2026

TOURISM / ECONOMIC DEVELOPMENT

APPLICATION FOR LODGING TAX FUNDING

SUBMITTAL DEADLINE: - <u>June 13, 2025</u>, by 5:00 p.m.

PLEASE SEND (1) COPY TO:

CITY OF ARLINGTON
238 N. OLYMPIC
ARLINGTON, WA 98223
ATTN: Kristin Garcia, FINANCE DIRECTOR

OR

Email to: kgarcia@arlingtonwa.gov

APPLICATION AVAILABILITY AND DEADLINE

The City of Arlington is accepting applications for events and projects that promote economic development and tourism in the City by increasing overnight stays and day visitors.

Who can apply?	Open to any applicant that has a qualifying event or project.
What can this grant fund?	Qualifying events or projects: RCW 67.28.1816 • Tourism marketing/promotion, • Marketing and operations of special events and festivals, • Operations of tourism-related facilities owned or operated by non-profit organizations. • Operations and capital expenditures of tourism related facilities owned by municipalities.
Exclusions:	Salaries/benefits, alcohol, giveaway items, capital items unless city owned.
How much funding is available?	$185,000 is available for grants. **NEW!** Funding recommendations are made by the lodging tax advisory committee and will be awarded based on a variety of factors including but not limited to; total score, completeness of application, attendance, overnight stays, whether the event has other sources of funding, amount of matching funds, meeting city tourism goals and/or supporting new events. A higher score does not guarantee a higher amount will be awarded to any project or event.
How do I apply?	Complete the Tourism/Economic Development application and provide all requested documents listed on the "Application Checklist". Applications are available on the city's website; https://arlingtonwa.gov/201/Tourism-Economic-Development-Grant or can be picked up at City Hall located at 238 N. Olympic Ave. Arlington WA 98223
Where do I submit my application?	You may email completed applications to kgarcia@arlingtonwa.gov, mail or drop off the application to 238 N. Olympic Ave., Arlington WA 98223.
How do I ask questions?	Questions may be directed to Kristin Garcia, Finance Director by emailing kgarcia@arlingtonwa.gov or calling 360-403-3431.
When do I apply?	Applications will be available on or before May 1, 2025.
When is the application due?	Must be received NO later than **5 pm on June 13, 2025.**

APPLICATION REVIEW SCHEDULE

Funding of the program and specific awards are dependent on the recommendations of the City's Lodging Tax Advisory Committee (LTAC). The LTAC will receive all applications and recommend a list of qualified projects and funding levels that will be forwarded to the City Council for final determination. Funds will be awarded considering a variety of factors, including but not solely based on the scoring criteria. All applicants will be notified following the City Council's decision. The review and award schedule are tentatively as follows:

Application Period Open	May 1, 2025
Application Due Date	June 13, 2025, by 5 pm
Applicant Interviews	Will be scheduled if necessary
Council action	July 21, 2025
Contracts mailed to successful applicants	Week of July 28, 2025

LTAC COMMITTEE STRUCTURE

RCW 67.28.1817 outlines the requirements of the lodging tax committee and states that membership must include at least two members who are representatives of businesses required to collect the tax and at least two members who are persons involved in activities authorized to be funded by the tax. The committee shall include a voting member who is an elected official of the city.

APPLICATION REQUIREMENTS

All Applicants:

♦ Completed Application

♦ Two letters of recommendation; each letter should explain the writer's **relationship** to the project and/or sponsor, the writer's **qualifications** for commenting on the project, and the writer's opinion of the **benefits** of the proposed project.

♦ Copy of meeting minutes from the Board of Directors authorizing the submission of this application for Lodging Tax Funds.   This does not apply to government agencies if the project/event is budgeted.

♦ A minimum 25% match (of total project costs) is required to be eligible to receive funding.

♦ Completed W-9.

CITY GRANT GUIDELINES

- All applicants, including municipalities, must follow the same application process.

- Organizations may submit more than one application each year, but there must be a separate application form and budget for each project or event.

- Matching funds of 25% are required; a match higher than 25% or cash matches may be weighted more than those applications with a minimum match.

- Grant requests must include projects or events that are inside City limits.

- **NEW!** Projects or events that have been funded for 3 or more years in a row must show an expansion or enhancement of the project or event or the application may receive a lower score. The expansion or enhancement must be clearly defined and measurable.

