

NOTICE OF FUNDING AVAILABILITY



2021 Grays Harbor Tourism Grant Information and Application for “Festival & Event” Funding Assistance

Please Note:

- 1) Applications for this grant category include festivals, events and planned activities that are scheduled for specific date(s) and have the potential to: bring visitors or attendees from outside a 50 mile radius; and/or generate overnight stays within Grays Harbor County.**
- 2) Funding Requests for Special Projects and Tourism Hospitality Services (including Visitor Information Centers) must be done on a different application.**

Final date for application submission is Friday, October 23rd, 2020 at 5:00 p.m. Applications must be received or post-marked by this date. Faxed or e-mailed applications will not be accepted.

APPLICATIONS MUST BE COMPLETE. THEY MUST INCLUDE AN ESTABLISHED AND CURRENT STATE/FEDERAL NON-PROFIT, TAX EXEMPT, OR GOVERNMENT AGENCY TAX ID NUMBER. THE TAX ID NUMBER LISTED MUST BE THAT OF THE OFFICIAL APPLICANT OR THE LISTED PARTNER APPLICANT. THE SIGNATURE ON THE APPLICATION MUST BE THAT OF AN OFFICIAL REPRESENTATIVE OF THE ORGANIZATION WHOSE TAX ID NUMBER IS BEING USED. NO EXCEPTIONS.

MAKE SURE TO ANSWER EACH QUESTION. IF THE QUESTION DOES NOT APPLY TO YOUR EVENT, SERVICE OR PROJECT, PLEASE SIMPLY ANSWER “N/A”. IF QUESTIONS ARE LEFT BLANK THE LTAC WILL HAVE THE DISCRETION TO DETERMINE THE APPLICATION TO BE INCOMPLETE.

SUBMIT APPLICATIONS TO:

***Grays Harbor Tourism
PO Box 1229
Elma, WA 98541
Phone: (800) 621-9625***

How Grants Are Funded and Governing State Law:

Under State law (RCW 67.28) Grays Harbor County receives funds from taxes imposed on lodging facilities. These funds can be retained; utilized directly by the County for Tourism related marketing, promotions and operations; or, under certain guidelines, allocated to projects and activities established by an eligible entity, under State law. Tourism promotion is defined in the RCW as "...activities 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; operating tourism related facilities; and funding marketing of special events and festivals designed to attract tourists."

RCW 67.28.1815 Revenue--Special fund--Uses for tourism promotion and tourism facility acquisition and operation. All revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities. Municipalities may, under chapter 39.34 RCW, agree to the utilization of revenue from taxes imposed under this chapter for the purposes of funding a multi-jurisdictional tourism-related facility.

Grays Harbor Tourism Funding Criteria:

The evaluation criteria used by the Grays Harbor Lodging Tax Advisory Committee in this grant program is based on State statutes, recommendations of the State Auditor's Office and prioritizations established by the Grays Harbor LTAC and Board of County Commissioners to protect the long term stability of the Tourism Fund, while best promoting Grays Harbor's tourism assets and growing the tourism industry in our community. Festival and Event Grant Applications will be accepted from qualifying, tax exempt, non-profit entities organizing tourism based activities within Grays Harbor County, **except those festivals and events within municipalities that are allowed, by law, to collect and manage 3% lodging tax revenues generated within their own corporate limits.** It is preferred that grant funding be awarded to help promote festivals and events from October thru May, during shoulder and off-seasons to generate overnight stays (heads in beds) and increase tourism activity within Grays Harbor County. However, this does not exclude new or existing festivals and events that take place during peak season. Priority consideration may be given to shoulder and off season events.

Eligible applicant entities within Grays Harbor County:

- 1) Qualifying Tax Exempt/Non-Profit entities, when related to **festivals and events.**
- 2) Established non-profit 501(c)3 & (c)6 organizations, when related to tourism related **facility support and operations.**
- 3) City, County or other Government Agencies (excluding those who collect their own 3% Lodging Taxes.)
- 4) Tourism Related Facilities and Operations of Grays Harbor County.

