



CITY OF BOTHELL 2008 Tourism/Economic Development Grant Applications and Guidelines

In 1999, the City of Bothell established the Tourism Promotion Grant Program to support the promotion of tourism projects and events held inside the city limits. The program is funded through the City share of State Lodging Tax collected on hotel lodging rentals.

Funding of the program and specific grant awards are dependent on recommendations of the City Lodging Tax Advisory Committee with final decisions made by the City Council. The City Council may allocate all, none, or a portion of the available funds.

The 2008 grant program is open to non-profit and for-profit organizations, individuals and groups with the demonstrated ability to achieve project goals. Projects and events that receive a portion of these grant funds must take place and be completed between January 1 and December 31, 2008. Funds will be awarded on a competitive basis, and applicants will be notified following City Council decision.

This application packet contains the following:

- General Guidelines for Applicants
- Project Evaluation Criteria
- Grant Application and Narrative Requirements

Deadline for completed 2008 applications: Must be received at Bothell City Hall via mail or in-person delivery no later than September 17, 2007. Please do not place completed applications in any outdoor mail slots near the front doors of Bothell City Hall. To do so will not qualify as authorized delivery. Reminder: be sure that you receive a receipt verifying that your application has been received.

If you have any questions, contact Sally Henderson at (425) 486-3256, Ext. 4321, or via e-mail at sally.henderson@ci.bothell.wa.us.

CITY OF BOTHELL

Tourism/Economic Development Grant Application

*The completed application must be received by mail or delivered in person to the front desk of Bothell City Hall **no later than September 17, 2007**. Please do not place in any mail slots directly outside City Hall's front doors. You will be handed or mailed a receipt verifying that your application was submitted by the deadline. No exceptions can be made on deadline. City Hall hours are 8 a.m.—5p.m. M-F.*

PROJECT SPONSOR INFORMATION		
Project Title:		
Project Funding Year:	2008	
Project Dates:	Beginning on/after 01/01/08 Ending no later than 12/31/08	
Contact Person (person who wrote or has the most knowledge about this application):		
Address:		
City:	State:	Zip:
Signature:	Phone:	
Project Sponsor (person with legal authority to sign a contract with the City):		
Address:		
City:	State:	Zip:
Signature:	Phone:	
Sponsor is:	<input type="checkbox"/> Non-Profit <input type="checkbox"/> Public Agency <input type="checkbox"/> Other	
Amount Requested: \$ _____ Match: \$ _____ Total Project Budget: \$ _____		
PROJECT SUMMARY		
<i>In the space provided below, provide a one-paragraph summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding.</i>		

Grant Application Narrative

There are restrictions on how tourism grant funds can be used. The legal requirements issued by the State can be found on the City of Bothell website (ci.bothell.wa.us) under the Grant Application heading. If you do not have access to the internet, please request a printed copy of these requirements. The front desk at Bothell City Hall has copies on file for applicants.

Please attach a full description (no more than 5 pages total) of your proposal to the summary page. This project narrative should include, but is not limited to, the following:

- What is it, specifically, you wish to do?
- How will your project meet the criteria attached?
- What will be the anticipated Bothell tourism impact?
- What will be tangible and intangible benefits to the community of Bothell?
- How will you evaluate your program's success?
- Please provide a line item detailed budget for your project. Highlight those expenses being recommended for funding through this grant program. Also please indicate match amounts and specify whether your various match items will be cash or in-kind. Also indicate if the match is confirmed or anticipated.
- Promotional plan. Fully describe how you will advertise, publicize or otherwise distribute information regarding your project.
- Have you applied previously for a tourism grant with the City of Bothell? If so, when? What was the name of the project you proposed?

