



Lodging Tax Advisory Committee - LTAC
Tourism Assessment & Strategic Plan



INTRODUCTON

Tourism is an important industry in Washington State. It is one of the fastest growing industries nationwide and Washington's fourth largest industry. This is reflected in the increasing dollars generated for the economy and the heightened interest local communities have in developing a tourist industry.

Tourism is a business that a community develops and promotes for its own benefit, both financial and cultural. Tourism creates dollars and jobs by bringing people from outside the area, who spend money. People who stay overnight in hotels/motels and resorts spend approximately two to three times what a day visitor spends, thus a clear economic goal is to "put heads in beds." The more nights a visitor stays the more money they spend. Although a lower overall per day spender, the daytrip visitor can also have an excellent impact on a community by attending a cultural event, festival, dining and shopping.

Benefits to local businesses and cultural heritage attractions are clear, but additionally, municipalities reap the rewards of increased local taxes, i.e. sales tax and hotel tax; healthier local businesses paying property taxes; increased awareness and positive image; and increased community pride by residents in their community.

Tourism has been used successfully as a vehicle to promote economic diversity in many urban, suburban and rural communities. Tourism should be considered as part of an overall economic development plan and its importance in that plan will vary depending on the community. Tourism may provide a basis upon which communities can develop, strengthen and renew community pride in their heritage and their area's quality of life.

Direct visitor expenditures are spread over a wide range of businesses – from lodging, restaurants and gas stations to grocery stores, gift shops and cultural attractions. Indirect visitor spending occurs with the construction of new hotels and restaurants. These new businesses require local bank financing, and the services of other local businesses. Tourism creates a strong and prospers environment for both businesses and residents.

PLANNING FOR TOURISM

Tourism planning requires strong local support. Communities must be willing to cater to tourists and provide settings and experiences that are attractive to the traveling public. The community should have amenities, attractions, and/or destinations around which to build a tourism strategy. Some key points to keep in mind when planning for tourism:

- Quality is more important than money – but visitors still expect value.
- Visitors expect quality accommodations, dining, shopping and attractions.

- Curb appeal is critical; it can be a primary drawing card, or a detractor. Work to elevate the visitor experience, improve way-finding information and signage.
- Convenience is mandatory, pedestrian oriented activities, and things to see and do are they convenient? What visitor services are available?

LODGING TAX ADVISORY COMMITTEE

In 2002 the City approved Ordinance C-518 in accordance with RCW 82.08 and authorized by RCW 67.28.181 to levy a tax on charges for lodging activity. In order to collect the tax the City was required to form a Lodging Tax Advisory Committee. The committee must consist of at least five members of whom at least two are representatives from businesses that collect the tax, at least two which are persons involved in activities funded by the tax, and one member appointed from the City Council who acts as chair.

The committee meets as needed to discuss and make recommendations to the City to advocate for the protection and enhancement of tourism assets in various City planning documents that address issues within the Airway Heights City limits. The committee should receive drafts of relevant planning documents to review for tourism issues and impacts, and should invite these policymakers to attend meetings to explain tourism-related elements of these plans.

The committee encourages and advocates for the growth and development of diverse tourism businesses that reflect the community's values and assets. The committee works to assure that the best interests of the Airway Heights tourism industry are represented in the consideration of any legislation that could directly or indirectly affect that industry and recommends and supports programs that ensure the continued sustainability of the lodging tax revenues.

MISSION

To invest in activities and facilities that increase tourism related revenue through a sustainable visitor experience.

GOALS

1. Focus on developing a unique Airway Heights experience.
2. Improve the visitor experience.
3. Fully utilize existing facilities.
4. Promote creative uses of existing facilities.
5. Promote partnerships through coordination and cooperation.
6. Improve the visitor / resident relationship.

AREAS OF EMPHASIS

Promoting tourism that typifies the "best of Airway Heights" – its history, the connection to Fairchild Air Force Base, Spokane International Airport, the historical

significance to the region's native American Tribes, the area's geology, outdoor activities, culture and arts.

Strategies Include

- Amplify the “voice of the visitor” in the civic dialogue on downtown/highway corridor street scene concerns and partner organizations on the corridor beautification initiative.
- Supporting public art projects that enhance the experience of the visitor and highlight historical or cultural significance of the area.
- Supporting and encouraging outdoor recreation as a prime community asset and tourism draw.
- Identify and encourage development of new products, services and infrastructure that attracts and serves visitors.
- Support the development of marketing and other tools that facilitate tourist's exploration of the area.