**Note: To be eligible the applicant must have an established and current State/Federal Tax Exempt or Non-Profit Tax ID Number.*

Eligible Expenditures:

- 1) Multi-media (newspaper, magazine, television, and radio).
- 2) Design and print of posters, flyers, brochures, and banners.
- 3) Other event specific promotional materials.
- 4) Internet advertising.

- 5) Those elements specific to the event that are viewed as an attractant to potential tourists.
 - a. Example: entertainment, educational speakers.
- 6) Those elements specific to an event deemed necessary to support the infrastructure and/or operation of the activity and accommodate the public health and safety needs of potential tourists.
- 7) Permanent signage related to tourism draws and/or assets that are deemed to generate or support future tourism activity. (**Note: permanent signage should be applied for with a Hospitality Services and Projects Grant Application.**)
- 8) Salaries, wages and benefits specific to the project or service(s) specified within the grant request, only as allowed by applicable statutes and RCW's that govern the use of Lodging Tax funds. (If you intend on including such costs within your grant application, please contact Grays Harbor Tourism staff to insure that your intended use of such funds will qualify.)

Ineligible Expenditures for Grant Program:

- 1) Administrative costs. Capital and general organizational operating costs not directly related to the event.
- 2) Items for resale.
- 3) Newspaper, Television and radio advertising that **cannot** be proven to reach significant and relevant markets outside of 50 miles from the festival/event location.

All eligible applications are reviewed by the Grays Harbor County Lodging Tax Advisory Committee (LTAC). The LTAC is charged with providing recommendations to the Grays Harbor County Commissioners. Applicants will be informed by Grays Harbor Tourism staff about the status and decision regarding their requests.

There will be a maximum amount of up to \$100,000.00 available, in the combined Festival and Event and Tourism Hospitality Projects grant category, upon Board of County Commissioner approval of the funding, within the annual County budget process. Applicants may request up to that amount, but may be offered an award less than the amount requested. Preference may be given to events that have secured matching funds from other donors/organizations. Preference may also be given to events funded three years or less by this grant program. However, there will not be an automatic, reduced cap as to the funding amount for events applying in their fourth year or beyond. The maximum grant allocation for this category is \$5,000.00.

Examples of grant project decision making criteria include but are not limited to:

- Complete application that includes a current State or Federal Non-Profit, Exempt, or Government Agency Tax ID Number.
- Applications received by deadline.
- Draws visitors from outside Grays Harbor County for overnight stays and other commerce.
- Draws visitors from a distance of greater than 50 miles from the event, service or project location.
- Detailed breakdown of effective advertising and marketing campaign.
- Leverages other funding sources.
- Service or project must be covered by insurance.
- Overall economic and socially redeeming benefit to the community.
- Provides measurable outcome performance indicators.



2021 GRAYS HARBOR TOURISM FESTIVAL AND EVENT GRANT APPLICATION FORM

NOTE: This is not the correct application for Tourism Hospitality Services or Special Marketing Projects.

NAME OF FESTIVAL OR EVENT:

PHYSICAL LOCATION OF FESTIVAL OR EVENT:

DATE(S) OF FESTIVAL OR EVENT:

GRANT AMOUNT APPLYING FOR:

\$

IF YOUR APPLICATION IS NOT FUNDED FOR THE ENTIRE AMOUNT REQUESTED ABOVE, WOULD YOU WANT TO BE CONSIDERED FOR FUNDING OF A LESSER AMOUNT?

_____ YES _____ NO

NAME OF QUALIFYING TAX EXEMPT OR NON-PROFIT APPLICANT

ORGANIZATION:

NAME OF QUALIFYING APPLICANT REPRESENTATIVE:

NAME OF PARTNERING ORGANIZATION(S), IF ANY:

NAME OF EVENT OPERATION CONTACT PERSON: _____

MAILING ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

EMAIL: _____

PHONE: _____

***STATE AND/OR FEDERAL NON-PROFIT ENTITY, TAX EXEMPT ENTITY, OR GOVERNMENT AGENCY TAX ID NUMBER: _____**

NOTE: The Tax ID Number listed above must belong to the Applicant Organization or an active Project Partner named above. The signer of the application and grant agreement must be an official representative of the organization the Tax ID Number belongs to).

