



AGENDA

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160

Port Angeles, Washington

Thursday, October 14, 2021 – 2:30 p.m.

****ATTENTION****

In response to the current pandemic, to promote social distancing, and in compliance with Governor's Proclamation and the recommendation of the Clallam County Health Officer, the Lodging Tax Advisory Committee meetings will be virtual only. The Lodging Tax Advisory Committee strongly encourages public comments to be submitted in writing if possible.

This meeting can be viewed on a live stream at this link: <http://www.clallam.net/features/meetings.html>

If you would like to participate in the meeting via Zoom audio only, call 253-215-8782 and use meeting ID: 875 561 7844 and passcode: 12345

If you would like to participate in the meeting via Zoom video conference, visit <https://zoom.us/j/8755617844> and use meeting ID: 875 561 7844 and passcode: 12345

Public comment and questions can be directed to the Clerk of the Board at 360-417-2256 or agores@co.clallam.wa.us.

I. CALL TO ORDER, ROLL CALL

JOINT MEETING

II. Joint Meeting with Forks

➤ **INTRODUCTION:**

Welcome to the visiting LTAC members from Forks

➤ **INFORMATION SHARING:**

Information sharing from Forks. For the meeting it is requested to have the following information provided:

- Total budget
- Allocations categories
- Vetting process for applications
- How do you measure success
- What is not being accomplished related to tourism that should be funded

CLALLAM COUNTY LTAC BUSINESS MEETING

III. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

IV. APPROVAL OF MINUTES FOR THE MEETINGS ON:

- September 10, 2021

V. PUBLIC COMMENT

VI. BUSINESS

- a. Review of financial LTAC projections for 2021 – Mark Lane
- b. Approval of Request for Proposals Notice for 2022 Hotel/Motel Funding Requests

VII. PUBLIC COMMENT

VIII. ADJOURNMENT

LTAC 2021 meeting dates:

- November 10, 2021
- December 9, 2021

**Lodging Tax Advisory
Committee Meeting
Draft Minutes 9-10-21**



CLALLAM COUNTY LODGING TAX ADVISORY BOARD MINUTES of September 10, 2021

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Randy Johnson (Clallam County Commissioner and Chair of LTAC) called the meeting to order at 2:30 p.m., Friday, September 10, 2021. Also present were Ryan Malane (Black Ball Ferry Line), Marc Abshire (Port Angeles Chamber of Commerce), Vanessa Fuller (Dungeness River Audubon Center), Donya Alward (Red Lion) and Pamela Dahl (Aramark Properties). Lissy Andros (Forks Chamber of Commerce), Linda Keen (Quillayute River Resort), Lorrie Mittmann (Peninsula Adventure Sports), were absent.

APPROVAL OF AGENDA

ACTION TAKEN: Dahl moved to adopt the agenda as presented, Alward seconded, motion carried

APPROVAL OF MINUTES

- Minutes July 8, 2021

ACTION TAKEN: Fuller moved to approve the minutes as presented, Dahl seconded, motion carried

BUSINESS ITEMS

a. Review of financial LTAC projections for 2021

Johnson provided an update.

b. Review and vote to approve to forward recommendations to the BOCC - "2021 LTAC Funding Request" RFP – Olympic Peninsula Visitor Bureau (OPVB)

Olympic Peninsula Visitors Bureau (OPVB) request of \$50,000

ACTION TAKEN: Fuller moved to approve the request for \$50,000, Abshire seconded, motion carried; Dahl abstained

c. Discussion of funding amount and allocations for 2022

Johnson advised that a press release was issued today for LTAC Funding Application 2022 1st call

Discussions held regarding allocations for 2022. Committee recommends scheduling up to four meetings during the year for allocation of funds.

NEXT MEETING – October 14, 2021 at 2:30 p.m.

ADJOURNMENT

Meeting concluded at 3:05 p.m.