FUNDING PHILOSOPHY

- LTAC will annually evaluate the proposals to determine the best use of available funding.
- LTAC recognizes its limited ability to provide ongoing operating funds to organizations, and will emphasize funding for fixed-term projects.
- LTAC will strive to support a diverse range of sustainable activities to encourage visitors to enjoy longer stays and return often.
- Help to establish a visitor friendly infrastructure including such things as signage, restrooms, transportation options for the carless visitors, and information on attractions and facilities.

CONCLUSION

A successful tourism program requires community involvement and has something in it for everyone. Planning by business and community leaders is critical to establishing acceptable tourism development strategies. The challenge is to identify, develop and evaluate resources within a community to provide for and facilitate visitor experiences while maintaining and improving the quality of life for residents.

While tourism has become more and more important as an economic development tool, one result has been increased competition. Small communities that were never in the tourism game are now actively competing to attract tourists.



LODGING TAX FACILITIES GRANT PROGRAM

I. DESCRIPTION

The City of Airway Heights has established a tourism facilities program, funded by a portion of the revenue collected under the state Lodging Tax excise statutes.

The purpose of this posting is to seek proposal from qualified entities interested in:

- 1) Funding single project proposals concerned with acquiring, improving or developing facilities for enhancing the tourism experience; AND/OR
- 2) Matching grants for operating tourism facilities that enhance the tourism experience AND/OR
- 3) Matching grants for events that draw tourists AND/OR
- 4) Projects that carry out the tourism-related goals of the City of Airway Heights LTAC Master Plan.

II. APPLICANT QUALIFICATIONS FOR GRANTS

Amendments to the Lodging Tax program adopted by the Washington Legislature in 2013 permit Lodging Tax grant funds to be used directly by Municipalities (the City), nonprofit organizations described under U.S.C. Sec. 501 (c)(3) and 501(c)(4), or indirectly by visitors bureaus or destination marketing organizations for the following purposes:

- 1) Tourism marketing.
- 2) The marketing and operations of special events and festivals designed to attract tourists.
- 3) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by the City of Airway Heights.
- 4) Supporting the operations of tourism-related facilities owned or operated by qualifying (see above) nonprofit organizations.

Note: The 2013 Amendment requires applicants to provide specific estimates of how funds received will result in increases in the number of people traveling more than 50 miles and staying in paid lodging. At the end of the grant period, the legislation requires grantees to report on their success in attracting those visitors.

III. PROJECT DESCRIPTION

The expected outcome of the funded activities is to increase economic activity in the City of Airway Heights and beyond through the overnight lodging of tourists, through tourism-related expenditures, and construction of tourism-related facilities.

Program categories are:

- Tourism facilities capital program (City owned or operated facilities only):
 - ✓ Construction
 - ✓ Improvement
 - ✓ Renovation
- Matching grants for the operation and operations of Tourism Events and Festivals designed to attract tourists.
- Matching Grants for operation of existing eligible tourism-related facilities that meet the criteria of this RFP and the long range tourism plan (including, but not limited to historic museums, performing arts, visual arts).
- Special Investments that help to accomplish the goals and objectives of the LTAC Master Plan.

IV. AREAS OF EMPHASIS

Funded projects will be expected to achieve the following objectives:

Promoting tourism that typifies the “best of Airway Heights” – its history, the connection to Fairchild Air Force Base, Spokane International Airport, the historical significance to the region’s native American Tribes, the area’s geology, outdoor activities, culture and arts.

Strategies Include

- Amplify the “voice of the visitor” in the civic dialogue on downtown/highway corridor street scene concerns and partner organizations on the corridor beautification initiative.
- Supporting public art projects that enhance the experience of the visitor and highlight historical or cultural significance of the area.
- Supporting and encouraging outdoor recreation as a prime community asset and tourism draw.
- Identify and encourage development of new products, services and infrastructure that attracts and serves visitors.
- Support the development of marketing and other tools that facilitate tourist’s exploration of the area.

Note: The category of enhancing the tourism experience is based on the increasing recognition that the tourist is purchasing “Experiences”. The concept is to encourage facilities, events and tourism facility operations that heighten, expand, improve, or lengthen the tourism experience with the idea of encouraging longer stays and more frequent returns.

