Elma, WA 98541
(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 (GHLTAC) in this funding program is based on State statutes, recommendations of the State Auditor's Office, and prioritizations established by the GHLTAC 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. Tourism Special Marketing Partnership Project applications will be accepted from qualifying entities organizing tourism based marketing projects, **except those within municipalities that are allowed, by law, to collect and manage 3% lodging tax revenues generated within their own corporate limits.** It is preferred that funding be awarded to help promote tourism activities from October thru May, during shoulder seasons, to generate overnight stays (heads in beds) and increase tourism activity within Grays Harbor County. However, this does not exclude activities that take place during the peak season. Priority consideration may be given to shoulder (off-season) events.

Eligible applicant entities within Grays Harbor County:

- 1) Entities and businesses with a qualifying and current Tax ID Number.
- 2) City, county, or other government agencies (excluding those who collect their own 3% funds).
- 3) Tourism related facilities and operations of Grays Harbor County.

Eligible Expenditures:

- 1) Qualifying costs of any marketing project or venture that either promote the tourism assets in Grays Harbor County to potential visitors residing outside a distance of 50 miles, produce overnight stays, and/or create tourism related commerce.

NOTE: Project specific salaries, wages and benefits included within the grant request may only be funded in accordance with applicable RCWs and statutes governing such. (If you intend on including such costs within your grant application, please contact Grays Harbor Tourism staff to ensure that your intended use of such funds will qualify.)

Ineligible Expenditures for Grant Program:

- 1) General administrative costs. Capital and general organizational operating costs.
- 2) Items for resale.

- 3) Newspaper, TV, and radio advertising that **cannot** be proven to reach significant and relevant markets outside of 50 miles.

All eligible applications are reviewed by the Grays Harbor County Lodging Tax Advisory Committee. The GHLTAC is charged with providing recommendations to the Grays Harbor Board of 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 \$100,000.00 available, in this 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 an established, current Tax ID Number.
- Applications received by deadline.
- Draws visitors from outside Grays Harbor County for overnight stays and other commerce.
- Draws visitors from a distance of greater than 50 miles
- Detailed breakdown of effective advertising and marketing campaign.
- Leverages other funding sources.
- Partnering entity must be covered by insurance.
- Overall economic and socially redeeming benefit to the community.
- Provides measurable outcome performance indicators.



**2021 GRAYS HARBOR TOURISM
SPECIAL MARKETING PROJECT FUNDING APPLICATION FORM**

***NOTE: THIS IS NOT THE CORRECT APPLICATION FOR FESTIVALS AND EVENTS OR TOURISM
HOSPITALITY SERVICES & PROJECTS.***

NAME OF SPECIAL MARKETING PROJECT:

PHYSICAL LOCATION OF AREA THAT WILL BENEFIT FROM THIS PROJECT:

DATE(S) OF MARKETING CAMPAIGN/PROJECT:

AMOUNT REQUESTED FROM GRAYS HARBOR TOURISM:

\$ _____

IF YOUR APPLICATION IS NOT FUNDED FOR THE ENTIRE AMOUNT REQUESTED ABOVE, WOULD
YOU WANT TO BE CONSIDERED FOR FUNDING OF A LESSER AMOUNT?

_____ YES _____ NO

NAME OF APPLICANT ORGANIZATION: _____

NAME OF APPLICANT ORGANIZATION REPRESENTATIVE: _____

NAME OF PARTNERING ORGANIZATION (IF ANY): _____

NAME OF PROJECT CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

PHONE: _____

*STATE/FEDERAL TAX ID NUMBER: _____

**Tax ID Number must belong to the Applicant Organization or the active Project Partner named above. The signer of the application and funding 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 GHLTAC? (This is not necessary. It does not give your application any advantage, other than allowing the GHLTAC to learn more about the project and ask questions.)

YES _____ NO, THANK YOU _____

THE FINAL DATE FOR APPLICATION SUBMISSION FOR PROJECTS TO BE CONSIDERED AT THE JANUARY 2021 GHLTAC MEETING IS WEDNESDAY, DECEMBER 30, 2020, BY 5:00 PM. THE FINAL DATE FOR APPLICATION SUBMISSION FOR PROJECTS TO BE CONSIDERED AT THE MAY 2021 GHLTAC MEETING IS FRIDAY, APRIL 23, 2021, BY 5:00 PM. A COMPLETED APPLICATION AND ALL RELATED MATERIAL MUST BE RECEIVED OR POST-MARKED BY THESE DEADLINES. **FAXED OR EMAILED APPLICATIONS WILL NOT BE ACCEPTED.**

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

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

SPECIAL MARKETING PROJECT APPLICATION FORM

Please attach this application as the cover to all proposal material that you would like the GHLTAC to consider when making funding decisions.

1) Did this Marketing Project, or your entity, receive funding in 2020 from Grays Harbor Tourism?

_____ YES

_____ NO

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

Please list all past years your entity has been awarded funding thru Grays Harbor Tourism and describe the Special Marketing Project that was funded, including the amount(s) received:

2) **Insurance** - Is your entity and the Special Marketing Project insured? _____ YES _____ NO

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

3) **Project Description** - Please provide a detailed description of the proposed Special Marketing Project. Include information on the people and area of Grays Harbor County that the project will serve or impact.

4) **Benefits** - Describe how this project 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 that will come from a distance of greater than 50 miles, as well as any other commercial, economic, and social benefits that will be realized by the community.

- 5) **Organization Financial Statement** - Please provide a financial statement or general operating budget for the applicant organization, or business entity (This is NOT the specific project budget).

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

- 7) **Project Budget History** – Please provide an actual, detailed budget for this project from the most recent year it existed, listing all expenses and revenues. If this is a new project, please answer N/A. DO NOT LEAVE BLANK.

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

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

- 10) **Collaboration** – Please provide information about any other organizations, agencies, or business entities involved in, or partnering with, this project. Describe their level of involvement. You may attach up to three letters of support from these organizations or agencies.

- 11) **Coordination and Scheduling** - Please describe how the seasonal timing, dates, scheduling, and scope of this project have been coordinated with other tourism marketing efforts in our area.

- 12) **Project Evaluation** – Please describe how the project 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 this project in years to come?

Application Certification

"I hereby certify that I, (name of person completing application) _____ and represent (organization name) _____ and have the authority to speak for and bind this Organization by 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 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 project is funded by Grays Harbor County Tourism, 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 CD or thumb drive.

Also, if this funding application is approved, Grays Harbor County agrees to contribute only the amount specified within the official funding agreement approved by the Grays Harbor County Commissioners, 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 GHLTAC must successfully pass a criminal history background check and a credit report, prior to an official offer of funding and agreement for such being 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, 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 marketing 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 awards, WILL NOT BE ELIGIBLE FOR FUNDING FOR THE FOLLOWING YEAR'S GRANT CYCLE.

Authorized Signature/Approval

Date

LTAC decisions in regard to the awarding of grant funding for the 2021 cycle will be confirmed in January and May or 2021. Notifications will be sent out prior to the end of those months.

NOTICE OF INSURANCE REQUIREMENTS TO ALL FUNDING 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.