- Funds are available on January 1, 2026, and must be spent by December 31, 2026.

- Successful applicants will be required to enter into a personal services agreement with the City to provide reimbursement.

REQUEST FOR REIMBURSEMENT

Funding is provided on a reimbursement basis only; no advance payments will be made. Expenses incurred on or after October 1, 2025, for planning the 2026 project or event are eligible for reimbursement but will not be reimbursed until after January 1, 2026.

Requests for reimbursement, along with supporting documentation, must be mailed or dropped off at:

Attn: Finance Department, 238 N. Olympic Avenue, Arlington, WA 98223. **Projects must be completed by December 31, 2026, and final requests for reimbursement, along with the annual expenditure report, must be received by January 9th, 2027.**

REPORTING REQUIREMENTS

Successful applicants will be required to submit an annual report of lodging tax expenditures used for the project or event. The annual report should describe the actual number of people traveling for business or pleasure on a trip, those traveling more than 50 miles, those from out of State or Country and those paying for overnight lodging. The annual report is attached for your convenience. **The annual report must be submitted to the finance department on or before the applicant's last request for reimbursement, no final reimbursements will be made without completed annual report.**

Application for 2026 Lodging Tax Grant Funding

Name of the Organization: _____

Federal Tax Number: _____   UBI Number: _____

Organization is (please check one): ☐ Non-Profit   ☐ Public Agency   ☐ Other _____

Does your organization have 501 (c) status?   ☐ Yes   ☐ No   ☐ N/A

Project Title: _____

Project Sponsor *(person with legal authority to sign contract with the City).*

    Name: _____

    Mailing Address: _____

    City: _____, State: _____, Zip: _____

    Phone: _____   Email Address: _____

Has your organization previously received Lodging Tax Funding from the City of Arlington or grants from other organizations? If yes, please provide the following information for the most recent years in which funds were awarded;

YEAR	AWARDED AMOUNT	PROJECT TITLE

NEW! Please list other sources of funding for your event;

☐ Admission Fees   ☐ Sponsorships   ☐ Other _____

Will the project or event go forward if grant funding is not awarded?   ☐ Yes   ☐ No

Amount Requested: $_____   (Cannot exceed 75% of total project)

Match: $_____   (Minimum 25% match required)

Total Project Budget: $_____   (PLEASE VERIFY ALL MATH)

PROJECT BUDGET

Please detail the budget for your project. Remember, the City will not pay personnel costs (wages, benefits, etc.) or other costs listed as exclusions; however, such costs are eligible as a portion of your match. The City can pay a share of costs such as postage, design and layout of printed materials, printing, distribution, and communications.

Please specify whether your various match items will be either cash (C) or in-kind (I/K). If you have both, provide a dollar amount for each type of match. If the match is in kind, please provide a detailed description.

Project Title: _____

Activity Type (Select one)　　　*Event/ Festival*　　　*Marketing*　　　*Facility Operations*　　　*Other*

Start Date: _____　　　　　End Date: _____

Location of Event Project: _____

One Time Event　☐Yes　☐No　If no, please describe the sustainability of future funding for this event;

Item	City (not more than 75% of Project)	Match Minimum 25% required	For Match Indicate C=Cash I=In-Kind		Total line-item cost.
1.	$	$	C I		$
2.	$	$	C I		$
3.	$	$	C I		$
4.	$	$	C I		$
5.	$	$	C I		$
TOTALS	$	$	C I		$
PLEASE VERIFY ALL MATH					

PREDICTED ATTENDANCE & OVERNIGHT STAYS

Predicted Attendance: _____(year)

- Capacity available for venue: _____

- Attendance that will travel 50+ Miles: _____

- Attendance, Out of state, or Out of Country: _____

- Attendance, local – travel less than 50 miles: _____

- Estimated number of overnight stays from this event: _____

Past Attendance – From the same or similar past event: _____(year)

- Capacity available for venue: _____

- Attendance that did travel 50+ Miles: _____

- Attendance, Out of state, or Out of Country: _____

- Attendance, local – travel less than 50 miles: _____

- Estimated number of overnight stays from this event: _____

Include an explanation of how you are measuring attendance from those traveling from 50+ miles away, out of State or County and those that are local attendees. Also include an explanation of how you are measuring overnight stays.

