



**2012 Mason County Lodging Tax Grant Application
for Festival & Event Funding**

***Final Date for Application Submission is
Monday, October 31st, 2011 - 5:00PM***

***RETURN TO:
Mason County Clerk of the Board
411 North 5th Street
Shelton, WA 98584***

How Grants Are Funded

Mason County receives funds from room taxes imposed on lodging facilities. These funds can be retained by the County or expended for projects and activities established by and eligible under State law (RCW 67.28.1815). 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; and funding marketing of special events and festivals designed to attract tourists."

The Mason County Lodging Tax Advisory Committee was established to consider funding for eligible organizations or groups for the purpose of positively impacting tourism in Mason County. Awards are dependent on the recommendations of the Lodging Tax Advisory Committee and the final decision by the Mason County Commissioners. The Commissioners may allocate all, none or a portion of the available funds. The Lodging Tax Advisory Committee will make its recommendation to the County Commissioners following the proposal deadline date as part of the County's annual budget process. Applicants will be informed about the status and decision of their request in late December.

Mason County Lodging Tax Funding Criteria

Grant funding is provided to promote shoulder and off-season (September through June) events and festivals to generate overnight stays/heads in beds and increase tourism activity within Mason County. This does not exclude new or existing festivals and events during peak season. *However, priority is given to those events held in the shoulder and off-season months.*

Eligible Expenditures:

Multi-media outside of Mason County (newspaper, magazine, TV & radio and internet advertising)
Design & print of posters, flyers, brochures & banners
Promotional materials

Ineligible Expenditures:

Administrative costs
Salaries
Capital & operating costs
Newspaper, TV & radio advertising within Mason County

Examples of Project Decision Making Criteria:

Complete application
Received by deadline
Draws visitors from outside Mason County for overnight stays
Detailed breakdown of advertising & marketing campaign
Leverages other funding sources
Results in economic benefit to the community
Provides measurable outcome performance indicators

***Grants are awarded on a reimbursement basis. Proof of expenditures (receipts or cancelled checks) must be submitted no later than 60 days after your festival/event.**

****Per Mason County Code, Title 5, Chapter 5.18, festivals or events with 3,000 or more participants may require a Temporary Outdoor Public Event Permit. Please contact the Mason County Department of Community Development at 360-427-9670 ext. 352 for permit requirements.**



APPLICATION FORM

NAME OF FESTIVAL/EVENT:

LOCATION OF FESTIVAL/EVENT:

DATE(S) OF FESTIVAL/EVENT:

GRANT AMOUNT APPLYING FOR:

\$ _____

NAME OF APPLICANT ORGANIZATION: _____

CONTACT PERSON: _____

MAILING ADDRESS: _____

EMAIL: _____

PHONE: _____

FEDERAL TAX ID: _____

TAX STATUS: _____ **NON PROFIT 501(C)3** _____ **NON PROFIT 501(C)6**
_____ **GOVERNMENT AGENCY** _____ **FOR PROFIT**

APPLICATION FORM

**WAS THIS EVENT FUNDED IN 2011 WITH MASON COUNTY LODGING TAX
GRANT FUNDING? _____ YES _____ NO**

IF ANSWERED YES, HOW MUCH WAS AWARDED IN 2011? \$ _____

**PLEASE LIST ALL PAST YEARS THIS EVENT RECEIVED FUNDING THROUGH
MASON COUNTY LODGING TAX, AND THE AMOUNTS RECEIVED:**

IS THE FESTIVAL/EVENT INSURED? _____ YES _____ NO

NAME OF INSURANCE COVERAGE PROVIDER:

APPLICATION FORM

QUESTIONS

You may use additional pages to provide information for each question

Other Funding

What efforts have been made since the last time you received funds from the Lodging Tax Fund to access funding from additional sources?

Promoting Your Festival/Event

Provide a detailed breakdown of your advertising & marketing campaign. Including geographical location as well as projected costs.

APPLICATION FORM

Project Description

Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve/impact and what the grant funds will be used for. Describe how the project/activity will enhance tourism and/or result in 'heads in beds'.

Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors to Mason County? If so, how will this increase be tracked/monitored?

Financial Statement

Please provide your organization most recent financial statement and/or operating budget.

APPLICATION FORM

Project Activity/Performance

Please describe how the project/activity's performance will be measured (How will an increase in tourism 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 benefits will occur as a result of the project and how will that be tracked?) Has a feasibility study been conducted?

Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area. You may attach up to three letters of support from these organizations or agencies.

Event Budget Detail

Please provide a detailed budget breakdown of your event. Include both expenses and projected revenue.

Certification

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

Name (Print): _____

Title: _____

Organization: _____

Signature: _____

Date: _____

For Lodging Tax Advisory Committee Use Only – Please do not fill out this portion of the application.

Lodging Tax Grant Application Score Sheet

Name of Organization: _____

Event: _____

Requested Grant Amount: \$_____

Qualifier	Scoring Criteria	Notes	Points Awarded
Tourism Related <input type="checkbox"/> Yes <input type="checkbox"/> No (If no, do not continue)	1 point – Unknown revenue expectations 3 points – Likely to generate mainly tourism revenue 4 points – Likely to generate lodging & tourism revenue		
Date of Event	1 point – June 15 th – September 15 th 4 points – Any other date		
Number of Days of Event	1 point – One day event 3 points – Two day event 4 points – Three days or longer		
Number of Participants	1 point – less than 1,000 3 points – 1,000 – 3,000 4 points – Over 3,000		
Budget (Line items must be provided to qualify)	1 point – L-Tax = 40% or more of budget 2 points – L-Tax = 20-40% of budget 4 points – L-Tax = Less than 20% of budget		
Out of County Visitors	1 point – Not documented 3 points – Documented out of county visitors 4 points – Documented out of county visitors from 50 + miles		
TOTAL POINTS (Maximum = 24, minimum to qualify = 15)			