CITY OF SEQUIM

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TOURISM ENHANCEMENT GRANT GUIDELINES

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Applications and Forms:

- Tourism Enhancement Grant Application
- Bill Submission Form
- Recap Form

Objective:

The City of Sequim receives funding from state Lodging Tax revenues generated within the city limits of Sequim and bears an obligation to promote and enhance lodging nights in Sequim. The purpose of the Tourism Enhancement Grant ("TEG") fund is to encourage tourism-related projects, events, and activities ("projects") that attract overnight destination guests to Sequim.

Funds Available:

The City of Sequim has Lodging Tax funds available for investment in tourism-related projects, for each calendar year. In order to maximize the effectiveness of the TEG program, grants will typically be between $1000 and $5000 per grantee.

Appropriate Uses of Funds:

The Washington State Legislature sets the Lodging Tax rules. Lodging Tax funds must be used **solely** for tourism promotion, support, and operations of special events, for the acquisition or maintenance of tourism-related facilities owned by the municipality, and for operations of tourism-related facilities owned or operated by an approved non-profit organization. To meet reporting requirements mandated by

state law, any applicant who requests funding from Lodging Tax revenues must submit a Tourism Enhancement Grant application to the City's Lodging Tax Advisory Committee (LTAC). All follow-up paperwork must be submitted to the City of Sequim Communications and Marketing Director. This is true even if the applicant has a contract with the City to support their project.

Application Guidelines:

- Tourism Enhancement Grant applications will be reviewed quarterly until all funding is spent.
- Applications must be submitted for consideration by the 15th day of the month prior to a scheduled LTAC review meeting, usually the first Monday of March, June, August, and December. *Note – the August meeting is scheduled to accommodate the City Budget Calendar.
- Applicants will be notified if their attendance is required at the LTAC meeting where their application will be reviewed.
- Applicants should be aware that the full requested amount may not be funded.
- Applicant must use the City's Tourism Enhancement Grant Application Coversheet form, which is available on our website in fillable or printable versions. Printout applications must be completed by typewriter or legible handwriting.
- If applicant is requesting funding for a special event, proof of liability insurance including policy endorsements naming the City of Sequim as an additional insured will be required as part of the Special Event Permit application. **Grant funds will be withdrawn if insurance coverage is not obtained by the deadline set by the City.**
- Applications must be submitted prior to the special event occurrence or production or printing of materials.

Evaluation Criteria:

The Lodging Tax Advisory Committee will select grant recipients by considering, among other points, the following criteria:

- Completed TEG Application
- Appropriate use of funds
- Goal to attract overnight destination guests to Sequim and the Sequim-Dungeness Valley
- Projects marketed off the North Olympic Peninsula and to local communities will be considered
    - PRIORITY may be given to projects attracting overnight destination guests with marketing off the North Olympic Peninsula
- Projects of any type of media promotion will be considered
    - PRIORITY may be given to projects using print materials, ads, and website promotion.
- Projects occurring any time of the year will be considered
    - PRIORITY may be given to projects occurring September 1 through June 30
- Projects must take place in the Sequim-Dungeness Valley
    - PRIORITY may be given to projects taking place in the City of Sequim
- Projects of any length of time will be considered

    - PRIORITY may be given to projects lasting two or more days
- Projects must conclude by the end of the first week in December of the Grant Year

Selection Process:

- Applications will be screened for eligibility by the City's Communications and Marketing Director. Incomplete applications will be referred back to the applicant for further work and will not be forwarded to the Lodging Tax Advisory Committee until they are complete.
- The Lodging Tax Advisory Committee will review all applications submitted to them by the Communications and Marketing Director.
- The Lodging Tax Advisory Committee will make recommendations on funding to the Sequim City Council, which will have final approval.
- Lodging Tax Advisory Committee decisions on funding will be made every quarter until the funding is spent.

Conditions of Funding Disbursement:

- All changes to an approved grant's itemized list of expenditures must be submitted to the City's Communications and Marketing Director for pre-approval to be eligible for disbursement of funds. Changes within the Tourism Enhancement Grant Guidelines can be approved by the Communications and Marketing Director. Changes outside the Guidelines must be approved by the Lodging Tax Advisory Committee.
- No more than 25% of the funded amount of the advertising budget may be used for advertising in Clallam and Jefferson counties.
- All print materials or print ads larger than 4x6 inches to be funded in part or in full by a Tourism Enhancement Grant must contain one of the camera-ready logos provided by the City of Sequim to be eligible for disbursement of funds. Contact Barbara Hanna for logo requirements at bhanna@sequimwa.gov or (360) 681-3422.
- All websites to be funded in part or in full by a Tourism Enhancement Grant must contain one of the web-ready logos displayed either on a lodging page or in a prominent location, and must link to the Sequim Tourism website www.visitsunnysequim.com to be eligible for disbursement of funds. Contact Barbara Hanna for logo requirements at bhanna@sequimwa.gov or (360) 681-3422.

Requests for Final or Partial Payment Must Include:

- A completed Bill Submission Form requesting reimbursement, including required documentation for type of promotion, signed by the project director.
- Itemized invoices or receipts that contain the name of the vendor or supplier (generic receipts from a receipt book are not acceptable). A canceled check paid to the vendor/supplier or the signature and title of the person receiving payment must accompany the invoice or receipt.
- Grant funds will be disbursed upon receipt of satisfactory documentation.

- Projects must be completed by the end of the first week of December in the Grant Year, and full documentation submitted for payment no later than December 31 of the Grant Year, unless this requirement is specifically waived in writing by the Lodging Tax Advisory Committee. No funds will be disbursed after December 31 of the Grant Year.
- Grantees must notify the Lodging Tax Advisory Committee in writing if the project for which funding has been approved will not be completed. Failure to report the withdrawal of an approved project may affect the grantee's application for funds in a future year.

RECAP:

A Recap Form needs to be completed and turned in within 45 calendar days following completion of the project. The Recap must include:

- Brief overview of revenues and expenses
- Description of how the project increased overnight stays by completing the Tourism Enhancement Grant Attendance Follow-Up form. The form will ask:
    - Number of attendees
    - Number of attendees who traveled 50+ miles
    - Number of attendees from out of state and out of the country
    - Number of attendees who stayed in paid overnight lodging
    - Number of attendees who did not pay for overnight lodging
    - Number of paid lodging nights
    - Method used to determine these numbers
- Comments on grant process and feedback on how the Lodging Tax Advisory Committee can help with tourism-related projects, events or activities in the future.

The Lodging Tax Advisory Committee reserves the right to call for full repayment of all grant funds from any grantee who does not fully comply with the terms and conditions of a Tourism Enhancement Grant.