Explain (type or write legibly) any significant variations between predicted attendance and past attendance, if applicable.

SELECTION OF TOURISM GOALS

Successful applicants must also demonstrate that the activity contributes toward the following tourism goals: (Please select the tourism goals applicable to your event or project. Mark as many as apply. In the project description section, include a brief narrative describing how your activity accomplishes one or more of these goals.)

- ☐ Increase hotel occupancy in the City of Arlington by creating overnight stays.

- ☐ Increase overnight stays during the off season.

- ☐ Provide visitor attractions and/or promote the area's existing attractions.

- ☐ Demonstrate city-wide economic benefit.

- ☐ Advertising special events, festivals, meetings or retreats that encourage visitor attendance.

- ☐ Establish, maintain or enhance visitor friendly infrastructure – restrooms, signage, information centers, and facilities.

- ☐ Use existing facilities for events that promote visitor attendance.

- ☐ Developing key community assets such as parks and trails.

- ☐ Creating or continuing partnerships with existing organizations that promote events and visitors.

- ☐ Innovative new activities that promote tourism.

- ☐ Encourages repeat visits.

- ☐ Free community events.

- ☐ Family friendly events.

PROJECT DESCRIPTION

Include a brief narrative describing how your activity accomplishes one or more of the tourism goals selected from the last page.

Check all categories that apply to this application per RCW 67.28.1816:

☐ Tourism marketing/promotion
☐ Marketing and operations of special events and festivals
☐ Operations of tourism-related facilities owned or operated by non-profit organizations
☐ Operations and capital expenditures of tourism related facilities <u>owned by municipalities</u>.
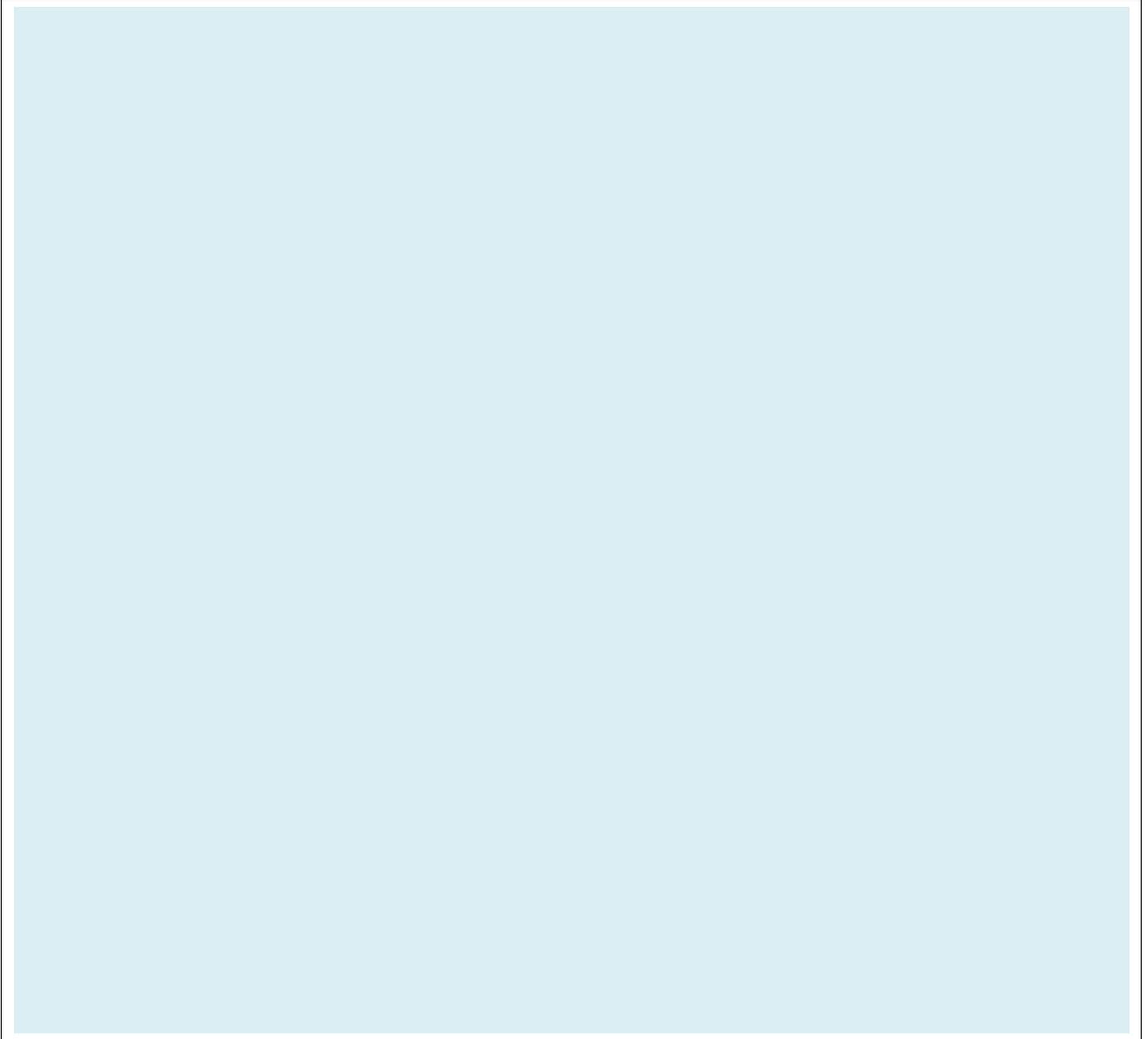
MARKETING PLAN

