



## WHATCOM COUNTY APPLICATION FOR 2024 LODGING TAX TOURISM PROMOTION GRANT APPLICATION DEADLINE: AUGUST 25, 2023 AT 4:30PM

Applications will not be accepted after 4:30 pm on Friday, August 25, 2023. Only PDF applications will be accepted via email. Email to Tawni Helms at [thelms@co.whatcom.wa.us](mailto:thelms@co.whatcom.wa.us)

### APPLICATION SUMMARY

Project Title: Click here to enter text.

Contact Name/Title: Click here to enter text.

Organization Name: Click here to enter text.

Street Address: Click here to enter text.

Event Dates (if applicable) Click here to enter text.

City: Click here to enter text.

State: Click here to enter text.

Zip: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

Applicant Status:  Non-Profit\*  Public Agency  For-Profit\*\*

*\*Non-Profits, provide copy of 501 (c) (3), (4) or (6) letter*

*\*\*For-Profits, provide copy of current/valid Business License and IRS Employee Tax I.D. number*

Amount Requested: \$Click here to enter text.

Total Project Budget: \$Click here to enter text.

PLEASE PROVIDE INFORMATION FOR CONTRACT SIGNATORY AND TITLE **ONLY** IF DIFFERENT FROM ABOVE:

Name/Title: Click here to enter text.

Street Address: Click here to enter text.

City: Click here to enter text.

State: Click here to enter text.

Zip: Click here to enter text.

Phone: Click here to enter text.

Email: Click here to enter text.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_



## APPLICATION CHECKLIST

- Cover Letter or Cover Page (*Optional, 1 page*)
- Application Summary (*Required, 1 page*)
- Narrative Proposal (*Required, Responses to 1-6*)
- Attachments (*Attachments are not included in page limits provided above*)
  - Detailed budget outlining proposed use of Lodging Tax Tourism Grant funds and matching funds associated with your request. Up to 25% of your award may be used for operational expenses. Eligible operational expenses are limited to venue rentals (i.e. conference rooms), equipment **rentals** i.e. traffic cones and signs, table, chairs, etc.), and/or purchase of goods/supplies with prior approval by the County. Payroll, alcohol and equipment expenses are not allowed. Specifics will be identified upon the drafting of a contract.
  - A budget showing **ALL** expenses and revenues for the entire project or event (*not just those items associated with the grant request*).
  - Applicants who have received tourism grants from Whatcom County in the past three years: Submit a one-page summary detailing the previous history of your marketing efforts attracting visitors from outside Whatcom County and producing overnight stays.
  - Marketing & Media Plan.
  - Non-profits: A copy of 501(c) (3), (4) or (6) letter
  - For-profits: A copy of current/valid Business License and IRS Employee Tax I.D. number
  - Hotel Collaboration Form(s)
  - Bellingham Whatcom County Tourism Form



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## SECTION 1. PROJECT DESCRIPTION, ECONOMIC RECOVERY PROGRESS AND BUDGET (10 PTS)

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Briefly describe your proposal and how it assists in bringing visitors to Whatcom County.

Explain how your proposal (event/project) will help to encourage post COVID economic recovery. By 2023, we hope events and programs will be able to proceed as they did prior to COVID-19, but that continues to be difficult to predict. Your organization will be required to adhere to all applicable safety procedures that are in effect.

Explain how lodging tax funding is critical to the success of the event/project. If you do not obtain funding, will you still proceed? Is your proposal a one-time request or will it need on-going public funding support?

Please be **specific** in the narrative and/or in the attached budget about how and where Lodging Tax grant funds will be spent meeting the definition of a tourist, as defined in the RCW 67.28.080, including the types of advertising and promotional materials, the vendors utilized, the locations/venues where the advertising will be displayed, as well as any matching funds.

Please **attach** a detailed budget outlining the proposed use of Lodging Tax grant funds and matching funds (**including any other grant funding**) associated with your request.

Up to 25% of your award may be used for operational expenses, such as venue rentals, and/or purchase of goods. Specifics will be identified upon the drafting of a contract.

