2015 Mason County Lodging Tax Grant Application
Form for Festival & Event Funding

Final Date for Application Submission is
Monday, September 30, 2014 - 4:00 PM

Return 10 copies of the completed application form to:

Mason County Clerk of the Board
411 North 5th Street
Shelton, WA 98584

(360) 427-9670 ext. 419
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. Tourism promotion is defined under RCW 67.28.080 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 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 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 advertising outside of Mason County
  - (Newspaper, magazine, TV, radio and internet advertising)
  - Design & print of posters, flyers, brochures & banners

**Ineligible Expenditures:**
- Promotional Items (T-shirts, lapel pins, bumper stickers)
- Newspaper, TV & radio advertising within Mason County
- Administrative costs
- Salaries
- Capital & operating costs

**Examples of Committee’s Decision Making Criteria:**
- Complete application *Incomplete applications will not be considered*
- Received by deadline *Late applications will not be considered*
- Draws visitors from outside of 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

You may use additional pages to provide information for each question

1. Festival/Event Description
   Please provide a detailed description of the festival/event.

2. IS THIS A NEW EVENT?

3. WAS THIS EVENT FUNDED IN 2014 WITH MASON COUNTY LODGING TAX
   GRANT FUNDING?  _____YES  ______NO

   IF ANSWERED YES, HOW MUCH WAS AWARDED IN 2014?  $___________

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

5. IS THE FESTIVAL/EVENT INSURED?  _____YES  _____NO

   NAME OF INSURANCE COVERAGE PROVIDER: ________________________________
6. **Other Funding**
What other funding have you applied for or received?

7. **Coordination and Collaboration**
Please provide information about any other organizations or agencies involved in this event. Describe how this project coordinates with other tourism promotion efforts or services in the area. You may attach up to three letters of support.

8. **Event Budget and Organization’s Financial Statement**
Please provide a detailed budget breakdown of your event. Include both expenses and projected revenue.

9. **MARKETING CAMPAIGN & BUDGET**
Provide a detailed budget breakdown of your advertising & marketing campaign. Include an advertising timeline, where you are advertising, and which advertising and marketing outlets you are using.

*If selected for an award, you will only be eligible for reimbursement of the advertising & marketing activities listed in this section.*
10. Reporting Requirements

Estimate number of participants who will attend in each of the following categories and if applicable, provide actual numbers for previous year:

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<tr>
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<tbody>
<tr>
<td>1. Staying overnight in paid accommodations away from their place of residence or business;</td>
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<td>2. Staying overnight in unpaid accommodations (i.e., with friends and family) and traveling fifty miles or more one way from their place of residence or business;</td>
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<td>3. Staying for the day only and traveling fifty miles or more one way from their place of residence or business.</td>
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<td>4. Attending but not included in one of the three categories above.</td>
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11. Tourism Monitoring

If your organization receives an award you will be required to provide a report to the County describing the actual numbers for the questions above. Please describe the methods you will use to determine attendance and distinguish among these visitor categories.
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: ______________________________________________________
Name of Organization: ___________________________
Event: ________________________________________
Requested Grant Amount: $______________________

<table>
<thead>
<tr>
<th>Qualifier</th>
<th>Scoring Criteria</th>
<th>Notes</th>
<th>Points Awarded</th>
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<tbody>
<tr>
<td>Tourism Related</td>
<td>□ Yes □ No</td>
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<tr>
<td>Date of Event</td>
<td>1 point – June 15th – September 15th</td>
<td>4 points – Any other date</td>
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<tr>
<td>Number of Days of Event</td>
<td>1 point – One day event</td>
<td>3 points – Two day event</td>
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<td>4 points – Three days or longer</td>
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<tr>
<td>Number of Participants</td>
<td>1 point – less than 1,000</td>
<td>3 points – 1,000 – 3,000</td>
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<td>4 points – Over 3,000</td>
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<tr>
<td>Out of County Visitors</td>
<td>0 point – Not documented (new events are scored based on estimate)</td>
<td>3 points – Documented out of county visitors</td>
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<td></td>
<td>4 points – Documented out of county visitors from 50 + miles</td>
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<tr>
<td>Marketing Budget (Line items must be provided to qualify)</td>
<td>1 point – L-Tax = 40% or more of marketing budget</td>
<td>2 points – L-Tax = 20-40% of marketing budget</td>
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<td></td>
<td>4 points – L-Tax = Less than 20% of marketing budget</td>
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<td>Marketing Campaign</td>
<td>1 point – Targets niche market only</td>
<td>1 point – Targets broad audience &lt; 50 miles away</td>
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<td>3 points – Targets broad audience &gt; 50 miles away</td>
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<tr>
<td>New Event</td>
<td>3 points – Date of Event is June 15th – September 15th</td>
<td>4 points – Date of Event is any other date</td>
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</tbody>
</table>

TOTAL POINTS (Maximum = 27, minimum to qualify = 12)