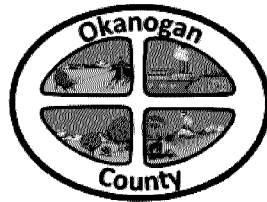


Application Instructions for:
**2021 Okanogan County Lodging Tax & Tourism
Promotion Funds**



FINAL DATE FOR SUBMISSION:

Friday, September 4, 2020 5:00 p.m.

RETURN TO:
Okanogan County Commissioners' Office
ATTN: Lanie Johns
123 5th Avenue, Room 150
Okanogan, WA 98840
(509) 422-7100

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Lodging Tax Advisory Committee **2020 Membership**

Steve Devin – Collector	Open Position – At Large Dist. #2
Don Linnertz – Receiver	Open Position– Collector Dist. #1 & #3
Arnie Marchand – Receiver	Lanie Johns - Secretary
Rachelle Haven – At Large	
Andy Hover, Chairman – Elected Official	

If you have any questions regarding the application, workshops and/or funding process please contact Lanie Johns at 509-422-7100 or ljohns@co.Okanogan.wa.us

Before submitting your application, be sure to:

- Check math, spelling and formatting.
- Include Standard Required Documents.
- Include all required financial information.

When you submit your application, be sure to:

- Submit one complete, signed original application for each separate type of funding (Event & Year-Round Promotion, VIC Operations, or Capital Improvements). Application must be legible and signed or it will be returned.
- Print and save LTAC calendar for your records.

INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

What are "Lodging Tax Funds?"

- Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel or staying in an RV park within the unincorporated areas of the county.

How can those funds be used?

- Washington State law (RCW 67.28.1815) requires that funds be expended "...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities..."

Tourism promotion is defined as

"...activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing or otherwise distributing information for 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.

Who can apply for funds?

- Any **non-profit organization** or **municipally owned VIC** that will use the funds for the purposes of promoting tourism in Okanogan County with the goal of increasing the number of overnight stays at lodging facilities.

Who decides which applications get funded?

- All applications are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Board of County Commissioners (BOCC), who approve or disapprove the recommendation.

How do I apply?

- Applications for Lodging Tax funds can be requested by email to Lanie Johns at ljohns@co.okanogan.wa.us or picked-up in the Okanogan County Commissioners' Reception Office, 123 5th Avenue, Okanogan, WA 98840.
- LTAC Fill-in Applications can be found at www.okanogancounty.org and will be submitted by email. The Fill-in application is not available for 2021 application!
- Applications must be received / returned to the Okanogan County Commissioners' Reception office and are due by close of business on Friday, September 4, 2020. *Postmark will NOT be accepted.*

What is the timeline for Lodging Tax funds?

July 23 rd & 30 th	Application workshops*
Sept. 4th, 5:00 PM	Applications due
Sept. 11th, 10:00 AM	LTAC Meeting & Required Presentations
Sept. 30 th	Recommendations to BOCC
Mid-November	Award announcements made
Late December	Contracts issued for 2021 Awards
January 29 th , 5:00PM	Signed contracts due.

Who can I talk to if I have questions?

If you have any questions about completing the application or about the LTAC program or funding process, please call Lanie Johns at 509-422-7100 or email at ljohns@co.Okanogan.wa.us.

◀Application Workshop and Review Information▶

Application workshops are highly recommended for all applicants. Two workshops are offered to assist applicants in completing their applications. Okanogan County staff will provide an overview of the application and the application process. They will also be available to answer questions. Please come prepared with your application and instruction packets and any questions that you may have. Applicants can choose from one of the two following sessions:

Workshop 1: 1:30-4 PM Thursday, July 23

Workshop 2: 1:30-4 PM Thursday, July 30

In addition to the workshops, staff will review your draft application for completeness and provide you with feedback if additional information will be required for an acceptable application. This review is optional but recommended. Draft applications for review can be emailed to ljohns@co.okanogan.wa.us.

Workshops will be held in the Commissioners' Hearing Room, 123 5th Avenue, Okanogan, WA 98840

GENERAL CONDITIONS OF APPLICATION

Applications will be screened as follows:

- Late applications will not be accepted.
- Use only the 2021 application form. Do not alter the form except to fill it out.
- Applications must be complete; all applicable questions must be answered and applicable information must be included.

- Applications must be legible.
- Do not re-arrange the order of the questions in the application. Do not delete a question.
- Do not attach any materials unless specifically requested.
- All required financial information must be complete and must balance.
- Applications must be signed or digitally signed by a person authorized to bind the organization to a contract.
- Applicants must submit one original, signed or digitally signed application. No additional copies are required.

