



**City of Chehalis  
Lodging Tax Application for Funding Year 2021**

**Lodging Tax Committee Members**

- Terry Harris, Chehalis City Council (Chair)  
 Alicia Bull, Centralia-Chehalis Chamber of Commerce  
 Rick Burchett, Chehalis-Centralia Railroad & Museum  
 Todd Chaput, Holiday Inn Express & Suites  
 Chip Duncan, Veterans Memorial Museum  
 Gloria Choi, Econo Lodge  
 Jena Sorenson, Riverside Golf Club

**Submit nine (9) copies by:**  
 Friday, September 18, 2020 **(No exceptions)**

**To:** Chehalis Lodging Tax Advisory Committee  
 Chehalis City Hall  
 350 N Market Blvd. Room 101  
 Chehalis, WA 98532

**Questions:** City Manager's Office  
 360-345-1042 ext. 203

Applications are accepted from non-profit organizations or government entities.

**TOURISM PROMOTION:** Activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists - RCW 67.28.080(6).

**USE OF FUNDS:** RCW 67.28.1816(1) provides that lodging tax revenues may be used, directly by any municipality or destination marketing organization for:

- Tourism marketing;
- The marketing and operations of special events and festivals designed to attract tourists;
- Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- Supporting the operations **(but not capital expenditures)** of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

**REQUIRED DOCUMENTS CHECKLIST**

***Documents must be labeled by number and submitted in order.***

1. Organization's total budget (specify current or next year)
2. Current annual filing with IRS (Form 990, 990-EZ, or 990-N)
3. Balance Sheet **OR** Statement of Assets, Liabilities, and Fund Balance ending Dec. 2019 **AND** July 2020.
4. Income statement **OR** Profit and Loss Statement ending Dec. 2019 **AND** July 2020.
5. Bank statements ending Dec. 2019 and July 2020 **(must balance with financial statements)**
6. Statement signed by the President and Treasurer that the documents presented are true and correct to the best of their knowledge and belief

Organization	
Contact Person   Title	
Mailing Address	
Phone   E-mail	
Organization is:	<input type="checkbox"/> <i>Non-Profit</i> <input type="checkbox"/> <i>Government Agency</i>
Federal Tax ID #	
State UBI #	

**Certification:** The applicant hereby certifies and affirms that it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap, and further certifies and affirms that it will abide by all relevant local, state, and federal laws and regulations.

Certified by: \_\_\_\_\_

(Signature)

Title: \_\_\_\_\_

Print or type name: \_\_\_\_\_

Date: \_\_\_\_\_

**Project Summary** – Describe activity, project, or event. What is the time frame for the activity, project, or event?

**Benefit to City** – How does this request directly benefit the promotion of Chehalis and its local tourist-oriented attractions, museums, motels, and businesses? (e.g. contributions to local tax revenues; local attraction/business collaboration)

**Marketing and Promotion** – The primary target audience for marketing/promotion must be tourists living outside of Lewis County. Describe how you intend to market and promote the activity/project/event outside of Lewis County.

**Business Plan** – Does the organization have a long-term business plan?  Yes  No Explain the organization's goals/objectives/methods (e.g. Goal – provide tourism events; Objective – hold one "ABC" event; Method – sign up an additional 15 exhibitors for a total of 123 exhibitors)

**Accountability & Reporting Standards** – Explain the organization’s accountability and reporting standards.

**Attendee Estimates** – RCW 67.28.1816(2)(a) requires applicants to provide estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip, including the method used to determine the estimates. The following information is required:

**1. Overall attendance:** \_\_\_\_\_

Methodology:    \_\_\_\_\_ Direct Count            \_\_\_\_\_ Indirect Count            \_\_\_\_\_ Representative Survey  
                         \_\_\_\_\_ Informal Survey            \_\_\_\_\_ Structured Estimate            \_\_\_\_\_ Other (Explain)

**2. Attendees traveling 50 miles or more:** \_\_\_\_\_

Methodology:    \_\_\_\_\_ Direct Count            \_\_\_\_\_ Indirect Count            \_\_\_\_\_ Representative Survey  
                         \_\_\_\_\_ Informal Survey            \_\_\_\_\_ Structured Estimate            \_\_\_\_\_ Other (Explain)

**3. Of the total attendees traveling 50 miles or more in #2, how many traveled from another state or country:** \_\_\_\_\_

Methodology:    \_\_\_\_\_ Direct Count            \_\_\_\_\_ Indirect Count            \_\_\_\_\_ Representative Survey  
                         \_\_\_\_\_ Informal Survey            \_\_\_\_\_ Structured Estimate            \_\_\_\_\_ Other (Explain)

**4. Attendees who stayed overnight in:**

**a. Paid accommodations:** \_\_\_\_\_

Methodology:    \_\_\_\_\_ Direct Count            \_\_\_\_\_ Indirect Count            \_\_\_\_\_ Representative Survey  
                         \_\_\_\_\_ Informal Survey            \_\_\_\_\_ Structured Estimate            \_\_\_\_\_ Other (Explain)

**b. Unpaid accommodations:** \_\_\_\_\_

Methodology:    \_\_\_\_\_ Direct Count            \_\_\_\_\_ Indirect Count            \_\_\_\_\_ Representative Survey  
                         \_\_\_\_\_ Informal Survey            \_\_\_\_\_ Structured Estimate            \_\_\_\_\_ Other (Explain)

**5. Paid lodging nights:** \_\_\_\_\_

Methodology:    \_\_\_\_\_ Direct Count            \_\_\_\_\_ Indirect Count            \_\_\_\_\_ Representative Survey  
                         \_\_\_\_\_ Informal Survey            \_\_\_\_\_ Structured Estimate            \_\_\_\_\_ Other (Explain)

**PLEASE KEEP THIS INFORMATION ON ONE PAGE**

<b>INCOME – List all sources, amounts, and status of funding from which you anticipate or are requesting for this proposal.</b>		
Source	Confirmed (Yes /No)	Amount
City of Chehalis Lodging Tax	No	\$
		\$
		\$
		\$
		\$
		\$
<b>TOTAL (Must match total expenses)</b>		<b>\$</b>

<b>EXPENSES – Based on full funding, list total anticipated expenses.</b>			
Item	Chehalis Funds	Other Funds	Total
Marketing & Promotion	\$	\$	\$
Operations (e.g., rent, utilities, janitorial, supplies, copies)	\$	\$	\$
Personnel (e.g., salaries, benefits, etc.)	\$	\$	\$
Contract Services	\$	\$	\$
Capital Projects ( <i>Applies only to municipalities/public facility districts</i> )	\$	\$	\$
Other (Explain)	\$	\$	\$
<b>TOTAL (* Must match total income)</b>	<b>\$</b>	<b>\$</b>	<b>( *) \$</b>

What percentage of your **total project cost** does your request for Chehalis lodging tax funds represent? \_\_\_\_\_%

**PARTIAL FUNDING** – Partial funding may be recommended by the LTAC. Can the activity/project/event operate with reduced funding?  Yes  No

If yes, priority 2 funding amount is \$ \_\_\_\_\_. Explain how reduced funding will impact the activity/project/event.