Send application and grant narrative to:

**Sally Henderson, Tourism,
Economic Development
City of Bothell
18305 101st Ave. NE
Bothell, WA 98011
sally.henderson@ci.bothell.wa.us
425.486.3256, Ext. 4321**

CITY OF BOTHELL
Tourism Grant Program

General Guidelines for Applicants

PURPOSE

The City of Bothell established the Tourism Promotion grant program to support tourism projects within the city limits. The program is funded through the City share of State tax on lodging rentals. The purpose of the fund is to provide grants to eligible individuals, organizations, or groups for the purpose attracting visitors and commerce to the City of Bothell. Program funding and specific grant awards are dependent on recommendations of the City Lodging Tax Advisory Committee with the final allocation made by the City Council. Council may allocate all, none or a portion of the available funds. The City Economic Development Division provides administrative support for this program.

PROJECT AUTHORIZATION

The revenues received from the City Lodging Tax may be used for paying all or any part of the cost of tourism promotion.

The permitted uses according to the State Legislation authorizing the imposition of this tax-supported program are more fully explained in the Definitions portion of RCW 67.28.080, which states that:

- 1) “Municipality” means any county, city or town of the State of Washington.
- 2) “Tourist” means a person who travels from a place or residence to a different town, city, county, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.
- 3) “Tourism” means economic activity resulting from tourists, which may include, but is not limited to, sales of overnight lodging, meals, tours, gifts, or souvenirs.
- 4) “Tourism Promotion” means 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.

MAXIMUM AWARD

The 2008 grant fund is \$30,000. This amount may be divided among recipients or awarded to one applicant. The City Council may also elect to fund no grants for 2008.

MATCHING FUND REQUIREMENT

Each grant proposal requires matching funds of at least 50 percent of the total amount of the project. This matching component can be in the form of cash and/or in-kind contributions. For example, a grant request of \$10,000 would require \$5,000 in matching

and/or in-kind funds. This 50 percent match must be clearly identified in grant applications and then highlighted in grant reports. Private/for-profit groups requesting a grant of \$5,000 or more

must supply matching cash funds to be considered for a grant award. At least one-third of the match must be secured at the time of the application.

APPLICANT ELIGIBILITY

The program is open to any individual, group, or public and/or private entity with the demonstrated ability to accomplish the proposed project. This includes, but is not limited to, non-profit arts, cultural, heritage, educational and community organizations, museums, historical societies, chambers of commerce, and public or private business groups. Informal groups are eligible to apply so long as one individual serves as the fiscally responsible agent. Collaborative projects are encouraged. Eligibility of sponsors and projects are defined broadly to encourage wide participation and innovative proposals.

APPLICATION REQUIREMENTS

The attached grant application addresses the following specific areas:

- 1) Eligibility: Each applicant will concisely define the service and or product to be provided and demonstrate how it will do so. The project must be in compliance with the State statutes and City guidelines established in this program.
- 2) Scope of Work: The applicant will submit a scope of work that describes the project in detail.
- 3) Promotion Plan: The proposal will include a detailed description of the tactical plan to advertise, publicize, and distribute information related to the project. It is important that you spell out specific details related to your overall plan. For example, if you plan to run advertising, what media will you use? How often will ads run? What size will the ads be? If you plan to print and distribute flyers or other materials, what size will the final printed piece be, how many will you print, where will you distribute? If you will be posting signs anywhere, where will they be displayed? Please include every aspect of your promotional plan.
- 4) Timeline: The scope of work will include a timeline indicating when each element will be undertaken and completed. Projects are expected to be completed during the grant year.
- 5) Budget: The project budget will include both revenue and expense categories; all income (including in-kind) will be broken out by amount and source, and eligible expenses will be itemized. The budget will clearly indicate the amount and source of the required matching funds for the grant proposal.
- 6) Reimbursement: Grant funds are supplied on a reimbursement basis. Projects must first incur costs and then request reimbursement with submittal of the final closeout report as stated in the contract guidelines. Any funds unexpended in the approved timeline for completion of the

project will be returned to the Lodging Tax fund for future allocation for grants or other tourism related expenditures.

