

Application to the City of Tukwila for Use of 2017 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	
Applicant Organization:	
Federal Tax ID Number:	
Mailing Address:	
Primary Contact Name:	
Primary Contact Phone:	
Primary Contact Email Address:	

Check all the service categories that apply to this application:

Tourism promotion or marketing.

Operation of a special event or festival designed to attract tourists.

Operation of a tourism-related facility owned or operated by a non-profit organization.

Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

Non-Profit (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)

Public Agency

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2017. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date:

Printed or Typed Name:

- 1) Describe your tourism-related activity or event.**
- 2) If an event, list the event name, date(s), and projected overall attendance.**
- 3) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?**
- 4) Describe why visitors will travel to Tukwila to attend your event/activity/facility.**
- 5) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).**
- 6) Describe the prior success of your event/activity/facility in attracting tourists**
- 7) If this your first time holding the event/activity/facility provide background on why you think it will be successful.**
- 8) Describe the media strategy you employ to promote your event/activity/facility to attract overnight and/or day tourists? Please list any digital or print media (newsletters, e-blasts, social media, etc.) your agency uses or intends to use to promote your event/activity/facility.**
- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Tukwila.**
- 10) Is the City able to use your digital and print media for collaborative marketing?**

11) Describe how you will use the name, “Tukwila” in publications, promotions, and for your event?

12) Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	
b. Number of people who will travel fewer than 50 miles for your event/activity.	
c. Number of people who will travel more than 50 miles for your event/activity.	
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in Tukwila.	
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Tukwila.	
g. Number of paid lodging room nights resulting from your proposed event/ activity/facility <i>(for example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>	

13) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc?

14) Are you applying for lodging tax funds from another community? If so, which communities and in what amounts?

15) Are you applying funding from Seattle Southside Regional Tourism Authority (SSRTA)? If so, in what amount?

16) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Tukwila?

17) What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Applications are considered on a rolling basis. Please contact staff to discuss the process for having the application reviewed by the City's Lodging Tax Advisory Committee.

Completed applications should be submitted to:

Lodging Tax Advisory Committee
c/o Brandon Miles
City of Tukwila
6200 Southcenter Blvd
Tukwila, WA 98188

Or,

Brandon.Miles@Tukwilawa.gov

Questions?

LTAC Contact:

Brandon J. Miles

(206) 431-3684

Brandon.Miles@Tukwilawa.gov.