

2023 Lodging Tax Application – Event & Year-Round Promotion



Organization Name: _____

Event Name (if applicable): _____

Contact Person: _____ Title: _____
(Please supply the LTAC with year-round contact information)

Mailing Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Website: _____

Email: _____

Organization Tax ID # (must be non-profit.) _____

- I have attached a copy of my organizations IRS or Secretary of State of Washington documentation and By-laws
- I have previously submitted to the LTAC my organizations IRS or Secretary of State of Washington documentation and By-laws and they have NOT changed. **(Must re-submit if anything has changed)**

Check only one box per application. More than one application may be submitted.

Type of Application: Matching Required

- Tourism Event (occurs once annually)
- Year-round promotion of organization or multiple events

- Total Event / Year-Round Budget: \$_____. *Add together funding you expect from all sources and put the total here.*
- Amount Requesting from County LTAC for 2023. \$_____.
- Did you receive funding from the COUNTY’S Lodging Tax last year? If so, what amount did you receive? \$_____
- Do you have other funding support? **Yes / No**
If yes, what amount did you receive \$_____ if yes, from whom?

If no, explain why.

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- How is Lodging Tax funding critical to the success of the event or organization? *Why do you need LTAC Funding?*

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- If awarded, please explain specifically what the funds will be used for. *(this information will be consistent with your contract and request for reimbursement)*

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Section 1 – State Reporting Questions

Provide **estimates** to the following questions as required by the state. Use one or more of these methods.

Direct Count – Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count – Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey – Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey – Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate – Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance per persons (3 square feet).

- 1. Total Attendance
 - a. Predicted total number of attendees:
 - b. Method Used:
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- 2. Attendees traveling over 50 miles to the event in Okanogan County
 - a. Predicted Number:
 - b. Method Used:
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3. Attendees traveling from out of state and/or country

a. Predicted Number:

b. Method Used:

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4. Attendees paying for overnight lodging

a. Predicted Number:

b. Method Used:

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5. Attendees NOT paying for overnight lodging

a. Predicted Number:

b. Method Used:

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6. Paid Lodging nights (1 or more occupying a room for a single night = 1 lodging night)

a. Predicted Number:

b. Method Used:

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Section 2 - Scoring Questions

1. Tell us about your event(s) or activity and why you think it will increase tourists traveling to, and staying in Okanogan County.

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2. If promoting specific event(s), how many years has the event(s) occurred?

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3. How many events or marketing campaigns are you promoting during the year?

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a. When and where does the event or marketing campaign occur?

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b. What is the duration of each event or marketing campaign?

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4. Through what methods are you promoting your event or marketing campaign.

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5. How will this event or market campaign increase County overnight stay's outside of cities?

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6. What is the potential for growth for your event or organization? Does it have the funds, volunteers or support to grow? *Explain*

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7. What steps are you taking to improve tourism each year to strengthen cross-regional collaboration?

Click or tap here to enter text.

8. Describe how you are working with the Destination Marketing Organization

Click or tap here to enter text.

6. If you were to choose three strategies in the Destination Master Plan to enhance tourism, which would they be and why? (DMP pages 120-134)

Click or tap here to enter text.

Section 3 – MARKETING BUDGET

Please identify below how you intend to budget tourism promotion costs. Remember that your organization must devote twice the LTAC awarded amount in order to be reimbursed the total LTAC award amount for Marketing & Promotions.

Event Name (If Applicable): _____

Budget Sheet	
Type of Cost	Total Amount Budgeted*
TOTAL	
*This includes ALL (eligible expenditures) of your budget amounts together for this project.	
*Add in any type of costs as needed for the project	

DECLARATION

I understand the Washington State limitations placed on use of Hotel/Motel Tax funds and certify that the requested funds will be used only for purposes described in this application and established by state law and county policy. I have authority of the organization/entity represented in this application to submit this request for funding on its behalf. I understand the use of funds is subject to audit by the State of Washington.

I declare that the foregoing is true and correct to the best of my knowledge.

 Print Name Title

 Signature Date

NO UNSIGNED APPLICATIONS ACCEPTED!