

RESOLUTION 10-020

A RESOLUTION OF THE CITY OF ROSLYN, WASHINGTON CREATING THE TOURISM SUPPORT GRANT PROGRAM

WHEREAS, the City receives revenue from the Lodging Tax generated by overnight stays of less than 30 days; and

WHEREAS, those funds are required to be used to "generate tourism," and

WHEREAS, the City desires to use those funds to create a program to award grants to individuals or groups who provide projects and events within the City that promote tourism and bring visitors to the City, and

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF ROSLYN, WASHINGTON, DOES RESOLVE AS FOLLOWS:

Section 1. The City Council does hereby create the Tourism Support Grant Program as described in the attached exhibit "A." The Mayor or designee is authorized to amend, or develop procedures to effectively administer, the program. Any substantial changes to the program shall be brought to the Budget, Finance, and Administration Committee for review, with recommendation to the City Council for consideration to amend the program.

PASSED BY THE CITY COUNCIL OF THE CITY OF ROSLYN, WASHINGTON, AT A REGULAR MEETING THEREOF, THIS 13th DAY OF JULY, 2010

CITY OF ROSLYN:



Cordy Cooke, Mayor Pro – Tem

Attest:


Amber Shallow, Clerk-Treasurer

Approved as to Form:

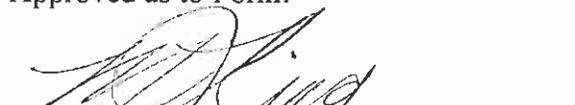

Margaret King, City Attorney

Exhibit "A"
CITY OF ROSLYN
Tourism/Economic Development
Grant Application and Guidelines

Overview

In 2010, the City of Roslyn established the Tourism Promotion Grant Program to support the promotion of tourism projects and events held inside the city limits. The program is funded through the City's share of State Lodging Tax collected on hotel/motel and vacation lodging rentals.

Funding of the program and specific grant awards are dependent on submittal of applications with review and recommendation by the City Council's Budget, Finance, and Administration Committee with the final decisions made by the City Council. The City Council may allocate all, none, or a portion of the available funds as part of the upcoming year's budget. For example, grants awarded in 2010 will be funded for 2011.

The grant program is open to non-profit and for-profit organizations, individuals and groups with the demonstrated ability to achieve project goals. Projects and events that receive grant funds must take place and be completed between January 1 and December 31 of the budget year. Funds will be awarded on a competitive basis, and applicants will be notified following City Council decision.

This application packet contains the following:

General Guidelines for Applicants
Grant Application Narrative and Application
Project Evaluation Criteria
Grant Evaluation Criteria

Deadline for completed applications:

Applications will be accepted August 1st - August 31st. Completed applications must be received at the City of Roslyn Administration Building, 100 E. Pennsylvania Avenue no later than August 31, for consideration for the following budget year.

If you have any questions, contact the City of Roslyn Clerk-Treasurer at (509) 649-3105, or via e-mail at roslyn@inlandnet.com

City of Roslyn
Tourism/Economic Development Grant Application Information

General Guidelines for Applicants

PURPOSE

The City of Roslyn established the Tourism Promotion grant program to support tourism projects or events within the city limits. The program is funded through the City's Lodging Tax and "Tourist Support Fund" that receives funds from the City's share of State tax on lodging rentals in accordance with RCW 67.28.

The purpose of the program is to provide grants to eligible individuals, organizations, or groups for the purpose of attracting visitors and commerce to the City of Roslyn. Program funding and specific grant awards are dependent on recommendations of the City Council's Budget, Finance, and Administration Committee, with the final allocation made by the City Council. The Council may allocate all, none or a portion of the available funds.

PROJECT AUTHORIZATION

The revenues received from the City Lodging Tax may be used for paying all or any part of the cost of tourism promotion. The permitted uses according to the State Legislation authorizing the imposition of this tax-supported program are more fully explained in the Definitions portion of RCW 67.28.080, which states that:

- 1) "Municipality" means any county, city or town of the State of Washington.
- 2) "Tourist" means a person who travels from a place or residence to a different town, city, county, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.
- 3) "Tourism" means economic activity resulting from tourists, which may include, but is not limited to, sales of overnight lodging, meals, tours, gifts, or souvenirs.
- 4) "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.