Please **attach** another budget showing revenues (**including all grant funding requests**) and expenses for the **entire project or event** (not just those items associated with this grant request).

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## SECTION 2 - COMMUNITY ECONOMIC IMPACT (10 PTS)

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Please describe the expected economic benefit to the tourism sector and to the general community by explaining: your target market and how and where you will reach your market, total estimated number of attendees/beneficiaries, estimated number of tourist attendees, and estimated number of room night stays generated at commercial hotel/motel lodging establishments. Describe any expected changes in outcomes due to COVID-19.

For non-events (i.e. product development), identify the target market, provide a detailed description of how your product is needed and how it will provide a benefit to the visitor and to tourism industry – be specific.



Applicants who have received tourism grants from Whatcom County in the past three years: **Attach** a one-page summary outlining previous history in attracting tourists to Whatcom County and generating overnight stays resulting in your marketing efforts.

Describe any methods your organization will undertake that will accurately document and demonstrate accomplishment of your goals, including how surveys will be administered or calculations made.

Please **attach** your Marketing & Media Plan.

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### **SECTION 3. BUILDS WHATCOM COUNTY AS A TOURIST DESTINATION – (15 PTS)**

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Applicants are encouraged to convince the reviewers that your proposal helps to promote Whatcom County as a tourist destination and helps our region recover from the impacts to the tourism economy due to the pandemic. Describe how your project impacts the community's standing in terms of advancing Whatcom County's role as an outdoor recreation destination hosting unique events such as the historic Ski to Sea Race and film, art and music festivals. As well as building awareness of the area's history or natural amenities.

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### **SECTION 4. INNOVATIVE – (5 PTS)**

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Briefly describe how your proposal is unique and innovative. Is this a new idea, a new location, new partners, fresh ideas, or new strategies? Why should this event be funded?

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### **SECTION 5. HOTEL PARTNER(S) – (5 PTS)**

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Please indicate a minimum of one hotel in which you have developed a room block or rate special. Include the name of the hotel and contact person. **Attach** form signed by the hotelier explaining the terms. If working with more than one hotel please provide a separate form for each.

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### **SECTION 6. COLLABORATION – (5 PTS)**

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Describe how your proposal leverages existing resources of Bellingham Whatcom Tourism, or coordinates with other scheduled community events, facilities, organizations, community promotion and marketing efforts in order to leverage local resources and minimize duplication. **Attach** confirmation form signed by the Bellingham Whatcom County Tourism of your meeting.

## **SAMPLE BUDGET FOR ALL GRANT APPLICANTS**

**(Submit this along with a complete project budget)**



## BUDGET SHEET

Please detail the costs you intend to pay for out of this grant in the table below.

**Project Name:** \_\_\_\_\_

BUDGET ITEMS - For grant-funded items only	TOTAL EST. COST	TOURISM PROMOTION GRANT PORTION
1. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
2. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
3. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
4. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
5. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
6. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
7. Click here to enter text.	\$Choose an item.	\$Click here to enter text.
8. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
9. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
10. Click here to enter text.	\$Click here to enter text.	\$Click here to enter text.
The final 10% of funds will be withheld until the submissions of the Final Report		
<b>TOTAL</b>	\$Click here to enter text.	\$Click here to enter text.



## 2024 Tourism Grant Whatcom County Based

### Hotel Collaboration Information

Hotel Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Brief Description of Collaboration Plan Developed (i.e. room blocks, discounts, etc.):

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\_\_\_\_\_  
Hotel Contact Signature

\_\_\_\_\_  
Date



**2024 Tourism Grant Whatcom County Based  
Marketing Meeting with Bellingham Whatcom County Tourism (BWCT)**

**Grant Applicant:** \_\_\_\_\_

**Date of Meeting with BWCT:** \_\_\_\_\_

**BWCT Contact Email:** \_\_\_\_\_

**Brief Description of Marketing Discussion/Partnership Plan:**

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**BWCT Contact Signature**

\_\_\_\_\_  
**Date**