Lodging Tax Advisory Committee

Business Item A

Mark Lane Report

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
YTD SEPTEMBER 2021 ACTUALS, REVISED 2021 PROJECTION & 2021 BUDGET WITH 5 YEAR LOOK BACK

| | BUDGET | PROJECTIONS | ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK | | | | | | ACTUALS--YTD PRIOR YEAR | |
|---|--|--|--|------------------|------------------|----------------|----------------|----------------|--------------------------------|-----------------------------------|
| | 2021 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC) | PROJECTED YEAR-END 2021--UP 79.6% FOR YEAR --JAN-SEPT ACTUALS UP 119%, OCT- DECEMBER UP 22% | YTD SEPTEMBER 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | YTD SEPTEMBER 2020 | % CHANGE VS PRIOR YEAR |
| REVENUE (SOURCES OF FUNDING) | | | | | | | | | | |
| 291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX | 370,000 | 707,645 | 510,723 | 392,878 | 499,196 | 481,653 | 394,239 | 313,770 | 232,398 | 119.8% |
| 291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX | 380,000 | 708,483 | 510,325 | 395,680 | 492,412 | 436,419 | 394,191 | 313,770 | 232,382 | 119.6% |
| 291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON") | - | - ** | - | - | - | - | - | - | - | -- |
| 291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON") | - | - | - | 252,761 | - | - | - | - | - | -- |
| 291.36700.00.0000 CONTRIBUTIONS AND DONATIONS | - | - | - | - | 940 | - | - | - | - | -- |
| 291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT | - | - | - | - | - | - | - | - | - | -- |
| TOTAL REVENUE (SOURCES) | 750,000 | 1,416,128 | 1,021,048 | 1,041,318 | 992,548 | 918,071 | 788,430 | 627,540 | 464,780 | 119.7% |
| % CHANGE VS PRIOR YEAR | -28.0% | 36.0% | 119.7% | 4.9% | 8.1% | 16.4% | 25.6% | 19.4% | | |
| % CHANGE VS PRIOR YEAR--EXCLUDING CARES | -4.9% | 79.6% | 119.7% | -20.6% | 8.1% | 16.4% | 25.6% | 19.4% | | |
| EXPENDITURES (USES OF FUNDING) | | | | | | | | | | |
| 291.55730.41.0020 PROFESSIONAL SERVICES | - | - | - | - | - | - | - | - | - | -- |
| 291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE | 12,000 | 12,000 | 12,000 | 20,000 | 10,086 | 21,363 | 22,971 | 25,760 | 10,000 | 20.0% |
| 291.55730.41.0117 CHAMBERS OF COMMERCE | - | - | 195 | 1,567 | 2,972 | 1,822 | 1,822 | 822 | 567 | -65.6% |
| 291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU | 508,333 | 508,333 | 383,333 | 591,667 | 514,167 | 527,500 | 391,667 | 486,500 | 441,667 | -13.2% |
| 291.55730.41.5110 PARKS/FAIR/FACILITIES | 39,000 | 39,000 | - | 25,947 | 24,025 | 28,596 | 30,000 | 30,000 | - | -- |
| 291.55730.41.5120 PUBLIC WORKS | 150,000 | 150,000 | - | 250,000 | 220,000 | - | 105,000 | - | 250,000 | -100% |
| 291.55730.41.5130 SHERIFF | - | - | - | - | - | - | - | 5,000 | - | -- |
| 291.55730.41.0118 FEIRO MARINE LIFE CENTER | - | - | - | - | - | 50,000 | 54,000 | - | - | -- |
| 291.55730.49.0036 SEQUIM PICKLERS | - | - | - | - | - | - | 34,000 | - | - | -- |
| 291.55730.49.0056 PENINSULA AREA PUBLIC ACCESS | - | - | - | - | - | - | 33,000 | - | - | -- |
| 291.55730.49.0151 DUNGENESS RIVER AUDUBON CENTER | - | - | - | - | - | - | 69,710 | - | - | -- |
| 291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION | - | - | - | - | 5,000 | - | - | - | - | -- |
| 291.55730.49.0160 PA CHAMBER OF COMMERCE | 35,000 | 35,000 | 35,000 | - | 35,000 | - | - | - | - | -- |
| 291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE | - | - | - | - | 25,700 | - | - | - | - | -- |
| 291.55730.49.0162 FORKS CHAMBER OF COMMERCE | 40,000 | 40,000 | 40,000 | - | - | - | - | - | - | -- |
| 291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION | 12,500 | 12,500 | 12,500 | - | - | - | - | - | - | -- |
| 291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION | 100,000 | 100,000 | 100,000 | - | - | - | - | - | - | -- |
| 291.55730.49.0180 JUAN DE FUCA FESTIVAL | 10,000 | 10,000 | 10,000 | - | - | - | - | - | - | -- |
| 291.55730.49.0185 FORKS TIMBER MUSEUM | 67,142 | 67,142 | 67,142 | - | - | - | - | - | - | -- |
| 291.55730.49.0230 UNANTICIPATED PROJECTS (INCLUDES \$215K PLACEHOLDER FOR "KEEP THE LIGHTS ON" ROUND 4 (\$107,842 PAID YTD) & \$37.7K ADDITL FUNDING COMMITTED) | 145,559 | 145,559 | 107,842 | 252,761 | - | - | - | - | 229,629 | -53% |
| 291.55730.51.0050 WASHINGTON STATE PATROL | - | - | - | - | - | 5,290 | 4,831 | - | - | -- |
| TOTAL EXPENDITURES (USES) | 1,119,534 | 1,119,534 | 768,012 | 1,141,942 | 836,950 | 634,571 | 747,001 | 548,082 | 931,863 | -17.6% |
| EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES) | (369,534) | 296,594 | 253,036 | (100,624) | 155,598 | 283,501 | 41,430 | 79,458 | (467,083) | -154.2% |
| ENDING FUND BALANCE/RESERVES | 580,999 | 1,247,127 | 1,203,569 | 950,533 | 1,051,157 | 895,559 | 612,058 | 570,628 | 584,074 | 106.1% |

**CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2021 TAX REVENUE REFORECAST**

| | January 2021 Actual | February 2021 Actual | March 2021 Actual | April 2021 Actual | May 2021 Actual | June 2021 Actual | July 2021 Actual | August 2021 Actual | September 2021 Projected | October 2021 Projected | November 2021 Projected | December 2021 Projected | 2021 Projected |
|--|------------------------|-------------------------|----------------------|----------------------|--------------------|---------------------|---------------------|-----------------------|--------------------------------|------------------------------|-------------------------------|-------------------------------|------------------|
| Hotel/Motel Transient Lodging Tax | 20,937 | 25,973 | 36,841 | 35,692 | 57,270 | 65,013 | 75,778 | 96,978 | 96,241 | 86,105 | 86,023 | 24,794 | 707,645 |
| Hotel/Motel Transient Lodging Additional | 20,298 | 26,692 | 36,892 | 35,692 | 57,270 | 65,013 | 75,778 | 96,714 | 95,977 | 86,105 | 63,151 | 48,902 | 708,483 |
| TOTAL HOTEL/MOTEL TAX REVENUE | 41,234 | 52,665 | 73,733 | 71,384 | 114,540 | 130,026 | 151,555 | 193,692 | 192,218 | 172,210 | 149,174 | 73,696 | 1,416,128 |
| YOY % CHANGE--MONTH | 26.7% | 39.7% | 81.3% | 79.7% | 1721.2% | 5814.2% | 251.5% | 89.1% | 20.1% | 30.0% | 20.0% | 10.0% | 79.6% |
| YOY % CHANGE--CUMULATIVE | 26.7% | 33.7% | 51.1% | 58.6% | 125.3% | 203.9% | 214.0% | 172.0% | 119.7% | 99.8% | 86.0% | 79.6% | 79.6% |