Provide a brief narrative of your project's marketing plan. Include how your plan will attract visitors from outside the city of Arlington, specifically outside a 50+ mile radius. If your organization plans to use professional marketing services, provide a description of those services and include your proposed marketing plan as an attachment.

NEW! Supplemental Questions:
1. **What hotels have you made contact with to partner with your event?**
2. **Will your promotional materials include hotels within Arlington City limits? Please list which hotels will be included. If they will not be listed in your promotional materials, please explain why.**
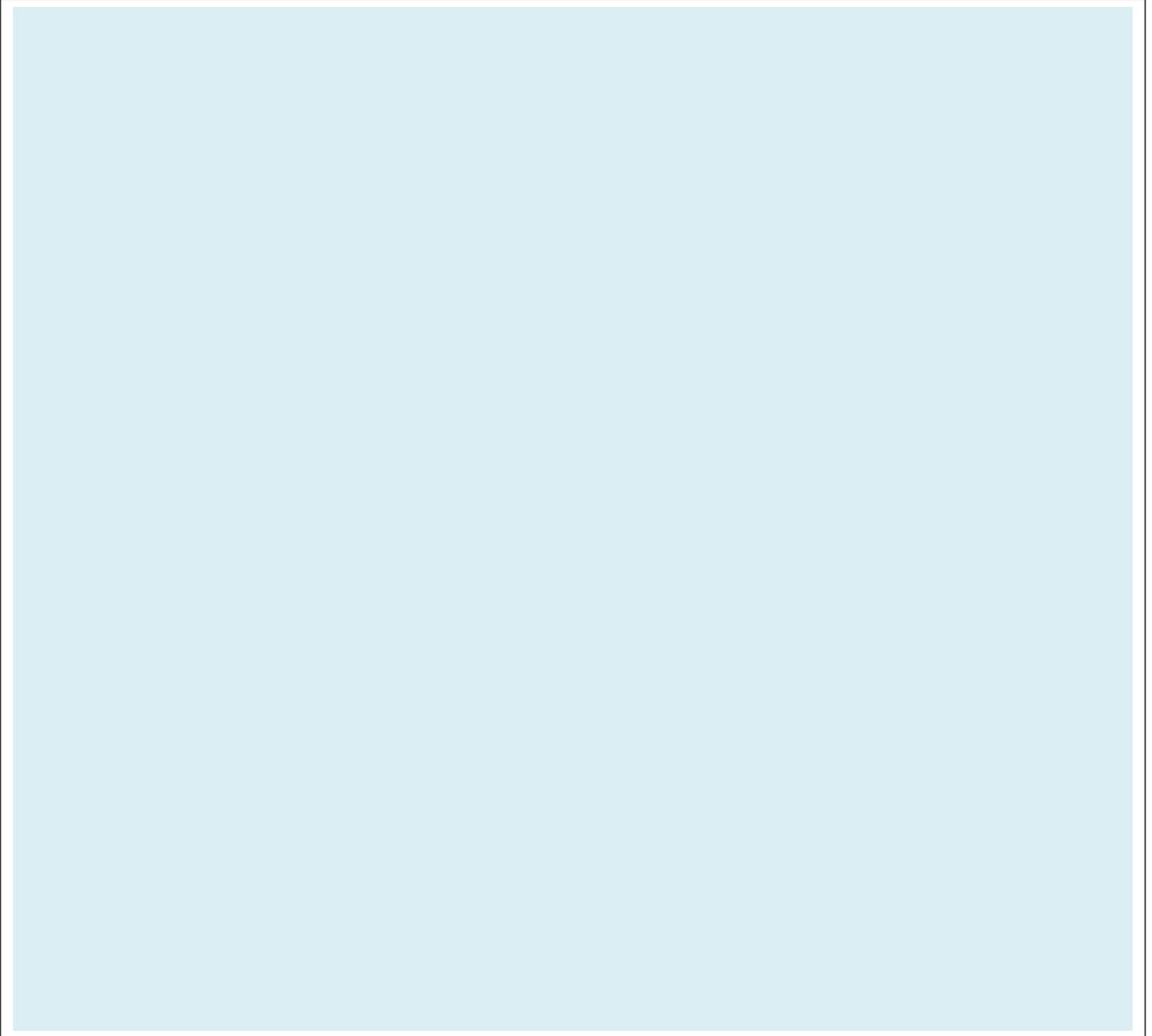
ECONOMIC IMPACT