All applications will be received by the LTAC Committee to determine whether they meet the minimum eligibility requirements. Applications that do not meet minimum eligibility requirements will not be evaluated. Those applications that do meet the eligibility requirements will be evaluated by the LTAC which will make recommendations to the City Council. Applicants that meet the selection criteria will have an opportunity to make a presentation to the LTAC during the evaluation process. The City Council, at its discretion, may invite applicants to make a presentation prior to making its decision.

Note: Payment cannot be made prior to presentation of receipts and a completed Request for Reimbursement Form. Proposals that include payments prior to delivery and submitted documentation of service will be deemed ineligible.

VI. ELIGIBILITY

A. Proponent Eligibility

Applications may be submitted by any qualified non-profit entity, any City of Airway Heights agency, or any group of eligible organizations (please review legal requirements set out by the state in RCW 67.28 as revised – effective July 1, 2013).

B. Project Eligibility

State Requirements – The most basic eligibility requirement is that the applicants demonstrate clearly and convincingly that funding of the proposed project would be used in compliance with the State Law, which governs the use of hotel-motel funds. Chapter 67.29, RCW provides authority for cities to adopt a lodging tax on lodging charges made by hotels, motels, rooming houses, tourist courts, trailer camps or any similar charges for a license to use real property. Eligibility will also be measured against any relevant Attorney General or State Auditor opinions.

City Requirements – The City uses tax revenue each year for grants that will clearly meet the State’s requirements as updated in 2013 by HB 1253, (the new RCW 67.28.1816(2)(q)) and falls within the purposes set out in the LTAC Master Plan.

In addition, the City has established the following eligibility requirements for all projects:

- ✓ The project must be entirely within the corporate limits of the City of Airway Heights.
- ✓ The project must be specifically related to tourism in Airway Heights and prominently mention the City of Airway Heights in all printed materials;
- ✓ The project must be designed for the purpose of attracting visitors to the City;
- ✓ Project costs can not be paid in advance with grant money; that is, the sponsor must expend its own funds on approved items and seek reimbursement from the City. The City will review reimbursements and monitor for compliance;

- ✓ Project costs incurred prior to both the grant approval and execution of a written contract with the City will not be reimbursed;
- ✓ Funding may be requested for expenditures in only one year's budget of an event/festival project. A facility, operations or special investment project may be proposed for one or more years; however RCW 67.28 does not permit the funding of capital expenditures on non-publicly owned facilities. City approval will be, in part, contingent on prior successful performance and meeting of project goals in other projects. Applications that seek the "risk" of multiple years' investment must sell the "reward" that would not be achieved with single year appropriations. Keep in mind that the stability in the funding of your organization is not the same as the stability of the lodging tax fund.
- ✓ If the project involves co-sponsors, a written commitment must be submitted from each co-sponsor, signed by a person with authority to obligate that sponsor;
- ✓ Every project must have one designated individual to act as a contact for the project throughout the duration of the project and that person must have authority to obligate all sponsoring parties.
- ✓ If the applicant is a non-profit corporation, a copy of the IRS 501(c)(3) or (c)(6) recognizing that status must be provided;
- ✓ All applicants must provide financial statements accounting for the use of grant funds.

VII. APPLICATIONS

Each applicant is to develop and outline one project which meets these requirements and provides an economic benefit to the City of Airway Heights. The specific amount of the applicant's proposal is open, to be defined by the applicant.

Applications are available at City Hall, located at 1208 S. Lundstrom St, Airway Heights WA 99001. Applications are also available on the City website at www.cawh.org.

LTAC encourages applicants to submit applications electronically (as PDF, word processing or other generally readable files). Completed paper applications will be accepted and processed by the following schedule:

- Advertisement & RFP: LTAC accepts applications on an ongoing basis. Applications must be submitted at least six (6) months prior to the event or date funding is needed.

- It is the responsibility of the applicant to verify that each application – however it was transmitted – has been received.
- Review of Applications/Presentations to LTAC as needed (tentative applicants will be contacted by LTAC to schedule appearance).
- Final LTAC Funding Recommendations to City Council: As needed.
- Council Deliberations: As needed.

VIII. MONITORING

All funded projects will be monitored for progress and consistency with the scope and timeline of the project, as outlined in the application. All requests for reimbursement for approved costs shall be in writing and shall have supporting documentation to verify the expenditure of the funds included in the request. All requests shall be verified as complete and accurate by the project sponsor.

