



City of Liberty Lake 2011 Tourism Promotion Funding Application Guidelines

2011 funding requests are now being accepted by the City of Liberty Lake. Tourism Promotion Funding applications may be returned to Michelle Griffin, 22710 E. Country Vista Drive, Liberty Lake, WA 99019 by 4:00 P.M. on September 3, 2010.

What is Hotel-Motel Tax (Lodging Tax)?

Funding for this program comes from the City of Liberty Lake Tourism Fund, which receives hotel/motel taxes from lodging establishments inside the city limits. The City collects a 2% tax on the sale or charge made for the furnishing of lodging within the City of Liberty Lake.

State Law Defining the Use of Hotel-Motel Tax

This funding may be available to applicants if funding requests will be used for tourism marketing and promotion activities or operation of tourism-related facilities. Detailed information about the use of tourism funds is from the Revised Code of Washington (RCW), Chapter 67.28.

Important Terms Relating to RCW 67.28

Tourism: Economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotion: 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.

Tourism-related facility: Real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2011 funding program is open to for-profit and non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below:

- Increase hotel occupancy in Liberty Lake by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promotes the area's existing attractions.
- Attracts more businesses to Liberty Lake and thereby generates additional business for hotels and motels.

How will requested funds be used for tourism promotion, marketing special events, acquisition of tourism-related facilities or operation of tourism-related facilities?

Estimated percentage of total attendance for event or facility by (list separately) (1) tourists; (2) people who traveled more than 50 miles; or (3) people who stayed overnight:

- 1. Tourists _____%
- 2. Traveled _____%
- 3. Overnight _____% Estimated total room nights generated _____

Describe methodology used to determine these figures.

Required documentation that must be submitted with Funding Application	"X" if enclosed
Proposed budget for project or organization (whichever is most applicable)	
Verification of profit status	
Financial statements	