IMPORTANT INFORMATION TO NOTE

1. Insurance is NO longer an eligible cost.
2. A capital-facility project requires a proportional degree of municipality or public facilities district ownership in the facility or its permanent fixtures and contents.
3. Take-aways are NOT considered eligible expenditures by the Okanogan County LTAC.
4. If your organization is offered an LTAC award amount based on the information in this application, a contract with Okanogan County is necessary. The LTAC contracts will be sent out in late December and will have a deadline to be returned by January 31, 2021.

REQUIRED FINANCIAL INFORMATION

All applicants must attach their most current business financial statement which is to include balance sheet, income statement and the organization's annual operating budget.

INSURANCE REQUIREMENTS IF FUNDED*

*The Okanogan County LTACs insurance requirement will be based upon the type of activity hosted by each applicant based on the Risk Level Limits and

Categories / Classifications. A Matrix is provided below. This insurance requirement is based upon the level of risk involved with individual applicant activity or events; not the amount of money that is awarded.

A Certificate of Insurance listing Okanogan County as additionally insured and including these minimum requirements will be required for all recipients whose event qualifies as Average, Above Average or High Risk (if funded) according to the Risk Level Limits and Categories / Classifications Matrix provided here:

Insurance Risk Level Limits and Categories/Classifications Matrix

Risk Level	Type of Event	Insurance Required
Low	- No alcohol/food - Low risk for injury/property damage	Not required
Average	- Event with food and/or alcohol with event host providing/serving.	<i>LESSEE:</i> General Liability Per Occurrence \$1,000,000 General Aggregate \$2,000,000 AND: Liquor Liability Endorsement Per Occurrence \$1,000,000 General Aggregate \$2,000,000
Above Average	- Event with food and/or alcohol with Vendor providing/serving.	<i>LESSEE:</i> General Liability Per Occurrence \$1,000,000 General Aggregate \$2,000,000 <i>VENDORS: Serving Alcohol</i> Liquor Liability Endorsement Per Occurrence \$1,000,000 General Aggregate \$2,000,000 AND: <i>VENDORS: Serving Food and/or Alcohol</i> General Liability Per Occurrence \$1,000,000 General Aggregate \$2,000,000
High	- Very high risk of bodily harm/property damage	<i>LESSEE:</i> General Liability Per Occurrence \$1,000,000 General Aggregate \$2,000,000 OR: General Liability Per Occurrence \$2,000,000 General Aggregate \$4,000,000

1. Okanogan County shall be named as an additional insured on all required policies except automobile insurance and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Okanogan County. The Contractor shall provide a certificate of insurance to be approved by the County Risk Manager prior to contract execution.
2. Okanogan County shall have no obligation to report occurrences unless a claim is filed with the Okanogan County Auditor; nor shall Okanogan County have an obligation to pay premiums.
3. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished Okanogan County prior to the date of cancellation, change or nonrenewal, such notice to be sent to the Okanogan County Risk Manager, 123 5th Avenue, Room 150, Okanogan, WA 98840.
4. It is further provided that no liability shall attach to the County by reason of entering into a contract with the County, except as expressly provided within the terms and conditions of that contract.

STANDARD REQUIRED DOCUMENTS

Okanogan County is requiring all organizations to submit Standard Required Documents (SRD's). These documents are important to obtain a better understanding of the organization, systems and personnel of a potential recipient. **Even if the applicant organization has submitted the SRD's with prior funding year applications, the organization must submit current documents to ensure Okanogan County has updated information.**

SRD's include:

- **Articles of Incorporation / By-laws**

Articles of incorporation and or by-laws help us establish who has the authority to bind the organization by contract.

- **Non-profit Determination**

Non-profit organizations must submit tax-exemption determination letters from the Federal Internal Revenue Service or the Secretary of State of Washington.

- **List of current Board of Directors**

A list of the current Board of Directors or other governing body of the organization must include the name, phone number, address, and must identify the principal officers of the governing body.

- **Authorization to Request Funds**

Documentation must be submitted of the governing body's authorization to submit the funding request. Documentation of this requirement consists of a copy of the minutes of the meeting in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (name of individual) to submit a Lodging Tax funding request through Okanogan County" or "(Name of the individual) has the governing body's authorization to make funding requests for (name of the agency)."

- **Designation of Authorized Official**

In addition to the Articles of Incorporation and/or by laws, documentation of the governing body's authorization for the representative of the organization to contractually bind the agency is also needed, and consists of a signed letter from the Chairperson of the governing body providing the name, title, address and telephone number for each authorized individual.

- **Budget**

Copies of your organization's previous two years' of expenditure and revenue budgets.

