



CITY OF KALAMA TOURISM FUNDING

PROJECTS THAT SUPPORT TOURISM IN KALAMA

The City of Kalama accepts applications for funding of projects that support or maintain tourism in Kalama. Applications are submitted for consideration twice a year – in September for inclusion in the next budget year, and in March for budgeted funding set aside for additional projects in the current year. The program is open to applications from public, nonprofit or private entities with a demonstrated ability to accomplish the proposed project.

These funds are generated through the Hotel/Motel – Lodging Tax collected by all Kalama Lodging Businesses. For every applicable occupied room night, guests are assessed a small fee that is returned to Cowlitz County and Kalama. The purpose of these funds is to grow our tourism economy through increased visitor spending in Kalama lodging establishments, as well as increase retail, restaurant, transportation, attraction and other local spending.

Pursuant to RCW 35.101 revenue collected from this assessment must be used for activities and expenditures designed to increase tourism promotion and convention business, including but not limited to advertising and marketing materials, marketing and publicizing events, community development programs, bid fees, conference/ convention or trade shows, transportation costs, operation of a tourism destination marketing organization or otherwise distributing information for the purpose of attracting and welcoming tourists to Kalama that result in overnight stays. Alcohol is not an eligible TPA expense.

An application may be requested at the City Hall Kalama WA. Office or by calling: (360) 673-4561 or downloaded from the City website at www.cityofkalama.com. Completed applications may be returned via mail to P.O. Box 1007 98625, Kalama WA or hand-delivered to City Hall 195 N. First St. Kalama, or emailed to cityclerk@kalama.com.

The Kalama Tourism Advisory Committee will review applications and make recommendations for project funding to the Kalama City Council for final action to provide the requested funding as budgeted for each year.

This is a reimbursement grant which requires the project applicants to submit a final report and invoice at the end of the project to receive the funds allocated. The applicant may be required to submit periodic progress reports during the course of the project should a project extend beyond 1 year or requests incremental funding. The final report will include tourism impacts including number of hotel room nights generated by the event to be included in the annual Lodging Tax Report to the State.

APPLICATION PROCESS

Tourism Funding applications are accepted twice each year - from September 1 to September 30 in the Fall to be included in the next year's budget allocations and from March 1 to March 31 in the Spring for consideration of funds allocated for tourism but not yet granted. The attached application must be filled out completely. The application should clearly state the amount of support being requested from the City, the sponsoring/requesting entity and contact person, a detailed description and scope of the project, and a complete budget for the project.

At the close of the application period, applications will be forwarded for review to the Kalama Tourism Advisory Committee for completeness and eligibility. Applicants may be contacted to provide clarification, make corrections, or supply additional information. Applicants will be notified of the date, time and place of the Advisory Committee meeting(s) and may be requested to attend in order to answer any questions the Advisory Committee might have. Applications that do not meet the guidelines will be disqualified. The Advisory Committee's recommendations to fund projects will be submitted to the City Council for review and action. The applicant will be notified of the decision, including the funding amount upon final adoption by the Council.

The Kalama Tourism Advisory Committee may recommend funding in full or in part based on adherence to the criteria, fund availability and competitiveness of the application process. Applications are evaluated on the following criteria:

1. Does the project promote overnight stays in Kalama and in nearby cities?
2. What is the expected impact of the project? What are the projected direct and indirect dollar expenditures by visitors?
3. Is the financial need reflected in a realistic budget? What is the percentage of matching resources? The degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and volunteer time) is one measure of a project's potential success and will be given greater consideration.
4. Is there a plan for advertising, publicizing, or otherwise distributing information regarding the event or project. Discuss the cost of the promotional campaign, use of professional and in-kind services, types and quantities of promotional materials, number and size of media ads to be placed, media outlets to be used, the market you intend to reach and other specifics directly associated with publicizing the project or event, targeting new audiences, and expanding tourism.
5. Does the application or organization reflect the ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production?



CITY OF KALAMA TOURISM FUNDING APPLICATION

ORGANIZATION/AGENCY INFORMATION

Organization/Agency _____

Contact Name/Title _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Cell or Fax _____

Email Address _____

Website – Organization and/or Event _____

Applicant is: Non-Profit EIN # _____

Public Agency Tax ID # _____

For Profit Entity UBI # _____

Signature _____

Title _____

Date _____

Project/Event Title _____

Project/Event Date(s) _____

Tourism Promotion Activity Tourism Related Facility Event/Festival

Applicant has or can obtain general liability insurance in an amount commensurate with the exposure of the event/festival.

Event Location: _____

Amount Requested: \$ _____ Total Projected Cost: \$ _____

Detailed Description of Activity or Event: _____

1. Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:

❖ Stay overnight in paid accommodations away from their place of residence or business: _____

❖ Stay overnight in unpaid accommodations (with friends or family) and travel 50 miles or more one way from their place of residence or business: _____

❖ Stay for the day only and travel more than 50 miles or more one way from their place of residence or business: _____

❖ Attend but are not included in one of the categories above: _____

❖ Estimated number of participants in any of the above categories that attend from out-of-state (includes other countries): _____

Total Anticipated number of people served by this project: _____

2. How do services promote and enhance tourism for Kalama? Describe the promotional impact on the economy of Kalama and surrounding area and how you will market the project. Copies of promotional material may be attached.

3. Describe how the event will support other local businesses, restaurants, and retail:

4. Describe community support and partnerships related to the project:

5. Has the event received City funds in the Past? Yes___ No___

6. Does the event rely solely on Lodging Tax funds from the City? Yes___No_

7. Identify the Top 5 Sources of Revenue:

- 1. _____ \$ _____
- 2. _____ \$ _____
- 3. _____ \$ _____
- 4. _____ \$ _____
- 5. _____ \$ _____

8. Please provide a general line item detail budget for the event or project. Please specify whether the various match items will be cash or in-kind.

Expense Item	Grant Funded	Match	Cash	In-Kind	Total
TOTAL					

9. All Events within the City are required to submit for a Special Events Permit with the City 60 days prior to the event which will address the needs for liability insurance, traffic and parking control and/or restrictions, event security, medical and emergency response, garbage and litter control, and sanitary facilities. It is highly recommended the organizers meet with local Police, Fire, and Public Works officials when planning their event.

Does the budget above reflect costs associated with these issues? Yes _____ No _____

10. Please include any information regarding the event or project that will provide useful background on the proposed budget.

11. Other Comments or Additional Information that would be relevant in considering this application for funding.