Recipients must file required progress reports in a timely manner. The State Legislature placed requirements on reporting, including a requirement 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.

In the event the sponsor of any approved project fails to perform under the terms of the project approval the City Council has the right to suspend or terminate funding for the remainder of the project. However, the City Council will notify the sponsor of the apparent failure and give an opportunity to address the Council.

IX. REIMBURSEMENT FUNDING

Funds available under this program are revenues received by the City of Airway Heights from the Transient Rental Income Section of Washington State Excise Tax levied on the lodging industry. LTAC, appointed by the City Council, is the advisory body for these funds.

Generally, reimbursements will be made to the applicant within approximately thirty (30) days of submittal of invoices. The applicant is responsible for all incurred financial obligations (i.e., applicant pays vendors, City pays applicant). Applicants are required to maintain original receipts and financial records relative to funds awarded per Washington State requirements. applicants are liable for funds not used in accordance with the award.

General Information

City of Airway Heights Policy Statement for Use of the Lodging Tax Fund

The City of Airway Heights Lodging Tax Fund will be the primary source of City funding for activities, operations and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The Airway Heights City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for the City Council's consideration.

The City of Airway Heights will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Airway Heights.
- Promote Airway Heights and/or events, activities, and places in the City of Airway Heights to potential tourists from outside of Spokane County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Airway Heights.
- Have a demonstrated history of success in Airway Heights, 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 City-owned tourism facilities or infrastructure.

Airway Heights 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 City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.

- Percent of increase over prior year Airway Heights Lodging Tax funded proposals, if any.
 - Projected economic impact within the City of Airway Heights, in particular projected overnight stays in Airway Heights establishments.
 - The applicant’s financial stability.
 - The applicant’s history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
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State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related owned or operated by nonprofit organizations described under 26.U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986 as amended.

RCW 67.28.080 – Definitions.

- **“Municipality”** means any county, city or town of the State of Washington.
- **“Operation”** includes, but is not limited to, operation, management, and marketing.
- **“Person”** means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- **“Tourism”** means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- **“Tourism Promotion”** means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- **“tourism-related Facility”** means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- **“Tourist”** means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.



LTAC Funding Application Instructions

To be eligible for consideration, your complete proposal must be received six (6) months prior to your event or activity. The Committee will review proposals and make recommendations on funding to the City Council. Successful applicants will be required to enter into a contract with the City "AGREEMENT FOR TOURISM SERVICES" attached at the end of this document for reference.

Submit Original and 7 Copies to:

City of Airway Heights Lodging Tax Advisory Committee
1208 S. Lundstrom St.
Airway Heights WA 99001

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Form or type the questions and answers on a separate sheet(s) of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Airway Heights.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. You have the option of including Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.



Application for City of Airway Heights Lodging Tax Funds

Amount of Lodging Tax Request: \$ _____

Organization / Agency Name: _____

Federal Tax ID Number: _____

Event or Activity Name (if applicable): _____

Contact Name and Title: _____

Mailing Address: _____ City: _____

State: _____ Zip: _____ Phone: _____ Email Address: _____

Check all service categories that apply to this application:

_____ Tourism Marketing & Promotion

_____ Operation of a Special Event / Festival designed to attract tourists

_____ Operation of a Tourism Promotion Agency

_____ Operation of A Tourism-Related Facility owned or operated or non-profit organization

_____ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

_____ Non-Profit (**Attach a copy of current non-profit corporate registration with Washington Secretary of State**)

_____ Public Agency

_____ Cooperative Project

CERTIFICATION

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

- I am proposing a tourism-related service. If awarded, my organization intends to enter into an agreement 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 to use City property, if applicable.
- The City of Airway Heights will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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: _____

Supplemental Questions - You may use a separate sheet of paper for answers

1. Describe your tourism-related activity or event.

- If an event, list the event name, date(s), and projected overall attendance.

- Describe why tourists will travel to Airway Heights to attend your event/activity/facility.

2. Some estimates in this question are required by State Law.

As a direct result of your proposed tourism-related service, provide an estimate of:

- Overall attendance at your proposed event/activity/facility _____
- Number of people who will travel more than 50 miles for your event/activity _____
- Of the people who travel more than 50 miles, the number of people who will travel from another country or state _____
- Of the people who travel more than 50 miles, the number of people who will stay overnight in Airway Heights or the Airway Heights area _____
- Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Airway Heights or Airway Heights area _____
- Number of paid lodging room nights resulting from your proposal _____
(Example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)

What methodology did you use to calculate the estimates?

