



CALL FOR LODGING TAX GRANT PROGRAM APPLICATIONS
CITY OF BINGEN
Winter 2024 Application Cycle – For events between January 1, 2024
and December 31, 2024

The City of Bingen receives funds from lodging taxes imposed upon hotels and motels located within the City. The City uses these funds to contract for a narrow range of services, activities, and facilities as established by the State. Under the authority of RCW 67.28, the City requests proposals to provide services or construct facilities that will attract visitors to the City. The City's program supports activities that will increase tourism (especially overnight visits) through:

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 a Washington municipality or a public facilities district.
4. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under sections 501(c)(3) and 501(c)(6) of the Internal Revenue Code.

RCW 67.28.1816 requires applicants for the use of lodging tax revenue to provide estimates of the number of people traveling for business or pleasure for certain categories (included on the application form), and final reports showing actual attendance by category. All recipients of these funds will be required to file evaluation forms with the City before receiving final reimbursement from the City.

Proposals must be received at City Hall, 112 N Ash Street, PO Box 607, Bingen, Washington, 98605, or by email to administrator@bingenwashington.org by **4:00 p.m. December 29, 2023**. Provide one original (hardcopy or PDF) application package. Additional copies are not required. A PDF version is preferred.

Proposals will be scored based on the following criteria:

1. For Capital Expenditures, priority will be given to proposals to construct or improve city-owned or managed tourism related facilities meeting the requirements of RCW 67.28.1816, with emphasis on improving key community assets, such as Daubenspeck Park. Priority will also be given to proposals that leverage other funds.
2. For tourism marketing, special events and festivals:
 - a. Broad tourism marketing efforts will be given priority over the promotion of events
 - b. Multi-day events generating multiple overnight stays will be given priority over single-day.
 - c. Priority will be given to those proposals that leverage other funds.
 - d. Priority will be given to events that attract visitors during the shoulder seasons.

All recipients will be expected to acknowledge the City of Bingen's support, and include the City of Bingen as a sponsor on promotional materials

The City reserves the right to reject any or all proposals, and to accept all or any portion of any proposal. The successful proponents will need to complete a contract with the City. Payment for services will be on a reimbursement basis after services have been received.

City of Bingen
LODGING TAX GRANT PROGRAM
FUNDING APPLICATION FORM

Organization/Agency Information

Organization/Agency

Federal Tax ID Number

Contact Name

Mailing Address

Phone

Email

Name of Proposed Event/Activity/Facility

- Tourism Promotion Activities
- Tourism-Related Facility
- Events/Festivals

Amount Requested: \$ _____

Supplemental Questions

You may type your answers below or attach a separate sheet. If you attach a separate sheet, please answer all of the questions below and number your answers to correspond to the numbers of the questions below.

1. Describe your Tourism-Related Activities, Event, or Facility:

2. Describe your proposal to attract visitors to the City, including dates and expected costs.

3. Describe your plans for advertising and promoting your proposed activity or facility.

4. Explain how your activity or facility will result in increased tourism and overnight stays.

5. Estimate the number of tourists expected to attend your activity or facility in each of these categories (required):

- a. _____ Staying overnight in paid accommodations.
- b. _____ Staying overnight in unpaid accommodations (with friends or family) and traveling 50 miles or more from their place of residence or business.
- c. _____ Staying for the day only and traveling 50 miles or more from their place of residence or business.
- d. _____ Attend but are not included in any one of the categories above.
- e. _____ Estimated number of participants in any of the above categories that attend from another state or county.

6. Describe any other partnerships you plan to develop to help ensure the success of your project.

7. If your proposal is for construction of a tourism-related facility, explain your plans for operation and maintenance of the facility.

8. Describe how you will encourage support of Bingen businesses, restaurants, retail and lodging.

9. Submit an itemized revenue and expense budget. What percentage of your revenue budget does this request for funding represent? List any other expected revenue sources and amounts.

10. Sign and date your proposal.

Signature

Printed Name

Date

If multiple activities are planned, please submit a separate application for each activity.