Quantify the projected overnight stays generated by your project or event and explain the methodology you used to develop them. If your project does not directly generate overnight stays, explain how the project or event brings visitors in from outside the area, increasing the potential for overnight stays. How will your project or event benefit the community?
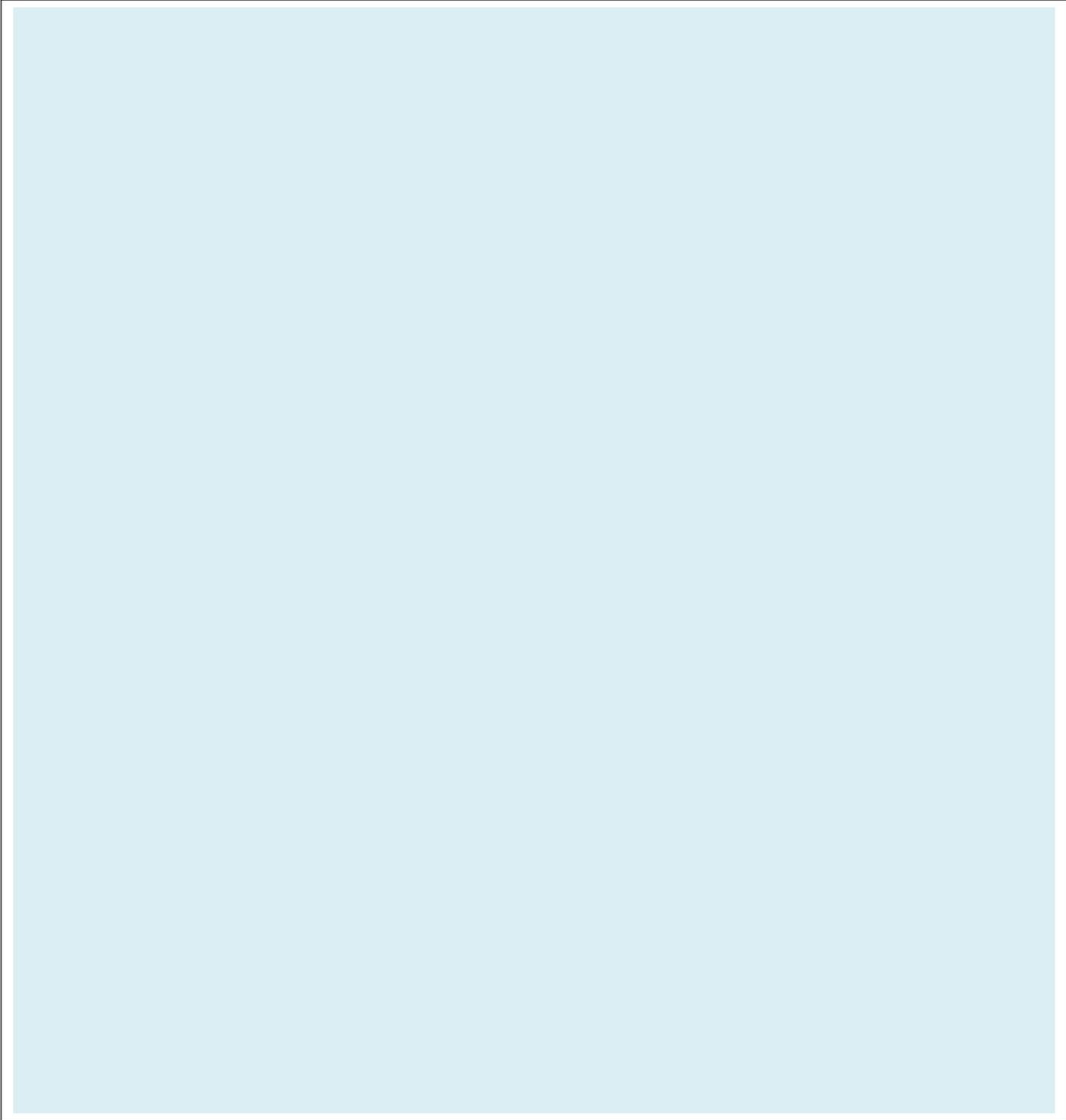
PROJECT TIMELINE