MAXIMUM AWARD

The yearly grant fund is \$3,000 and the maximum award to one applicant is \$1,500. The City Council may also elect to fund no grants.

MATCHING FUND REQUIREMENT

Each grant requires a match of at least 60 percent of the total amount of the project. No grant can exceed more than 40 percent of the project. This matching component can be in the form of cash and/or in-kind contributions. For example, a grant request of \$1,200 would require at

least \$1,800 in matching and/or in-kind funds for a total project cost of at least \$3,000. This 60 percent match must be clearly identified in grant applications and then highlighted in grant reports. At least one-third of the match must be secured at the time of the application.

APPLICANT ELIGIBILITY

The program is open to any individual, group, or public and/or private entity with the demonstrated ability to accomplish the proposed project. This includes, but is not limited to, nonprofit arts, cultural, heritage, educational and community organizations, museums, historical societies, chambers of commerce, and public or private business groups. Informal groups are eligible to apply so long as one individual serves as the fiscally responsible agent. Collaborative projects are encouraged. Eligibility of sponsors and projects are defined broadly to encourage wide participation and innovative proposals. Applicants may only receive a grant two years in a row, with a third year being possible if there are no other applicants requesting grants.

APPLICATION REQUIREMENTS

The attached grant application should address the following specific areas:

- 1) **Eligibility:** Each applicant will concisely define the service and or product to be provided and demonstrate how it will do so. The project must be in compliance with the State statutes and City guidelines established in this program.
- 2) **Scope of Work:** The applicant will submit a scope of work that describes the project in detail.
- 3) **Promotion Plan:** The proposal will include a detailed description of the tactical plan to advertise, publicize, and distribute information related to the project. It is important that you spell out specific details related to your overall plan. For example, if you plan to run advertising, what media will you use? How often will ads run? What size will the ads be? If you plan to print and distribute flyers or other materials, what size will the final printed piece be, how many will you print, where will you distribute? If you will be posting signs anywhere, where will they be displayed? Please include every aspect of your promotional plan.
- 4) **Timeline:** The scope of work will include a timeline indicating when each element will be undertaken and completed. Projects are expected to be completed during the grant year.
- 5) **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 eligible expenses will be itemized. The budget will clearly indicate the amount and source of the required matching funds for the grant proposal. The applicant must also submit the previous year's final budget and expenditures if the applicant/event existed previously.
- 6) **Reimbursement:** Grant funds are supplied on a reimbursement basis. Projects **must** first incur costs and then request reimbursement with submittal of the final closeout report as stated in the contract guidelines. All funds unexpended in the approved timeline for completion of the project will be returned to the Tourist Support Fund for future allocation for grants or other tourism related expenditures.

7) Contract: Each grant applicant selected for funding will be required to enter into contractual agreement with the City. The contract will cover such areas as definition of the project goals, definition of eligible costs, specification of payment procedures, limits of City liability, and other usual and customary requirements. The contract must be executed by January 1st, of the funding year, or the grant award is invalidated and returned to the Lodging Tax fund for future allocation for grants and other tourism related expenditures.

8) Reporting: As a contractual condition, each funded project sponsor will be required to submit reports under the terms of the contract. At a minimum, reporting will include a report every three months during the grant period, unless the final report will be submitted within four months of the project start date. The final report will be submitted at the end of the grant project (within 30 days after the completion of the grant project and no later than January 30th of the following year). The final report will be a final closeout report, detailing the expenditure of all grant funds, final reimbursement request, and shall contain a description of project accomplishments and project success.

SELECTION PROCESS

Applications will be evaluated by the Council's Budget, Finance, and Administration Committee. Applications that are incomplete or do not meet the submittal requirements will be disqualified. The Committee will review all qualifying applications and a recommendation will be forwarded to the City Council for final decision in a public meeting.

CONTRACT PROCESS

1) If selected, City staff will consult with applicants and request a spending plan to initiate the project.

2) The City will write a contract. Two copies will be sent to the applicant, along with forms required for processing the funds.

3) If accepted, the applicant will sign the documents where indicated and return all to the Clerk-Treasurer within seven working days. One original contract, signed by all parties, will be returned to the applicant.

4) Reporting will occur as required in the contract.

5) Invoices will be submitted for reimbursement and payments will be processed by the City according to the terms of the contract.

6) When the project is complete, applicants will need to submit a Final Project Closeout Report.