***Would a representative from your organization be interested in scheduling a five minute presentation regarding your project with the LTAC? (This is not necessary. It does not give your application any advantage, other than allowing the LTAC to learn more about the project and ask questions.)**

YES _____ NO, THANK YOU _____

FINAL DATE FOR APPLICATION SUBMISSION IS FRIDAY, OCTOBER 23rd, 2020, BY 5:00 P.M. ALL APPLICATIONS MUST BE RECEIVED OR POST-MARKED BY THIS DEADLINE. FAXED OR EMAILED APPLICATIONS WILL NOT BE ACCEPTED.

APPLICATIONS MUST BE COMPLETE AND MUST INCLUDE AN ESTABLISHED, CURRENT, STATE AND/OR FEDERAL TAX EXEMPT OR NON-PROFIT TAX ID NUMBER. NO EXCEPTIONS. MAKE SURE TO ANSWER ALL QUESTIONS. IF A QUESTION DOESN'T APPLY TO YOUR PROJECT PLEASE ANSWER "N/A".

**RETURN TO:
Grays Harbor Tourism
PO Box 1229, Elma, WA 98541
Phone: (800) 621-9625**

FESTIVAL/EVENT APPLICATION FORM

(You may use additional pages to provide information for each question.)

- 1) Was this festival/event funded in 2020 with a Grays Harbor Tourism Grant Award?

_____ YES _____ NO

If the answer is "YES", what amount was awarded in 2020? _____

Please list all past years this festival/event has been awarded funding through the Grays Harbor Tourism Grant Program, and the amount(s) received:

- 2) Is this festival/event insured? _____ YES _____ NO

Please list the name of the Insurance Policy Provider and Policy Number.

- 3) **Festival/Event Description** - Please provide a detailed description of the proposed festival/event. Include information on the people and area of Grays Harbor County that the project will serve, or impact.

- 4) **Benefits** - Describe how the festival/event will enhance tourism in Grays Harbor County. Please be sure to quantify the estimated number of visitors and overnight stays that will be generated specifically by this activity, as well as any other commercial, economic and social benefits that will be realized by the community. Also, please estimate the total number of, and/or percentage of, festival/event attendees that will come from a distance of greater than 50 miles. (Do not include direct event revenue, such as ticket or merchandise sales. Such information will be asked for in question #6.)

5) **Organization Financial Statement** - Please provide a financial statement or general operating budget for your parent organization (This is **not** the specific budget for the festival/event.)

6) **Specific Event Budget** – Please provide a detailed, budget proposal for this festival/event, listing all expenditures and projected revenues that will be realized by your organization.

7) **Event Budget History** – Please provide an actual, detailed, overall budget for this festival/event from the most recent year it took place, listing all expenses and revenues. If this is the first year of this festival/event, please answer “N/A”. **DO NOT LEAVE BLANK.**

8) **Use of Grant Funding** - Please list, specifically, the items within your proposed budget that Grays Harbor Tourism funding assistance is intended to be used for. Include specific items and the cost of each.

9) **Other Funding Sources** – Please list all other funding sources for this festival/event. Also, please tell us what efforts have been made to obtain funding assistance from other sources.

10) **Collaboration** – Please provide information about any other organizations or agencies involved or partnering in this festival/event. Describe their level of involvement. You may attach up to three letters of support from these organizations or agencies.

11) **Coordination and Scheduling** - Please describe how the seasonal timing, dates and/or scheduling of this festival/event have been coordinated with other tourism events and services within the area.

12) **Project Evaluation** – Please describe how the festival/event will be evaluated to determine if the projected benefits are realized and whether or not it was a success. Be sure to list evaluation criteria that will be used. (How will an increase in tourism and overnight stays be determined? How will an increase in the sale of goods and services as a result of the festival/event be measured? What other short or long term economic and social benefits will occur as a result of the activity?) How will it be determined if it is feasible to continue to offer the festival/event in years to come?