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

4. Is there a host hotel for your event (yes or no) If yes list the host hotel.

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

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

7. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.

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

9. Describe how you will promote lodging establishments, restaurants, and businesses located IN THE CITY OF AIRWAY HEIGHTS.

10. Describe benefit to local businesses and community.

MATCHING FUNDS SHEET

Matching funds are not required; however, this sheet shows the LTAC your level of commitment and organization. Use this chart to set forth the matching funds to be contributed to the project.

PROJECT EXPENSES	TOTAL PROJECT COSTS (\$)	LTAC REQUEST AMOUNT	MATCH AMOUNT (\$)	OTHER REVENUE SPECIFY	OTHER REVENUE SPECIFY	OTHER REVENUE % OF COSTS
<u>Personnel Costs</u>						
Other (Identify)						
Other (Identify)						
Subtotal: Personnel Costs						
<u>Operating Costs</u>						
Rent / Lease						
Utilities						
Telephone						
Postage						
Supplies						
Mileage						
Other (Identify)						
Other (Identify)						
Subtotal: Operation Costs						
<u>Professional Services</u>						
Consultant						
Engineering						
Other (Identify)						
Subtotal: Professional Services						
<u>Construction Costs</u>						
Materials / Supplies						
Construction Costs						
Other (Identify)						
Other (Identify)						
Property Acquisition						
Equipment Purchase						
Other (Identify)						
Other						
Subtotal: Construction Costs						
TOTAL (All Categories)						



Application for Reimbursement City of Airway Heights Lodging Tax Funds

Reimbursements will be made to the applicant within approximately thirty (30) days of submittal of Applications for Reimbursement. The applicant is responsible for all incurred financial obligations (i.e., applicant pays vendors, City pays applicant). Applicants are required to maintain original receipts and financial records relative to funds awarded per Washington State requirements. Copies of receipts must be submitted with reimbursement application to verify amounts expended. Applicants are liable for funds not used in accordance with the award.

Applications for reimbursement will not be considered without the following information completed in its entirety.

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

Some estimates in this question are required by State Law.

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 more than 50 miles for your event/activity _____.
- c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state _____.
- d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Airway Heights or the Airway Heights area _____.
- e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Airway Heights or Airway Heights area _____.
- f. Number of paid lodging room nights resulting from your proposal _____.

(Example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)

What methodology did you use to calculate the estimates?

Instructions: Enter the total amount of lodging tax expenditures by category. Examples of each category include:

- **Municipality Tourism Marketing:** Direct expenditures for municipal employees promoting or advertising tourism; payments to a firm to produce tourist information;
- **Municipality Events & Festivals:** Direct expenditures for events and festivals sponsored by the municipality;
- **Municipality Facilities:** Direct expenditures for operating and capital expenditures for facilities owned or operated by the municipality;
- **Non-municipal Tourism Marketing:** Support for non-municipal organizations promoting or advertising local or regional tourism;
- **Non-municipal Events & Festivals:** Support for events and festivals sponsored by non-municipal organizations;
- **Non-municipal Facilities:** Support for operations of tourism-related facilities owned and operated by non-municipal organizations.

Please provide details for each individual event, festival, facility or tourism marketing organization receiving lodging tax funds. Using the following categories, provide the number of participants in one of the following categories:

- 1) Staying overnight in paid accommodations away from their place of residence or business;
- 2) Staying overnight in unpaid accommodations (e.g., with friends and family) and traveling more than 50 miles;
- 3) Staying for the day only and traveling more than 50 miles;
- 4) Attending but not included in one of the three categories above.

In addition, please provide the number of participants, in any category, that came from out-of-state including other countries.

Contact Information

Name	
Title	
Phone	
Email	

Lodging Tax Expenditures By Category

Municipal Tourism Marketing	\$
Municipal Events & Festivals	\$
Municipal Facilities	\$
Non Municipal Tourism Marketing	\$
Non Municipal Events & Festivals	\$
Non Municipal Facilities	\$
Total Lodging tax Expenditures	\$

Details for Individual Events, Festivals, Facilities or Tourism Marketing Organizations

Municipal/Non-municipal Organization Name	Municipality or Non-municipal Organization	Activity Type

APPLICATION INFORMATION

Requested Amount	Participant Categories	Number of Participants by Category	Total Participants	Number of Out-of-State Participants

POST-EVENT REPORTED INFORMATION

Lodging Tax Expenditures	Total Cost of Event of Festival	Participant Categories	Number of Participants by Category	Estimate Methodology Used	Total Participants	Number of Out-of-State Participants	Estimate Methodology Used

AGREEMENT FOR TOURISM SERVICES

[Name of Contractor]

THIS AGREEMENT is made by and between the City of Airway Heights, a code City of the State of Washington, hereinafter City and _____ hereinafter Contractor, jointly referred to as Parties.