- 7) **Contract:** Each grant applicant selected for funding will be required to enter into contractual agreement with the City. The contract will cover such areas as definition of the project goals, definition of eligible costs, specification of payment procedures, limits of City liability, and other usual and customary requirements. The contract must be executed by April 1 of the funding year, or the grant award is invalidated and returned to the Lodging Tax fund for future allocation for grants and other tourism related expenditures.
- 8) **Reporting:** As a contractual condition, each funded project sponsor will be required to submit reports under the terms of the contract. At a minimum, reporting will include at least two written reports, one mid-way through the grant period (no later than July 1 of the grant year), and one at the end of the grant project (30 days after the completion of the grant project or no later than February 1 of the following year). The second report will be a final closeout report, detailing the expenditure of all grant funds and containing a description of project accomplishments and project success.

SELECTION PROCESS

- 1) After applications are submitted to the Economic Development Division, they will be reviewed by staff for completeness and eligibility. Applications that do not meet the guidelines will be disqualified and returned. Applications returned due to incompleteness, may be resubmitted for consideration if submittal falls before the deadline.
- 2) Qualifying applications will be evaluated by the Lodging Tax Advisory Committee, consisting of one elected official, three representatives of businesses required to collect lodging taxes, and three members involved in activities potentially eligible to receive hotel-motel tax revenue. Applicants may be invited to attend a grant review meeting. The Committee funding recommendation will be forwarded on to the City Council for final decision in a public meeting.

CONTRACT PROCESS

- 1) If selected, City staff will consult with applicants and request a spending plan to initiate the project.
- 2) The City will write a contract. Three copies will be sent to the applicant, along with forms required for processing the funds.
- 3) If accepted, the applicant will sign the documents where indicated and return all to the Economic Development Division within seven working days. One original contract, signed by all parties, will be returned to the applicant.
- 4) Reporting will occur as required in the contract.
- 5) Invoices will be submitted for reimbursement and payments will be processed by the City according to the terms of the contract.
- 6) When the project is complete, applicants will need to submit a Final Project Closeout Report.

Project Evaluation Criteria

The following criteria will be utilized to evaluate all grant proposals.

- 1) **Tourism Promotion**: Does the project meet the basic State and City requirements for tourism promotion? Will it promote a positive image for the City? Will it attract visitors, build new audiences, and encourage tourist expansion? Will it increase awareness of the City's amenities, history, facilities, and natural environment?
- 2) **Attraction of Visitors**: What are the projected direct and indirect dollar expenditures by visitors? What is the estimated number of visits and/or overnight stays generated? Who will attend the event? How many visitors will the event serve?
- 3) **Evidence of Partnerships**: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?
- 4) **Management Capability**: How have you demonstrated an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production? What are the administrative credentials of paid or volunteer staff or individuals?
- 5) **Degree of Match**: Is the financial need reflected in a realistic budget? What is the percentage of matching resources? Note: at least 50% of the total amount requested is required as a match. The degree of match (as demonstrated through other sources of cash, donations, and in-kind contributions of materials, staff, and volunteer time) is one measure of a project's potential success.
- 6) **Evaluation**: In the scope of work, did you provide a method of evaluating the proposed project upon completion? All grant recipients must make a concerted effort to determine the effectiveness of the project for which they receive grant funding. In the final report, grantees are to assess the number of visitors brought to the Bothell area, how much community support was shown for the project, and how any project partnerships added to the effectiveness of the project. Therefore, a good project application will contain details as to how the grantee intends to evaluate project success, i.e. how the grantee intends to measure number of visitors and to assess community support.
- 7) **Application**: Is the application clear, accurate, complete, and neat?

***Grant Evaluation Considerations That Will Be
Used By The Lodging Tax Advisory Committee***

Below are the considerations which the Lodging Tax Advisory Committee members have determined will guide them in assessing which grant applications have most merit. These are intended to complement the Project Evaluation Criteria.

- 1) **Project Beneficiaries**
 - a) How will this project increase daytime visitor trade in Bothell?
 - b) Will this project bring out-of-town visitors to Bothell for hotel stays?
 - c) Will the project promote or benefit a single business versus tourism throughout the City?