Please use the chart below to break out your project into its major items, showing when each will be accomplished.

MONTH	TASK ITEM
JANUARY	
FEBRUARY	
MARCH	
APRIL	
MAY	
JUNE	
JULY	
AUGUST	
SEPTEMBER	
OCTOBER	
NOVEMBER	
DECEMBER	

Please use the space below to provide any necessary background on elements of your project timeline.

APPLICANT CHECKLIST

Must be included with Application:

_____ Signed application

_____ Two letters of recommendation

_____ Copy of meeting minutes from the Board of Directors authorizing the submission of this application for Lodging Tax Funds (does not apply to public agencies)

_____ Signed W-9

Fill in Sections:

_____ **Page 5**, Application - General Information

_____ **Page 6**, Project Budget

_____ **Page 7**, Predicted Attendance & Overnight Stays for each event

_____ **Page 8,** Selection of Tourism Goals

_____ **Page 9,** Project Description

_____**Page 10**, Marketing Plan

_____**Page 11**, Economic Impact

_____ **Page 12**, Project Timeline

<u>**CERTIFICATION**</u>

I am an authorized agent of the organization applying for funding. I understand that:
1. The project/event promotes tourism and will provide an economic benefit to the community.
2. If awarded, my organization intends to enter into an agreement with the City of Arlington.
3. The applicant will provide detailed receipts, expense reports and other documentation necessary to support the expenses being requested for reimbursement.
4. My organization will need to submit an expenditure report prior to final reimbursement being processed.
5. My organization is not suspended, debarred or otherwise prohibited from receiving municipal funding.
6. If I'm applying on behalf of a public agency, I certify this project has been included in the budget or received approval by the governing body.

Signature: _____   Date: _____
Project Sponsor

RATING CRITERIA

Marketing (Rating #1 and #2) – How will the proposed project be marketed? Will Arlington hotels be included in marketing materials (Best Western Plus, Quality Inn, Medallion Inn & Suites, Smokey Point Motor Inn and Arlington Motor Inn)? Are the hotels within Arlington City limits? Has the organization described how it will partner with local hotels to create overnight packages or otherwise encourage overnight stays?

Overnight Stays (Rating #3 and #4) – Is the form for predicted attendance and overnight stays filled out completely? Is the methodology used to predict attendance and overnight stays clearly stated? Does the application identify a strategy for drawing visitors?

City Tourism Goals (Rating #5) – Does the application reflect how the project or event will meet one or more of the City's tourism goals? Are specific goals identified and explained clearly in the project description?

Length of Impact (Rating #6) – Does the project timeline clearly identify whether the project or event is seasonal, lasting one or multiple days?

Expanded or Enhanced (Rating #7) – If the project is an annual event and received funding in prior years, has the project been expanded or enhanced to include new experiences or more days?

Other Sources of Funding (Rating #8) – Does the project or event charge an admission fee, receive sponsorship income or has been awarded other grant funding? Will the event or project take place if lodging tax funds are not awarded?

Clarity – Does the application clearly and concisely present a definite, well-described project or event? Does the application describe how the City's lodging tax funds will be used? Is the application complete and thorough?

