

City of Ephrata Tourism Grant Funding 2012 APPLICATION

Completed applications must be received at Ephrata City Hall by 4:30 PM December 1, 2012.

City of Ephrata, 121 Alder St. SW, Ephrata, WA 98823

Philosophy

Tourism tax dollars generated by a community should be spent and utilized within the community in which they were generated. Money invested in tourism promotion should synergistically and exponentially benefit the community at large. The City of Ephrata Tourism commission will recommend the City Council support those non-profit agencies or organizations that show a demonstrated need and ability to promote tourism within Ephrata.

Agencies receiving funds must use the money strictly for tourism promotion as defined by RCW 67.28.

RCW67.28 Tourism Promotions - ...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; and funding marketing of special events and festivals designed to attract tourists

OR

In 2007, the legislature approved the use of the funds for festival and special event operations. However, “Municipalities that use this funding for marketing and operations of special events and festivals and to support the operations and capital expenditures of tourism-related facilities owned by nonprofit organizations described under 501 (c) (3) and 501 (c) (6) of the internal revenue code of 1986 must *submit an annual economic impact report to the Department of Community, Trade, and Economic Development (CTED) beginning January 1, 2008*. This report, at a minimum, must include: (a) The total revenue received under this chapter; (b) the list of festivals, special events, or nonprofit 501 (c) (3) or 501 (c) (6) organizations that received funds under this chapter; (c) the amount of revenue expended on each festival, special event, or tourism-related facility owned by a nonprofit 501 (c) (3) or 501 (c) (6) organization; (d) the estimated number of tourists, persons traveling over fifty miles to the destination, persons remaining at the destination overnight, and lodging stays generated per festival, special event, or tourism-related facility owned by a nonprofit 501 (c) (3) or 501 (c) (6) organization; (e) an estimated increase in sales and use tax revenues attributable to the special event, festival, or tourism-related facility owned by a nonprofit 501 (c) (3) or 501 (c) (6) organization; (f) any other measurements the local government finds that demonstrate the impact of the increased tourism attributable to the festival, special event, or tourism-related facility owned by a nonprofit 501 (c) (3) or 501 (c) (6) organization.”

As such, any organization that utilizes funding for operational expenses of any type or for a purpose other than tourism promotion as defined in RCW 67.28 will be required to indicate such on their application and to supply the City with the above-mentioned information in their final report (items 20 – 23 of the REQUIREMENTS FOR AWARDED APPLICANTS on page 4). In order to complete this report accurately, any group requesting funds for operational expenses of festivals or special events, or for any purpose other than tourism promotion as defined in RCW 67.28, must provide preliminary information with their application as well as data gathering methods used to answer questions 20 - 23.

The commission will fund projects as they best see fit. Emphasis will be given to those events that operate on multiple dates/days. Applicants must be a non-profit organization with a Tax Id # EIN. Please note that all funds must be spent by the end of the funding period, December 15, 2011. Final reports are due no later than December 23, 2012. NO EXCEPTIONS.

Applicants may be asked to do a 5-10 minute presentation to the committee demonstrating their need and how the project will benefit the community.

Successful applicants will be notified in March.

APPLICATION PROCESS

Proposals will be limited to 5 pages plus the cover sheet. As you write your proposal include the following information:

Fill in the one-page cover sheet with the following information (attached):

1. Organization Name
2. Organization Mission
3. Head of Organization
4. Mailing Address
5. Phone Number
6. Fax Number
7. E-mail address
8. Tax ID # EIN
9. Name of Project
10. Requested Amount

A summary of the proposed project including:

11. What exactly is your proposed project? Please list all activities in a detailed timeline/agenda.
12. Indicate the organization's experience doing these types of activities.
13. What organizations or individuals will be helping you to carry out this project?
14. What are the projects Goals and Objectives (how will you meet your goals)?
15. What demographic(s) will you target in your marketing and how?

16. What geographic area will you target with your marketing effort?
17. How many people or organizations will your project benefit?
18. List at least 3 references that we can contact who are knowledgeable about your organization and any positive connections you have with the community you intend to serve.
19. A sample budget outlining resources needed and how money will be spent. Please acknowledge any other sources of funding.
20. Complete the marketing timeline sheet attached.

FOR THOSE SEEKING FUNDS FOR FESTIVAL OR SPECIAL EVENT OPERATIONS
COMPLETE THE FOLLOWING AS WELL:

How will you collect data to measure your answers for questions 20, 21, 22 and 23 of the REQUIREMENTS FOR AWARDED APPLICANTS as listed on page 4? Please include the current, accurate data you hope to measure, i.e. average vacancy rates at local hotels/motels, retail food/beverage sales amount or number of transactions, etc.

REQUIREMENTS FOR AWARDED APPLICANTS

Funds from this grant program are reimbursed. THE CITY WILL MAKE NO REIMBURSEMENTS FOR ANY EXPENSES until a final report is approved by the appropriate City Staff. Awarded entities must submit *detailed receipts indicating payment(s) have been made in full prior to receiving any reimbursements*. There can be no prepayments. A final report must be submitted in order to be eligible for future funding as well. Please note that all funds must be spent by the end of the funding period, December 15, 2011. Final reports are due no later than December 23, 2011. NO EXCEPTIONS. A tear sheet for all advertising should accompany the final report. The final report will include the following items:

The one-page cover sheet with the following information (page 5):

1. Organization Name
2. Organization Mission
3. Head of Organization
4. Mailing Address
5. Phone Number
6. Fax Number
7. E-mail address
8. Tax ID # EIN
9. Name of Project
10. Requested Amount

A summary of the proposed project including:

11. A list of all activities during your event.
12. Indicate unexpected experiences/issues producing this event.
13. What organization(s) or individual(s) helped you to carry out this project?
14. Did you meet your goals and complete your objectives?
15. What demographic(s) did you target in your marketing and how?
16. What geographic area(s) did you target with your marketing effort?
17. How many people or organizations benefited from your project?
18. A budget outlining resources and how money was spent. Please acknowledge any other sources of funding. (profit/loss?)
19. Using your marketing outline from your application, indicate the actual media utilized, distribution center or actual distribution and dates.
20. The estimated number of tourists, persons traveling over fifty miles to the destination

(Items 20, 21 and 22 are for awards utilized for anything other than tourism promotion as defined in RCW 67.28.)

21. The estimated number of people remaining at the destination overnight, and lodging stays generated per festival, special event, or tourism-related facility owned by a nonprofit 501 (c) (3) or 501 (c) (6) organization. (How many people filled how many rooms?)
22. An estimated increase in sales and use tax revenues attributable to the special event, festival, or tourism-related facility owned by a nonprofit 501 (c) (3) or 501 (c) (6) organization.
23. Any other measurements the organization finds that demonstrate the impact of the increased tourism attributable to the festival, special event, or tourism-related facility.