City of Roslyn
Tourism/Economic Development Grant Application Information

Grant Application Narrative

Please remember, as previously described there are restrictions on how tourism grant funds can be used.

Please attach a full description (no more than 5 pages total) of your proposal to the Grant Application Summary Page. This project narrative should include, but is not limited to, the following:

- What is it, specifically, you wish to do?
- How will your project meet the criteria attached?
- What will be the anticipated Roslyn tourism impact?
- What will be tangible and intangible benefits to the community of Roslyn?
- How will you evaluate your program's success?
- Please provide a line item detailed budget for your project. Highlight those expenses being recommended for funding through this grant program. Also please indicate match amounts and specify whether your various match items will be cash or in-kind. Also indicate if the match is confirmed or anticipated.
- Promotional plan. Fully describe how you will advertise, publicize or otherwise distribute information regarding your project.
- Have you previously applied for a tourism grant with the City of Roslyn? If so, when? What was the name of the project you proposed?

Send application and grant narrative to:

City of Roslyn
Attn: Clerk-Treasurer
100 E. Pennsylvania Ave
PO Box 451
Roslyn, WA 98941
roslyn@inlandnet.com
(509) 649-3105

**City of Roslyn
Tourism/Economic Development Grant Application Information**

Grant Application Summary Page

The completed application must be received by mail or delivered in person to the front desk of the City of Roslyn Administration Building no later than August 31st, No exceptions will be made to the deadline.

PROJECT SPONSOR INFORMATION		
Project Title:		
Project Funding Year:		
Project Dates (Beginning on or after 1/1/ of next year and ending no later than 12/31/ of next year):		
Contact Person (person who wrote or has the most knowledge about this application):		
Address:		
City:	State:	Zip:
Signature:	Phone:	
Project Sponsor (person with legal authority to sign a contract with the City):		
Address:		
City:	State:	Zip:
Signature:	Phone:	
Sponsor is:	<input type="checkbox"/> Non-Profit	<input type="checkbox"/> Public Agency <input type="checkbox"/> Other
Amount Requested: \$	Match: \$	Total Project Budget: \$
PROJECT SUMMARY <i>(In the space below provide a one-paragraph summary of your request and what it will accomplish. If your request is part of a larger project, you may briefly describe the overall project. However, please focus your answer on the specific element for which you are requesting funding).</i>		

City of Roslyn
Tourism/Economic Development Grant Application Information

Project Evaluation Criteria

The following criteria will be utilized to evaluate all grant proposals.

1) 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 awareness of the City's amenities, history, facilities, and natural environment?

2) Attraction of Visitors: What are the projected direct and indirect dollar expenditures by visitors? What are the estimated number of visits and/or overnight stays generated? Who will attend the event? How many visitors will the event serve?

3) 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?

4) 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?

5) 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.

6) Evaluation: In the scope of work, did you provide a method of evaluating the proposed project upon completion? All grant recipients must make a concerted effort to determine the effectiveness of the project for which they receive grant funding. In the final report, grantees are to assess the number of visitors brought to the Roslyn area, how much community support was shown for the project, and how any project partnerships added to the effectiveness of the project. Therefore, a good project application will contain details as to how the grantee intends to evaluate project success, *i.e.* how the grantee intends to measure number of visitors and to assess community support.

7) Application: Is the application clear, accurate, complete, and neat?

City of Roslyn
Tourism/Economic Development Grant Application Information

Grant Evaluation Criteria

Below are the some, but not all, of the considerations which the Council's Budget, Finance, and Administration Committee has determined will guide it in assessing which grant applications have most merit. These are intended to complement the Project Evaluation Criteria.

1) Project Beneficiaries

- a) How will this project increase daytime visitor trade in Roslyn?
- b) Will this project bring out-of-town visitors to Roslyn for hotel stays?
- c) Will the project promote or benefit a single business versus tourism throughout the City?

2) Project Funding

- a) Is this request for seed money or is it a project that is expecting long-term, ongoing funding?
- b) What are the other funding sources and matches?

3) Project Implementation

- a) What is the experience and expertise for implementation?
- b) Are there clear measurables to show how goals are achieved?
- c) Who are the project partners?

4) Project Quality

- a) Does this event or project appeal to the Council?
- b) Is the concept original? Does it reflect potential or is it innovative?
- c) Does it fit in or complement the big picture of tourism development?