- 2) **Project Funding**
 - a) Is this request for seed money or is it a project that is expecting long-term, ongoing funding?
 - b) What are the other funding sources and matches?

- 3) **Project Implementation**
 - a) What is the experience and expertise for implementation?
 - b) Are there clear measurables to show how goals are achieved?
 - c) Who are the project partners?

- 4) **Project Quality**
 - a) Does this event or project appeal to the committee?
 - b) Is the concept original? Does it reflect potential or is it innovative?
 - c) Does it fit in or complement the big picture of tourism development?

Grant Application Workshop
May 8, 2007 Meeting

To: Terrie Battuello

From: Sally Henderson

Re: Lodging Tax Grant Application Workshop –
Questions raised re grant applications

Below are answers pertaining to the questions raised at yesterday's workshop provided by Terrie Battuello, Assistant to the City Manager, who oversees tourism activities. Distributed May 9, 2007, to those who attended the workshop. Copies of this addendum also added to grant application on the City of Bothell website and to copies of the application available at the front desk at City Hall.

Questions attendees asked:

- (1) Is there a certain allocation that must be made to various topics, i.e. history, the arts, etc.?

Sue Kienast recalls that the original lodging tax planning committee specified these allocation requirements. Pat Pierce recalled that this was discussed with (possibly ratified by) City Council in June or May of 1999. Did the AG and/or State Auditor policies negate this?

No. The LTAC under Ted's administration established a "practice" that guided that LTAC's work (as I understand it). Their framework included a percentage designation as a part of their recommendation. The Council and State have no such requirement for a jurisdiction of our size and means.

- (2) If insurance is required, can it be mentioned in the application?

Some applicants may need to figure the insurance expense when they consider applying. Pat Pierce feels it should be mentioned in the application because pre-

planning is needed. (Summits of Bothell event is required to have insurance; per Michael Weight, the Art Gala last year did not require insurance nor do the current grants to the Northshore Performing Arts Center and Country Village.)

Insurance is only required when there is a high level of risk associated, as in a community event or parade –which we do not have authority to fund at this time due to State law and Council approval of this spending plan. Therefore, any grant funded under this round would be for advertising/marketing and no insurance would be required. In response to the specific issues raised here (i.e. Summits of Bothell, Art Gala) there would be potential risk if we were holding the event or providing right-of-way or parks space. If someone were injured on their bike or ate something at the vendor booth, City liability could attach and therefore we'd require some measure of event insurance that would be negotiated in the contract. The NPAC (presumably) and Country Village grants were for advertising, so no insurance was required.

- (3) Must the applicant be located in Bothell?
Must the event take place in Bothell?
Jennifer Bravo of Snohomish Tourism Bureau asked this.

There is nothing preventing such an application. Any group, organization, business or individual may apply. The criteria for review of applications should have been discussed at this meeting. The applicant must impact Council-approved performance measures for Bothell hotels (i.e. heads on beds, weekend occupancy, etc.) with in their 2007 application.

- (4) Clarification on match required? This is the 50% of the grant request amount, not the total project cost, right?
This requirement is a matter of policy. It is not a state requirement. The grant rules should explain. I'd have to review them and source implementing documents to be certain what they mean. If it is unclear, I think we should determine what past practice has been and where it was

authorized. If there was no official authorizing action, we'd need to discuss how to proceed. Can you provide a copy of the application and guidelines?

One might like to see the project's entire funding to assure that, if the grant was given, the project would indeed come to fruition. For example, one grant last year had a budget of many thousand dollars with no identified source for the additional needed revenues. If the City gave the grant, could we be certain they'd be successful raising the funds? The City risks having resources uninvested or wasted. This appears to be more of screening criteria than a requirement, however.

Perhaps the match was assurance that the applicant was somehow joined in the risk. I don't know the intent behind it and need to do further evaluation.

