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2018 - Prosser Tourism Promotion Area

GRANT APPLICATION

We are pleased you have requested an application to apply for Prosser Tourism Promotion Area (TPA) funding. The purpose of these funds are to grow our tourism economy through increased visitor spending in Prosser lodging establishments, as well as increase retail, restaurant, transportation, attraction and other local spending. Annually, the travel industry generates thousands of jobs and millions of dollars in direct visitor spending in our County.

ELIGIBLE EXPENDITURES

These funds are made available through the support of Prosser Lodging Businesses. For every applicable occupied room night, guests are assessed a small fee that is returned to Prosser. Pursuant to RCW 35.101 and Prosser Ordinance 16-2973, 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 Prosser that result in overnight stays. Alcohol is not an eligible TPA expense.

CITY ORDINANCE (13-2810) READS AS FOLLOWS:

3.94.040 Purpose for the use of the special assessment revenues.

The revenues from the special assessment levied on the operators of lodging business within the TPA shall be used for the following purposes:

- (A) Advertising campaigns;
- (B) Public relations campaigns; and
- (C) Group tour, leisure, and sports tourism sales and marketing.

The City Council recognizes that all of the revenues from the special assessment shall be allocated in accordance with the annual budget for the TPA. Pursuant to RCW 35.101.130 the City Council shall adopt an annual budget for the TPA. For the 2018 budget, there is **\$42,500** available. The adoption of the budget shall be done at a regular meeting of the City Council following an opportunity for public comment.

WHO CAN APPLY

The program is open to applications from public, nonprofit or private entities with a demonstrated ability to accomplish the proposed project.

GENERAL REQUIREMENTS

Location: All projects must take place within City limits, UGA, or reasonable proximity thereof and/or produce overnight stays at lodging properties within City limits.

Acknowledgment: Any published collateral produced as a result of this funding shall prominently feature the following credit: Sponsored by the Prosser Tourism Promotion Area Fund.

Legality: All proposed projects must comply with the laws of the Federal Government, State of Washington, and City of Prosser.

PROJECT EVALUATION CRITERIA

Impact: What is the expected economic impact of this project? What are the projected direct and indirect dollar expenditures by visitors? Projects that promote overnight stays during the off season (January to May and September to December) and those that could benefit multiple lodging properties will be given special consideration.

Promotion and Marketing Plan: Fully describe how you will advertise, publicize, or otherwise distribute information regarding your 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 your project or event, targeting new audiences, and expanding tourism.

Evidence of partnerships: What kind and degree of partnership does the project exhibit? Volunteer involvement, inter-jurisdictional, corporate, business, civic organization support, and/ or lodging community support?

Degree of match: 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.

Management capability: How have you demonstrated an ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production? What are the administrative credentials of paid or volunteer staff or individuals?

Evaluation: Did you provide for a method of evaluating and tracking the proposed project upon completion? If it is a new event, how are you determining calculation of anticipated overnight stays?

APPLICATION REQUIREMENTS

The project **applications are due February 16th, 2018**, by 4:30 pm (601 7th St, Prosser, WA 99350) and must address the following specific areas:

Eligibility: Each applicant will concisely define the service to be provided and to demonstrate how it will do so. The project will be in compliance with state statutes and City ordinances governing the use of Tourism Promotion Area Funds.

Project Summary: The applicant will submit a scope of work, which describes the project in detail. Special consideration will be given to projects that result in overnight stays to the City off-season: January to May and September to December.

Promotion & Marketing Plan: Will include a description of the plan to advertise, publicize, and distribute information for this project.

Budget: The project budget will include both revenue and expense categories; all income (including in-kind) will be broken out by amount and source, and expenses will be itemized.

Reimbursement: TPA support for funded projects is provided on a monthly reimbursement basis.

Reporting: Each funded project applicant will be required to submit a final report and invoice at the end of the project, and may be required to submit periodic progress reports during the course of the project. The final report will include tourism impacts including number of hotel room nights generated by the event.

Contact Person: Each project application will designate a primary individual as the contact for the project. This individual will be the primary representative in dealings with the City.

Hotel References: Each project application will include the contact information from representatives of two lodging establishments located within the City of Prosser; these contacts will serve as references for the project benefit to the lodging industry. Also, note that all overnight stays stated in this application must be reference to Prosser hotels only.

SELECTION PROCESS

1. After an application is submitted to the City, it will be reviewed for completeness and eligibility. Applicant may be contacted to provide clarification, make corrections, or supply additional information. Applications that do not meet the guidelines will be disqualified.
2. Qualifying applications will then be forwarded by City staff for review by the TPA Advisory Committee for evaluation. 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. The Advisory Committee's recommendations to fund projects will be forwarded back to staff to be prepared and forward to City Council for review and action.
3. The City of Prosser Advisory Committee may recommend funding in full or in part based on adherence to the criteria, fund availability and competitiveness of the application process.

City of Prosser Tourism Promotion Area (TPA) Grant Application - 2018

PROJECT INFORMATION

Project Title: _____

Project Dates: Beginning _____ Ending _____

Projects that promote overnight stays during the off season (January to May and September to December) and those that could benefit multiple lodging properties will be given special consideration.

Contact Person: _____
(person who wrote or has the most knowledge about this application)

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Signature: _____ Date: _____

Project Sponsor: _____
(person with legal authority to sign a contract with the City)

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date _____ Phone: _____

E-mail: _____

Project Website: _____

Applicant is: Non-Profit EIN # _____

Public Agency Tax ID # _____

For Profit Entity UBI # _____

Estimated **Total** Overnight Visitors Drawn (Individuals – All Areas) _____

Overnight Stays Estimated Visitors Drawn (Locally) _____

Estimated Total City Limits Overnight Visits (Individual that stays 2 nights = 2 nights) _____

Amount Requested: \$ _____ Match \$ _____ Total project budget: \$ _____

PROJECT SUMMARY

In the space below, provide a one-paragraph (150 words or less) summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the over-all project. However, please focus your answer on the specific element for which you are requesting funding.

SCOPE OF WORK

Fully describe the project. Expand your project summary from page one to address what it is you plan to do. If you are requesting funds for a specific portion of a larger project, please so state, but focus your response on the element for which you are requesting funding. The scope should be under 1,000 words. Be brief and brilliant but include any supplemental materials as attachments if needed. How will you evaluate project success; would this project take place without TPA assistance; what methods have you used to project the overnight figures; additionally what methods will you use to report on overnight claims after the fact?

PROMOTION AND MARKETING PLAN

500 words or less

OTHER COMMENTS

Use this space to inform the City of additional information that would be relevant in granting your application.