LTAC Scoring Sheet for Events/Activities Year Round

	Key	Criteria	Explanation	Application Question	Possible
1	Does this activity bring tourists to the area (Pillar) or provide an additional activity for tourists that are already here (Supporting Cluster)?	Pillars are activities, events & attractions that are intrinsically strong enough to attract a large number of people. Supporting Clusters are additional experiences, events and places to visit while visitor is here.	Does this activity by itself bring tourists to the area (pillar) ? Does this activity provide an additional activity for tourists that are already here (Supporting Cluster) ?	1	15
2	History and impact of event/activity	Record of past success and return on investment?	Track record of the event/activity. What has been the return on investment? (is the event consistent with the following: Has the event grown, does it show that it is worth investment of county funds?)	2	5
4	Shoulder season event/activity	When does this event/activity occur?	Does this event/activity occur during a shoulder season? Time other than the busy tourism season? (Optional Example: Off-season for area -8-10pts; regular season - 5-7pts. Peak season- 1-4pts)	3	10
3	Number of unincorporated beds in the area (ROI)	Since this fund is supported by unincorporated lodging facilities taxes, how are they promoting the use of facilities located out of the city limits?	How many beds are located in unincorporated county region that benefits from the event/activity? (optional example: Methow Valley-14pts, Highlands-7pts, Okanogan Heartland-3pts, Columbia River-3pts)	3a	15

5	Duration of event/activity	How long does this event/activity last?	Is the event/activity for 1 day, 2days, week, etc. which would provide more opportunities for visitors? (Optional Example: Duration of event: 6 to 12mo. - 8 to 10pts.; 2 to 5 months- 6 to 7pts.; one week- 5pts.; one to two weekends -1-4pts)	3b	10
6	Where is the organization promoting its event/activity	Is the organization promoting the event/activity to residents outside of the county?	Who is the target market? Are they focusing on non-resident travel into the county?	4	10
7	Does it promote lodging in the unincorporated lodging facilities	Do a majority of the outside residents stay in facilities in the unincorporated areas of the county (outside the city)	Since this fund is supported by unincorporated lodging facilities taxes, how are they promoting the use of facilities located out of the city limits?	5 & 7	15
8	Will this event/activity stimulate future tourism growth	What is the potential for growth of event/activity?	If the event is successful, does it have the funds/volunteers/support to grow or is it a one-time event/activity.	6	10
9	Does this event/activity receive other 2% (lodging tax monies) from other municipalities	Do municipalities in the event/activity local area financially support the event/activity?	Indicates if the city/town regards event/activity as a benefit to their area. Score should reflect amount of contribution in relation to total amount budgeted for event.	Pre - Score Questions	10
				TOTAL	100

LTAC Scoring Sheet for VIC Operations

	Key	Criteria	Explanation	Application Question	Possible	Score
1	Hours of Operation	How many hours is the center open and are they hours that a visitor would be coming to the center?	Each Visitor Center need to be evaluated for the number of hour's open, as well as convenience for the traveler to catch the visitor center open for help. Ie: Is it open year round, only seasonally, and during normal travel hours?	1	15	
2	Months of the year it is open	How many months of the year is the center open?	Is the VIC open during the off season as well as peak season, and does it make sense for them to open in the off season or are there other options close by?	1	10	
3	Web Page Available	Does the VIC or Partnership Organization have a web page?	Does the VIC have a web site available for inquiries? This allows visitors to gain additional information when the center is closed, as well as provide information for the visitor when they are planning their trip	2	15	
4	Useable information after hours	Does the VIC have information available to visitors when it is closed?	Does the VIC make its center work for itself when it is closed? Does it have maps, info, etc, available when the center is not actually staffed or open?	3	15	

5	Promotion of Entire County	Does the VIC have information available to promote the entire county?	What is the focus of the information available for the visitor center? Does it provide information and promote the travel within the entire county? Does their website link to OCTC's website? <u>Meeting with OCTC for ideas / support?</u>	3 & 7 & 8	15	
6	Visitor Statistics	How do they judge success and return on investment?	Are they tracking activity to gauge success? Did they submit visitor statistics to LTAC? Mail requests, walk-ins, Phone calls received, internet site hits or visits, and number of visitor packets sent out?	4	15	
7	Overnight Stays	What are they doing to increase overnight stays?		5	15	
				TOTAL	100	

LTAC Scoring Sheet for Capital Improvements

	Key	Criteria	Explanation	Application Question	Possible	Score
2	Promotes Tourism / increases Economic Activity			3	20	
4	Feasibility Analysis and Business Plan Complete			7	20	
5	Stakeholder Support			8	20	
6	Project Readiness			9	20	
7	Applicant's Matching Funds			Budget	20	
				TOTAL	100	