There was a bit of confusing wording—in one place the application referred to grant request, in another it referred to total project amount -- so Lori Cadwell asked. We decided the example in the application already shows that it is 50% of the grant request amount, not total project amount. So this is just FYI.

- (5) Instead of asking the grant recipient organization to provide an invoice, can a form be provided to grant recipients so that they can “invoice” the city using the form and then providing invoice back-ups?

Pat Pierce felt that some grant recipients found the invoicing process confusing and this form would help.

Invoicing is a common and accepted practice, but I can see how it might be somewhat intimidating to a group unprepared to handle this. The invoicing requirements are established in state law to protect the public interest as government spends their hard-earned tax dollars. Also, keep in mind, all transactions are subject to scrutiny of the State Auditor's annual audit (and they never miss an opportunity to review this fund).

We could prepare a guideline to what is required and be certain to address it in the contract. Standard templates are available in Word and other common software programs, and I'm sure that we can help any grant recipient manage this aspect.

- (6) Is a credit line and/or logo required to be used on materials that are purchased via a grant utilizing hotel motel tax funds?

We explained to Sue Kienast that this is already part of the requirement. Both Sue Kienast and Leeann Tesorieri feel this is information that should be included in the application form.

That is constructive input that we can implement in the next round, and provide to any applicant submitting this year in the form of a letter.

Please consistently use the "lodging tax" terminology.

Those present:

Allison Dempsey Hall
Andrea Perry
Jennifer Bravo
Karen Hansen
Leeann Tesorieri
Lori Cadwell
Pat Pierce
Sharon Kay Ricketts
Sue Kienast
Warren Beach

Other topics:

1. We discussed that no matter whether the new tourism usage legislation is signed by Governor Gregoire or not, there will be no change in this year's tourism activities.

As a point of clarification, the new legislation provides the City greater local flexibility in the use of Lodging Tax dollars. There is no requirement

that the city use these funds for the additional purposes described in the revised law, should it be approved by the Governor.

The 2007 spending plan, which includes these 2008 grant funds, was approved by the city LTAV and Council in 2006. Funds have already been committed, and in many cases spent per the approved plan.

We plan to bring any legislative update to the LTAC and the City Council when we revisit our 2008 strategy and spending plan this summer to see if they want to make any changes in course at that time.

If there are citizens/groups interested in providing input to the LTAC on how this new legislation should impact our spending plan and strategy in 2008, please have them send their input to the Committee via the City for distribution. We may announce additional opportunities for input at a later date if there is interest in the community, and could update the LTAC position paper based on this debate.

2. Andrea Perry explained that the City Council will probably discuss new usage that may apply to future tourism planning.

If they do, staff would request that the LTAC have the opportunity to update their position paper based on new information and public input.

Note, funding needs for the Northshore Performing Arts Center is not being handled administratively by the city as a tourism issue. A very small percentage of their client base comes from outside the area. So that, based on our current performance measures issues, the issue is not a tourism-related concern. This doesn't mean that we aren't trying to come up with a solution.

3. Warren Beach mentioned his personal desire to see greater involvement with Snohomish Tourism Bureau (he is chair-elect of the Tourism Bureau Board).

We have met with the Bureau and, although impressed with their program, were disappointed in their representation of Bothell. We have made several suggestions on how the City might partner with them to improve our positioning. So far their response has been less than we'd hoped for on the smallest issues. We've established some goals to work with them over the next year. Incidentally, it's important to note that City businesses do contribute to the County-share of lodging taxes in both King and Snohomish Counties. These funds help pay for the Bureau program. King County funds also are under state mandate to provide certain revenues to the arts. This is why King County has provided funding to the Northshore Performing Arts Center.

If you have any other questions related to policy or the law, please contact me at: terrie.battuello@ci.bothell.wa.us or 425-489-3387. Thanks for your attendance at this event, our first workshop. We felt it was very worthwhile for us and we hope for you, and we look forward to your submittals.