BACKGROUND

A. The City, through RCW 67.28 et seq. collects a special excise tax on the sale or charge made for the furnishing of lodging (the "**Lodging Tax**"). The Lodging Tax is used for (i) tourism marketing; (ii) marketing and operations of special events and festivals designated to attract tourists; (iii) supporting the operations and capital expenditures of tourism related facilities owned or operated by the City; (iv) supporting the operations of tourism related facilities owned or operated by nonprofit organizations; or (v) acquisition of tourism related facilities.

B. The Lodging Tax may also be used for "tourism promotion" and acquisition or operating of "tourism-related facilities."

C. As provided for in RCW 67.28.080(6), State law defines "tourism promotion" as "activities, operations and expenditures designed to increase tourism, including but not limited to advertising, publicizing or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists."

D. State law also defines "tourism related facilities" as "real or tangible personal property with a usable life of three or more years . . . [that is] (1) owned by a public entity; (2) owned by a non-profit organization described under Section 501(c)(3) of the Federal Internal Revenue Code of 1986, as amended or owned by a non-profit organization described under Section 501(c)(6) of the Federal Internal Revenue Code of 1986, as amended, a business organization, destination marketing organization, Main Street organization, lodging association or chamber of commerce; and (3) used to support tourism, performing arts, or to accommodate tourist activities," all as described in RCW 67.28.080(7).

E. To fairly and reasonably allocate the Lodging Tax, the City established a Lodging Tax Advisory Committee (the "**Advisory Committee**") to review and make recommendations to the City for final determination of Lodging Tax revenue disbursement.

F. This Agreement implements the recommendations of the Advisory Committee and sets forth the terms and conditions for use of the Lodging Tax.

AGREEMENT

IN CONSIDERATION of the terms and conditions contained herein the parties agree as follows:

1. **Work to Be Performed.** The Contractor will furnish all equipment, supplies, material and labor to provide: tourism promotion and operation of tourism related facilities, as described above and on the attached Exhibit A (hereinafter, "**Scope of Work**").

The City's manager (the "**Manager**") or designee shall administer and be the primary contact for Contractor. Prior to commencement of work, Contractor shall contact the City Manager or designee to review the scope of Work, schedule and date of completion. Upon notice from the City, Contractor shall commence Work, perform the Work, stop Work and promptly cure any failure in performance under this agreement.

All Work shall be performed pursuant to adopted City standards, policy or as otherwise set forth in this agreement. Contractor shall exercise best efforts including the selection of the highest quality materials so that all work performed shall be in compliance with current related industry standards.

2. **Term of Contract.** This Agreement shall be in full force and effect upon the Effective Date and shall be completed following performance of the Work.

3. **Compensation.** The City agrees to reimburse the Contractor after expenses have been incurred on a time and materials basis provided the total sum does not exceed (\$_____). It is understood and agreed that the payment under this contract may be used for the following purposes:

(a) general expenses related to the Work; (b) media (print, broadcast or electronic) and other services related to the production and distribution of advertising copy, audio and visual presentations, and similar services to promote tourism; (c) advertising professionals, consultants or agencies; (d) marketing activity including advertising, communicating or otherwise engaging in strategies for the purpose of attracting visitors and encouraging tourism; and (e) the reimbursement of reasonable expenses consistent with City Ordinance and state law.

Contractor is encouraged to request pre-approval of expenditures for the purposes set forth in this Agreement. Contractor may not use the funds received under this Agreement for promotional hosting, cash bonuses, gifts, lodging or alcoholic beverages.

4. **Payment.** The Contractor is to be paid upon presentation of an invoice to the City in a lump sum upon completion of the work. Applications for payment shall be sent to the City Clerk at the below stated address.

The application for payment shall be accompanied with documentation to support the expenses set forth on the invoice, to include receipts for expenditures and all other information reasonably required by the City.

