

## 2010 MASON COUNTY LODGING TAX FUND APPLICATION

Application Deadline October 30, 2009

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### BACKGROUND INFORMATION

The Lodging Tax is an existing excise (sales) tax authorized by State law in RCW 67.28. Mason County receives a share of the tax equal to 4%.

### AVAILABLE FUNDING

Each year, the Budget & Finance Director projects the estimated income in lodging tax receipts for the year.

### MASON COUNTY'S LODGING TAX ADVISORY COMMITTEE

Per RCW 67.28.1817, the State requires that local governments collecting the Lodging Tax establish a Lodging Tax Advisory Committee consisting of at least five members. The Committee's role is advisory in nature, with the Committee's purpose to advise the County Commissioners on uses of the county's lodging tax when a change in use is proposed. The County Commissioners make the final decision regarding the use of Lodging Tax receipts. Committee members are appointed as part of the County's regular advisory committee appointment process.

Current members are:

Dawn Twiddy, Facilitator (non-voting)  
Ken Wilson, Spender  
Brian Cook, Generator  
Terri Jeffreys, Spender  
Mike Carnovale, Generator  
Frank Kenny, Spender  
James Naismith, At Large

Lodging tax is statutorily restricted to the following activities: tourism promotion, acquisition of tourism-related facilities, and operation of tourism-related facilities. Chapter 3.24 of the Mason County Code further defines the following terms:

- **"Operation"** includes, but is not limited to, operation, management, and marketing.
- **"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 for 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.
- **"Tourism-related facility"** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.
- **"Tourist"** means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

## **MASON COUNTY TRADITIONALLY HAS GIVEN HIGH PRIORITY TO TOURISM ACTIVITIES THAT:**

- ✓ Promote Mason County and/or events, activities, and places in Mason County.
- ✓ Events that occur between October and May.
- ✓ Target tourists from outside the County.
- ✓ Promote overnight stays by tourists in lodging establishments within Mason County.
- ✓ Demonstrate a history of success, or are proposed by a group with a demonstrated history or high potential of success with similar activities.

## **THE PROCESS**

Mason County will accept applications until October 30, 2009. The application can be requested by calling 360-427-9670, ext: 380 or on the Mason County website at [www.co.mason.wa.us/forms/tourism](http://www.co.mason.wa.us/forms/tourism). Special applications will continue to be accepted and reviewed throughout the year.

The Committee reviews applications in November with its recommendations due to the Commissioners in December. Presentation of the Committee's recommendations to the County Commissioners coincides with the County's annual budget discussions. Awards are made on a calendar year basis, one year at a time.

In developing its recommendations, the Lodging Tax Advisory Committee considers:

- The estimated amount of lodging tax receipts for the coming year.
- Requirements in State law for use of the tax, and the definitions in State RCW 67.28.080 for "tourism," "tourist," "tourism promotion," and "tourism-related facility."
- Completeness of the application.

## **IF ACCEPTED**

- The County will make payment after the applicant has fulfilled the award agreement and billed the County for the cost of the services. ***Service providers must first pay the costs and provide proof of payment to the vendors before requesting reimbursement. (The county can not make advance payments)***
- Payments will be processed in a timely manner by Mason County after receipt of a completed reimbursement request form and required documentation.

For additional information contact Shannon Goudy, Mason County Commission, (360) 427-9670 ext. 419 or email [shannog@co.mason.wa.us](mailto:shannog@co.mason.wa.us).

**TO BE ELIGIBLE FOR CONSIDERATION, YOUR APPLICATION MUST INCLUDE THE FOLLOWING ITEMS:**

- 1. Completed and signed Application Form (typed or printed) **plus Eight (8) complete sets** (the original and copied sets must each include printed work samples).
- 2. Answers to all questions in Section(s) 1- 3
- 3. Proposed 2010 event budget
- 4. Prior year's income and expense statement.
  
- Optional: Printed work samples such as season brochures, promotional materials, posters, reviews, news/magazine articles, etc (maximum of 3 separate pieces)

**Please send all applications to:**

Mason County  
Becky Rogers  
411 No. 5th St.  
Shelton, WA 98584

**Application Deadline October 30, 2009**



**1. Describe how you intend to market or promote tourism to potential tourists who reside outside the county.** (Note: If you have a formal marketing plan, please attach a copy in addition to answering this question). Your description should include the following questions and quantify to the best of your ability the tourism promotion activity and results you intend to achieve.

Please consider the following information:

- Use of resources (Staff and/or volunteer can be included).
- Community and business partnerships.
- Beginning and end dates.
- Timeline for any **outside** Mason County marketing activity (e.g. May through July, 2010).
- Advertising / marketing techniques you intend to use to reach this audience, and why.
- How this project has the potential to generate overnight stays in Mason County lodging establishments.
- Impact on Mason County “county-wide” restaurants and other businesses; etc. Please be as specific as possible.
- Other methods you would use to measure the success of your event.

## **2. Organization**

- List of names and addresses of the organization’s current Board of Directors.
- Describe your organization’s area of expertise and track record. Do you provide a unique service?
- Are you working or collaborating with other organization(s)?

## **SECTION 2. BACKGROUND & BUDGET INFORMATION**

### **1. Attach the following**

- Proposed 2010 detailed project/activity budget.
- Provide a detailed list for all sources (with approximate amounts) from which you anticipate funding.

### **2. Proposed Funding**

- Can you operate this project with reduced funding?    Yes \_\_\_\_\_ No \_\_\_\_\_
- If yes, list priorities  
    Priority 1 – full funding    Priority 2 – partial funding
- What percent (%) of your total budget does this request represent?
- Attach a copy of your organization’s total budget (current or next year – specify).
- Explain what accountability and reporting standards you will apply to evaluate the project’s success.

## **SECTION 3. ADDITIONAL INFORMATION - Optional**

*You may provide additional information that will assist in the evaluation of this project and its benefit to Mason County Tourism including copies of brochures, ads, maps, etc.*