| ORIGINAL BUDGET SCENARIO 1--UP 13.6% FOR YEAR (JAN-APRIL ACTUALS UP 58.6%, MAY-DECEMBER ASSUME BUDGET (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)) | | | | | | | | | | | | | |
|---|--------|--------|--------|--------|---------|---------|--------|---------|---------|---------|---------|--------|---------|
| YOY % CHANGE | 26.7% | 39.7% | 81.3% | 79.7% | 1721.2% | 1971.9% | 62.1% | -0.4% | -26.3% | -8.4% | -15.6% | -24.1% | 13.6% |
| % of 2019 to Reflect COVID Recovery | 195.8% | 122.3% | 198.0% | 247.8% | 69.7% | 70.0% | 74.4% | 75.6% | 75.2% | 79.3% | 80.0% | 80.0% | 90.3% |
| TAX REVENUE | 41,234 | 52,665 | 73,733 | 71,384 | 43,956 | 45,551 | 69,887 | 102,086 | 117,928 | 121,315 | 104,894 | 50,871 | 895,504 |

| SCENARIO 2--UP 79.6% FOR YEAR --JAN-SEPT ACTUALS UP 120%, OCT-DECEMBER UP 22% | | | | | | | | | | | | | |
|--|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|--------|-----------|
| YOY % CHANGE | 26.7% | 39.7% | 81.3% | 79.7% | 1721.2% | 5814.2% | 251.5% | 89.1% | 20.1% | 30.0% | 20.0% | 10.0% | 79.6% |
| % of 2019 to Reflect COVID Recovery | 196% | 122% | 198% | 248% | 182% | 200% | 161% | 143% | 123% | 113% | 114% | 116% | 142.8% |
| TAX REVENUE | 41,234 | 52,665 | 73,733 | 71,384 | 114,540 | 130,026 | 151,555 | 193,692 | 192,218 | 172,210 | 149,174 | 73,696 | 1,416,128 |

Lodging Tax Advisory Committee

Business Item B

Requests for Proposals



Board of Clallam County Commissioners

RANDY JOHNSON, District 2
Chair, Lodging Tax Advisory Committee

223 East 4th Street, Suite 4
Port Angeles, WA 98362-3015
360.417.2233 Fax: 360.417.2493
E-mail: commissioners@co.clallam.wa.us

October 14, 2021

PRESS RELEASE
For Immediate Release

CLALLAM COUNTY LODGING TAX FUNDING APPLICATION 2022 (1st call)

October 14, 2021 – The Lodging Tax Advisory Committee announces a 1st call opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

How to Apply or Additional Information

Interested citizens are invited to contact the Clallam County Board of Commissioners' Office at 360.417.2256, agores@co.clallam.wa.us, or online at <http://www.clallam.net/bocc/LodgingTaxAdvisoryCommittee.html> to obtain an application.

Applications/requests must be received at 223 East 4th Street, Room 150, Port Angeles, Washington by 12 p.m., Monday, November 1, 2021.

Loni Gores, Clerk
Lodging Tax Advisory Committee

REQUEST FOR 2022 LODGING TAX FUNDING APPLICATIONS (1st call)

**CLALLAM COUNTY
BOARD OF COMMISSIONERS
LODGING TAX ADVISORY COMMITTEE**

The Lodging Tax Advisory Committee announces a 1st call opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

Applications will be received at 223 East 4th Street, Room 150, Port Angeles, Washington until 12 p.m., Monday, November 1, 2021.

The sealed applications must be clearly marked on the outside of the envelope, "**2022 Lodging Tax Funding Applications (1st call)**" Address applications to: Clallam County Lodging Tax Advisory Committee – Commissioners Office, 223 East 4th Street, Suite 4, Port Angeles, Washington 98362 or hand-deliver to 223 East 4th Street, Room 150, Port Angeles, Washington. Drop applications in drop box no later than 12 p.m., Monday, November 1, 2021. Applications delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.