Project Impact – How will the project or event impact the City and/or its citizens? What economic or other benefits will result from the project or event?

Project History – Is the attendance for this project or event increasing or decreasing? Are new enhancements or expansions occurring to keep the project or event relevant and changing with the market?

Project Innovation – Is this a new project or event? Does the project or event represent an unusual approach and/or move the City's lodging tax program in a new direction?

Degree of Match – What is the percentage of matching resources? Is the minimum 25% match requirement met? Is the match greater than 25%? Is the match an in-kind contribution (volunteer hours) or a cash match (paying for other project or event-related expenses)?

GRANT APPLICATION RATING FORM

Criteria	Points Possible	Application Question	Points Awarded
1) City of Arlington hotels included in marketing materials *(hotels within city limits)*	Up to 10 pts.	Page 10 Marketing Plan	
2) Did the organization partner with City of Arlington hotels to create overnight packages or other promotions to encourage overnight stays *(hotels within city limits)*	Up to 10 pts.	Page 10 Marketing Plan	
3) Attracts tourists from at least 50 miles away	Up to 20 pts.	Page 7 and 11 Predicted Attendance and Economic Impact	
4) Attributable Lodging Stays	Up to 20 pts. 0 = 0 1 – 10 = 5 16 – 25 = 10 26 – 50 = 15 More than 50 = 20	Page 7 and 11 Predicted Attendance and Economic Impact	
5) Supports City Tourism Goals	Up to 30 pts.	Page 8 Tourism Goals	
6) Length of Impact	Up to 15 pts. Date specific = 5 Seasonal = 10 (2 or more days) Year Round = 15	Page 12 Project Timeline	
7) If a project has been funded 3 or more years, must show expansion or enhancements **NEW!**	Yes or No No answers will deduct points from overall score	Page 9 Project Description	
8) Project has sponsors, admission fees, grants or other sources of funding **NEW!**	Yes or No Yes answers may deduct points from overall score	Page 5 Other Sources of Funding	

Lodging Tax Annual Expenditure Report

Organization:	
Activity Name:	
*Activity Type (Select one)	*Event/ Festival* ● *Marketing* ● Facility
Start Date	
End Date	
Funds Requested	$
Funds Awarded	$
Total Activity Cost	$

* If more than one event is included in grant, please fill out one report for each event.

Attendance Information:

Overall Attendance *Enter the total number of people predicted to attend this activity, the actual number of people who attended this event activity, and select the method used to determine the attendance.*	Predicted:	
	Actual (Estimated)	
	*Method	
	Please Explain	

**Please Select Method determine: *Direct or Indirect Count; Representative or Informal Survey; Structured Estimate; Other or N/A*

Attendance, 50+ Miles *Enter the total number of people who travelled greater than 50 miles predicted to attend this activity, the actual number of people who travelled greater than 50 miles to attend this activity, and select the method used to determine the attendance.*	Predicted:	
	Actual (Estimated)	
	**Method	
	Please Explain	

**Please Select Method determine: *Direct or Indirect Count; Representative or Informal Survey; Structured Estimate; Other or N/A*

Attendance, out of State, Out of Country *Enter the number of people from outside the state and country predicted to attend this activity, the actual number from outside the state and country who attended this activity, and select the method used to determine the attendance.*	Predicted:	
	Actual (Estimated)	
	**Method	
	Please Explain	

**Please Select Method determine: *Direct or Indirect Count; Representative or Informal Survey; Structured Estimate; Other or N/A*

Continued:

Attendance, Paid for Overnight Lodging *Enter the number of predicted to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and select the method used to determine the attendance.*	Predicted:	
	Actual (Estimated)	
	**Method	
	Please Explain	

Attendance, Did Not Pay for Overnight Lodging: *Enter the number of predicted to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and select the method used to determine the attendance.*	Predicted:	
	Actual (Estimated)	
	**Method	
	Please Explain	

**Please Select Method determine: *Direct or Indirect Count; Representative or Informal Survey; Structured Estimate; Other or N/A*

Paid Lodging nights *Total projected and estimated actual number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.*	Predicted:	
	Actual (Estimated)	
	**Method	
	Please Explain	

**Please Select Method determine: *Direct or Indirect Count; Representative or Informal Survey; Structured Estimate; Other or N/A*

| Notes
Please enter any additional information about this use of lodging tax funds. | |