



Moses Lake Tourism Lodging Tax Grant Application *RCW 67.28*

Date of Application: _____

Organization Name: _____

Address: _____

Phone: _____ Email: _____

Contact Person(s): _____

Date of Event: _____

Name of Event: _____

Requested Funding Support Amount: _____

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

Eligibility:

Please check which of the eligibility criteria's are applicable to your event/project.

- Tourism promotion and marketing and the marketing and operations of special events and festivals
- Operation of a tourism promotion agency
- Capital and/or operating costs for city-owned tourism facilities
- Operating costs for qualified non-profit organizations
- Paying all or any part of the cost of tourism promotion
- Acquiring tourism related facilities
- Operating tourism related facilities
- Funding of a multi-jurisdictional tourism related facility

Project Evaluation: The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. The number of participants who attended the event/activity in each of the following categories:

Description	Estimate	Method	Explanation
Overall Attendance			
Attendance, 50+ Miles			
Attendance, Out of State/Country			
Attendance, Paid for Overnight Lodging			
Attendance, Did Not Pay for Overnight Lodging			
Paid Lodging Nights			

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county may also include information collected directly from businesses, such as hotels restaurants or tour guides, likely to be affected by an event.
- Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, policed requirements for crown control or visual estimates.

- **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey:** Informal collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. **Tourism Promotion:** Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?

4. **Benefit to the City:** How will this project benefit the people of Moses Lake?

5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?

6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?

7. 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?

Current Organization Officers:

1. _____
2. _____
3. _____

What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) : _____

I have attached a copy of my organization's IRS documentation

I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Printed Name

Signature and Today's Date