

**CITY OF KENNEWICK
EVENT PROMOTION POLICY & PROCEDURE**

PURPOSE:

The purpose of this policy is to establish guidelines for the distribution of hotel/motel tax to applicants for event promotion.

POLICY:

It is the policy of the City of Kennewick to promote tourism in our City through the support of events that attract tourists for the purpose of business, pleasure, recreation, education, arts, heritage, or culture.

PROCEDURE:

Applicants requesting a distribution of hotel/motel tax for event promotion shall complete an *Event Promotion Request* form providing information about their organization and the proposed event. Staff will prepare a Council agenda packet for review and approval on the consent agenda. The maximum recommended disbursement will be \$1,500 per event subject to Council approval and should not exceed more than 10% of the event budget. The Mayor will sign the *Event Promotion Request* form in approval and the Recreation Department will process a payment request and give the applicant instructions for follow-up reporting to the City using the *Event Report* form.

The *Event Promotion Request* form shall provide specific information about the event and an explanation of how funds will be used in compliance with the State guidelines. Requests must be made 45 days in advance of the event. An event budget should accompany the request. The request should identify the estimated number of out-of-town visitors the event will attract to the City of Kennewick. Evidence of blocks of rooms reserved for the event participants in Kennewick hotels and motels must be supplied with the request. Funds requested may be used to advertise and publicize the event; prepare, print and distribute information on the event, registration forms and the like; and marketing of the event to attract visitors as participants or observers. These funds may be used only to support events that occur within the City of Kennewick or Kennewick and another community if these conditions apply.

DISCUSSION:

The Event Promotion Policy & Procedure is intended to comply with State statutes governing the use of hotel/motel tax for tourism promotion.

APPLICATION:

The Event Promotion Policy & Procedure applies to all distributions of hotel/motel tax for event promotion and to all applicants for the use of such funds.

Robert M. Kelly, City Manager

Effective Date: ~~3/01/99~~ 4/26/99 (*updated 11/22/99*)