A current applications may be obtained Monday through Friday, 8 a.m. to 4:30 p.m., from:

Loni Gores, Clerk of the Board
Clallam County Board of Commissioners
223 East Fourth Street, Suite 4
Port Angeles, WA 98362
agores@co.clallam.wa.us or 360.417.2256 or
<http://www.clallam.net/bocc/LodgingTaxAdvisoryCommittee.html>

Clallam County hereby notifies all that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined in Title VI of the Civil Rights Act of 1964 at 49 CFR Part 23 will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

PASSED THIS fourteenth day of October 2021

ATTEST:

Lodging Tax Advisory Committee

Loni Gores, CMC, Clerk of the Board

Randy Johnson, LTAC Chair

Publish: October 18, 22 and 24

Bill: Board of Commissioners – Lodging Tax Advisory Committee



**LODGING TAX FUNDING APPLICATION
2022**

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000.

I AMOUNT of Lodging Tax Requested: \$ _____

II Agency/Organization Name: _____

Organization is Government Entity 501(c)3 501(c)6 Other

Federal Tax ID No. _____ UBI Number _____

III Project/Activity/Event: _____

IV Representative Contact Information:

Name, Title _____

Mailing Address _____

Phone(s) _____

Email _____

V Service Categories, check all applicable:

- _____ Tourism Promotion/Marketing
- _____ Operation of a Special Event/Festival designed to attract tourists
- _____ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
- _____ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: _____

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

(You may use this Supplemental Questions form or type the questions and answers on separate sheets)

- 1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

- 2. How will the project/program help increase paid overnight accommodations in Clallam County?

- 3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

- 4. How will the project/program encourage visitors to come from another country or state?

- 5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

6. 2021 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide: | 2022 Estimate | 2021 Actual | Methodology |
|--|---------------|-------------|-------------|
| a. Overall attendance at your event/activity/facility | | | |
| b. Number of people who travel more than 50 miles for your event/activity/facility | | | |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state. | | | |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area. | | | |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | | | |
| f. Number of paid lodging room nights resulting from your event/activity/facility. | | | |

7. Is there a host hotel for your event? If yes, please identify.

8. Describe the prior success of your event/activity/facility in attracting tourists.

9. Describe your target tourist audience (location, demographics, etc.)

10. Describe how you will promote your event/activity/facility to attract tourists.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

13. What is the overall budget for your event/activity/facility? \$ _____
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? _____%

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, November 1, 2021**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2022 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. Applicants will be notified and attendance by the applicant's representative is required for presentation and questions. Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and two copies to:**

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th Street, Suite 4
Port Angeles WA 98362-3015

All copies need to be single sided and not stapled and no folders. All brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.

Required Additional Information – In addition to the application and supplemental questions answers, it is required that you attach the following:

- An itemized budget for your event/activity/facility (income and expense).
- Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.
- If the applicant is a non-profit organization, a copy of your agency/organization's current non-profit corporate registration with the Washington Secretary of State, and current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, in particular, items showing recent tourism promotion efforts. Brochures/information must to be printed on 8.5 x 11 sized paper, single sided and not stapled copies to be accepted.

Contract Requirement – In order to be a recipient of Lodging Tax funds, a contract is required between Clallam County and the receiving Agency/applicant.

Post Reporting

Reporting Requirements enacted by the Washington State Legislature in 2013 (RCW 67.28.1816) requires the County to file an annual report to the State of Washington Joint Legislative Audit and Review Committee regarding the use of funds for the year including a requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging, and the reporting of expenditures and activities shall meet those requirements. It is required that all recipients submit a post-event activity report that provides information to the Clallam County Administrator as specified by the contract.

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County. CCC 5.13.020 Special fund.

Eligibility

Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

Appropriate Uses

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism. Specifically, lodging taxes can be used for:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract visitors;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned/operated by nonprofit organizations (RCW 67.28.1816).

A tourism-related facility is a real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is (a) owned by a public entity, nonprofit organization (including a non-profit business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce) and (b) used to support tourism, performing arts, or to accommodate tourist activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

Tourism Marketing and Operations includes activities defined as "tourism promotion" in state law (RCW 67.28.080)

- Advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors;
- Developing strategies to expand tourism;
- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected non peak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Director.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % of increase over prior year Clallam County Lodging Tax funded proposals, if any.
- Projected economic impact within the unincorporated area of Clallam County, in particular projected overnight stays in this area lodging establishments.
- The applicant's financial stability.