APPLICATION CERTIFICATION FORM

"I hereby certify that I, (name of person completing application) _____ represent (organization name) _____ and have the authority to speak for and bind this Organization to contract with my signature. I also certify that the information supplied in this application is true and correct and that I have read and understand the procedures, policies, and guidelines that govern this grant program. Further, I acknowledge that any variance to the procedures and guidelines governing this program may result in non-reimbursement of any or all expenditures related to this grant.

Name (Print): _____

Signature: _____

Title & Organization: _____ Date: _____

IMPORTANT!!!

If your festival/event is funded with a Grays Harbor Tourism grant, you must include the Grays Harbor Tourism logo in all advertising. Further, Grays Harbor Tourism must be listed in advertisements and print materials (where possible) as a sponsor. The logo must appear in a size that is noticeable and proportionate in relation to the ad layout. As of July of 2019, Grays Harbor Tourism has a new logo. If you need this logo, please call 800-621-9625 and we will email you a copy, or provide one on a CD or thumb drive.

Also, if this grant application is approved, Grays Harbor County agrees to reimburse for expenses described within the application based on compliance with all policies and guidelines set forth in this program, as well as those established by State statutes and County auditing/accounting principles. Any expenses deemed by Grays Harbor Tourism to not be allowed, by either the policies of this grant program, statutes governing the use of Lodging Tax Funds, or because they are not consistent with expenses presented within the grant application process, will be denied. Applicants receiving preliminary funding approval by the LTAC must successfully pass a criminal history background check and a credit report, prior to an official offer of funding, and an agreement for such, can be presented. By signing this application, at your own will, you are acknowledging that you fully consent to, and authorize Grays Harbor County to complete both the criminal history background check and credit report for you; your current business; project partners and any former business entities you have been associated with.

Further, as required by State statutes, a full post-event report, detailing the total, approximated number of persons attending the event must be submitted. The report also includes, but is not limited to the approximated number of overnight stays that were generated by the attendees of the festival/event; the approximated number of day travelers attending the event; the estimated number of persons traveling over 50 miles to attend the event; and the projected number of future, overnight stays and visitors from a distance of greater than 50 miles that were generated by the festival/event. The report must be received by Grays Harbor Tourism, within 30 days of the completion of the festival/event. Award recipients who do not submit the report within this timeframe, and/or do not comply with the agreement governing such grant awards, WILL NOT BE ELIGIBLE FOR FUNDING FOR THE FOLLOWING YEAR'S GRANT CYCLE.

Authorized Signature/Approval

Date

**LTAC decisions in regard to the awarding of grant funding for the 2021 cycle will be confirmed, prior to the third week of December 2020. Notifications will be sent out prior to the end of December, 2020.*

NOTICE OF INSURANCE REQUIREMENTS TO ALL GRANT RECIPIENTS

A Certificate of Insurance listing **GRAYS HARBOR COUNTY** as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- a. The recipient shall carry General Liability insurance, Comprehensive Automobile Liability Insurance and such other coverage as may be appropriate. The recipient shall complete a Certificate of Insurance, which is to be made part of this Agreement. Such liability coverage must not be less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

Where automobiles or vehicles are used in conjunction with the performance of this Agreement, the recipient and its contractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.

- b. GRAYS HARBOR COUNTY must be named as an additional insured in respect to this agreement. Such insurance as carried by the recipient is primary.
- c. In the event of non-renewal, cancellation or material change in the coverage provided, thirty (30) days written notice must be furnished to the County prior to the date of non-renewal, cancellation or change.
- d. GRAYS HARBOR COUNTY has no obligation to report occurrences unless the claim is filed with the County Risk Manager and GRAYS HARBOR COUNTY has no obligations to pay premiums.
- e. The recipient's insurance policies must contain "cross liability" endorsement substantially as follows: Inclusion of more than one insured under this policy shall not affect the rights of any insured in respect to any claim, suit or judgment made or brought by or for any other insured or by or for any employee of any other insured. The policy shall protect each insured in the same manner as though a separate policy had been issued to each, except that nothing herein shall operate to increase the company's liability beyond the amounts for which the company would have been liable had only insured been named.