



## Application for City of Colfax Lodging Tax Funds

Amount of Lodging Tax Requested: \$ \_\_\_\_\_

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:	
<b>ELIGIBLE ENTITY</b> <input type="checkbox"/> Public Agency <input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit		<b>ELIGIBLE ACTIVITY</b> Check all that apply to this application <input type="checkbox"/> Tourism promotion/marketing <input type="checkbox"/> Operation of special event/festival designed to attract tourists <input type="checkbox"/> Operation of a tourism promotion agency <input type="checkbox"/> Operation of a tourism-related facility owned or operated by a non-profit <input type="checkbox"/> Operation and/or capital costs of a tourism-related facility owned by a municipality	

### 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 a Professional Services Agreement with the City of Colfax.
- The City will reimburse costs incurred by my organization for tourism-related services according to a Scope of Work. For events/festivals, the city may advance 50% of the award prior to the event.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

<b>Signature:</b>	<b>Title:</b>
<b>Printed or Typed Name:</b>	<b>Date:</b>



7) The State of Washington requires an estimate for the following:

<i>Provide impact estimates due to the direct result of your proposed tourism-related service:</i>		What method was used to determine attendance in previous years?
a. <b>Overall Attendance</b> Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
b. <b>Attendance, 50+ Miles</b> Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. <b>Attendance, Out of State, Out of Country</b> Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
d. <b>Attendance, Paid for Overnight Lodging</b> Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
e. <b>Attendance, Did Not Pay for Overnight Lodging</b> Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

**Description of Methods**

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count 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, police requirements for crowd 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: Information collected directly from individual visitors or participants in a non-random 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).

## Application Information

### Attachments to include:

1. Budget Form
2. If your agency is a non-profit a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3. If available, a copy of your organization's business plan (please limit to not more than two pages) and annual budget.

This 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.

### Submit a PDF and one original signed copy to:

City of Colfax  
Chris Mathis, City Administrator  
400 N Mill St  
Colfax, WA 99111  
[finance@colfaxwa.org](mailto:finance@colfaxwa.org)

## General Information

### City of Colfax Lodging Tax Fund Overview

Colfax's Lodging Tax Fund is the primary source of city funding for activities, operations, and expenditures designed to increase tourism. The city has elected to create a program to competitively award funds to eligible local entities. In addition, 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 to the program.

The Colfax City Council has created an Economic Development, Tourism and Events Committee (EDTEC) to conduct an annual process to solicit and recommend Lodging Tax funded projects to the City Council.

**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 Colfax.
- Promote the Colfax area and/or events, activities, and places in the City of Colfax to potential tourists from outside Whitman County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Colfax.

- Have a demonstrated history or success in Colfax, 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.
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## **Committee Considerations**

In developing its recommendations, the EDTEC 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 Colfax Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Colfax, in particular projected overnight stays in Colfax lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.

## **Reporting Requirements**

Organizations funded for tourism promotion or tourism-related operations will provide quarterly written reports with their funding reimbursement requests. A final written report will be provided to the EDTEC and an oral presentation to the City Council near the end of the year.

Organizations funded for individual events, festivals or activities funds will provide a written and oral presentation 30 days after the event and an oral presentation to council near the end of the year.

Actual data estimated in the application table will be required at the end of the year

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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 facilities 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.

# ATTACHMENT

## Budget

List approximate amount and status of funding from all other sources you anticipate receiving or are requesting for the activities/events proposed. Add additional rows as needed.

<u>Amount</u>	<u>Source</u>	<u>Confirmed ( Yes or No)</u>

### Expenses

<b>Activity</b>	<b>Lodging Tax</b>	<b>Other Funds (total above)</b>	<b>TOTAL</b>
<b>Personnel</b>			
<b>Administration</b>			
<b>Marketing/Promotion</b>			
<b>Travel</b>			
<b>Consultants</b>			
<b>Other (identify)</b>			
<b>TOTAL</b>			