The application for payment shall be accompanied with the completed Application for Reimbursement Form provided by the Lodging Tax Advisory Committee.

The City reserves the right to withhold payment under this agreement which is determined in the reasonable judgment of the City Manager to be noncompliant with the scope of work, City Standards, City ordinances and federal or state standards.

5. **Notice.** Notice shall be given in writing as follows:

TO THE CITY:

Name: Richard G. Cook, City Clerk

Phone Number: (509) 244.5578

Address: 1208 South Lundstrom

Airway Heights, WA 99001

TO THE CONTRACTOR:

Name: _____

Phone Number: _____

Address: _____

6. **Applicable Laws and Standards.** The parties, in the performance of this agreement, agree to comply with all applicable Federal, State, Local laws, City ordinances, and regulations.

7. **Relationship of the Parties.** It is hereby understood, agreed and declared that the Contractor shall be an independent Contractor and not the agent or employee of the City, that the City is interested in only the results to be achieved and that the right to control the particular manner, method and means in which the services are performed is solely within the discretion of the Contractor. Any and all employees who provide services to the City under this agreement shall be deemed employees solely of the Contractor. The Contractor shall be solely responsible for the conduct and actions of all employees under this agreement and any liability that may attach thereto.

8. **Insurance.** Contractor shall purchase and maintain during the term of this agreement a comprehensive general liability policy in the amount of \$1,000,000.00 per occurrence with the City as an additional named insured. A copy of the certificate shall be provided to the City. Notice of cancellation of such insurance shall be given to the City by Contractor's insurer.

9. **Indemnification and Hold Harmless.** Each party shall indemnify and hold the other, its officers, employees, agents and volunteers harmless from and against any and all claims, demands, orders, decrees or judgments for injuries, death or damage to any person or property arising or resulting from any act or omission on the part of said party or its agents, employees or volunteers in the performance of this Agreement.

10. **Waiver.** No officer, employee, agent or other individual acting on behalf of either party has the power, right or authority to waive any of the conditions or provisions of this agreement. No waiver in one instance shall be held to be waiver of any other subsequent breach or nonperformance. All remedies afforded in this agreement or by law, shall be taken and construed as cumulative, and in addition to every other remedy provided herein or by law. Failure of either party to enforce at any time any of the provisions of this agreement or to require at any time performance by the other party of any provision hereof shall in no way to be construed to be a waiver of such provisions nor shall it affect the validity of this agreement or any part thereof.

11. **Assignment and Delegation.** Neither party shall assign, transfer or delegate any or all of the responsibilities of this agreement or the benefits received hereunder without first obtaining the written consent of the other party.

12. **Jurisdiction, Venue and Dispute Resolution.** This Contract is entered into in Spokane County, Washington. Venue shall be in Spokane County, State of Washington. Prior to initiating litigation the parties shall engage in mediation where monetary damages are sought as a remedy. The cost of mediation shall be shared between the Parties. The mediator shall be jointly selected by the Parties or where there is no agreement by the Presiding Judge of the Superior Court.

13. **Cost and Attorneys Fees.** In the event a lawsuit is brought with respect to this Agreement, the prevailing party shall be awarded its costs and attorney=s fees in the amount to be determined by the Court as reasonable. Unless provided otherwise by statute, Contractor=s attorney fees payable by the City shall not exceed the lump sum amount of this agreement.

14. **Entire Agreement.** This written agreement constitutes the entire and complete agreement between the parties and supercedes any prior oral or written agreements. This Agreement may not be changed, modified or altered except in writing signed by the parties hereto.

15. **Anti-kickback.** No officer or employee of the City, having the power or duty to perform an official act or action related to this Agreement shall have or acquire any interest in this Agreement, or have solicited, accepted or granted a present or future gift, favor, service or other thing of value from any person with an interest in this Agreement.

16. **Exhibits.** Exhibits attached and incorporated into this agreement are:

- (i) **Exhibit A** – Scope of Work (Which may include Lodging Tax Application, Conditions Lodging Tax Advisory Committee, Contractors proposal to the Lodging Tax Advisory Committee for use of the Lodging Tax, or other documents related to matters in this agreement).

IN WITNESS WHEREOF, the parties have executed this Agreement this ___ day of _____,
201___ ("Effective Date").

CITY OF AIRWAY HEIGHTS:

City Manager

ATTEST:

City Clerk

CONTRACTOR:

Owner

Tax I.D. No.:
