

NOTICE OF FUNDING AVAILABILITY



**2012 Grays Harbor Tourism Grant Application for
Festival & Event Funding**

***Final Date for Application Submission is
Monday, October 31st, 2011 - 5:00PM. No exceptions.***

***RETURN TO:
Grays Harbor Tourism
PO Box 1229
Elma, WA 98541
(800) 621-9625***

How Grants Are Funded

Grays Harbor County receives funds from room taxes imposed on lodging facilities. These funds can be retained by the County or expended for projects and activities established by and eligible under State law (RCW 67.28.1815). Tourism promotion is defined in the RCW as "...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."

RCW 67.28.120 Authorization to acquire and operate tourism-related facilities.

Any municipality is authorized either individually or jointly with any other municipality, or person, or any combination thereof, to acquire and to operate tourism-related facilities, whether located within or without such municipality.

RCW 67.28.1815 Revenue--Special fund--Uses for tourism promotion and tourism facility acquisition and operation.

All revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities. Municipalities may, under chapter 39.34 RCW, agree to the utilization of revenue from taxes imposed under this chapter for the purposes of funding a multi-jurisdictional tourism-related facility.

In Budget Suggestions 1999: (page 30 #3) New permitted uses for tax revenues. Tourism promotion is defined as: 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 tourism.

Grays Harbor Tourism Funding Criteria

Festival and Event Grant Applications will be accepted from non-profit entities organizing tourism based activities within Grays Harbor County, except those municipalities that are allowed by law to collect and manage 3% lodging tax revenues generated within their corporate limits. Grant funding is provided to promote festivals and events from October thru May during shoulder and off-seasons to generate overnight stays/heads in beds and increase tourism activity within Grays Harbor County. This does not exclude new or existing festivals and events during peak season. However priority is given to shoulder and off season events.

Eligible applicants within Grays Harbor County:

Established non-profit 501(c) 3 & (c) 6 organizations
City & County Government Agencies
Facilities owned by Grays Harbor County

Eligible Expenditures:

Multi-media (newspaper, magazine, TV & radio)
Design & print of posters, flyers, brochures & banners
Promotional materials
Internet advertising

Ineligible Expenditures:

Administrative costs
Salaries
Capital & operating costs
Newspaper, TV & radio advertising within Grays Harbor County

All applications are reviewed by the Grays Harbor County Lodging County Tax Advisory Committee. The LTAC is charged with providing recommendations to the Grays Harbor County Commissioners. Applicants will be informed by Grays Harbor Tourism staff about the status and decision of their requests.

The maximum grant allocation is is \$6,000.00. Preference will be given to events that have secured matching funds from other donors/organizations.

Note: Preference may be given to events funded three years or less by this grant program. However, there will no longer be an automatic cap as to the funding amount for events applying in their fourth year or beyond.

Examples of Project Decision Making Criteria:

Complete application
Received by deadline
Draws visitors from outside Grays Harbor County for overnight stays
Detailed breakdown of advertising & marketing campaign
Leverages other funding sources
Festival/event must be covered by insurance
Results in economic benefit to the community
Provides measurable outcome performance indicators

****Receipts for reimbursement are due no later than 60 days after your festival/event****



APPLICATION FORM

NAME OF FESTIVAL/EVENT:

LOCATION OF FESTIVAL/EVENT

DATE(S) OF FESTIVAL/EVENT:

GRANT AMOUNT APPLYING FOR:

\$

NAME OF APPLICANT ORGANIZATION:

CONTACT PERSON:

MAILING ADDRESS:

EMAIL:

PHONE:

FEDERAL TAX ID

APPLICATION FORM

WAS THIS EVENT FUNDED IN 2011 WITH GRAYS HARBOR TOURISM GRANT FUNDING?

_____ YES _____ NO

IF ANSWERED YES, HOW MUCH WAS AWARDED IN 2011? _____

PLEASE LIST ALL PAST YEARS THIS EVENT RECEIVED FUNDING THRU THE GRAYS HARBOR TOURISM GRANT PROGRAM, AND THE AMOUNTS RECEIVED

IS THE FESTIVAL/EVENT INSURED? _____ YES _____ NO

NAME OF INSURANCE COVERAGE PROVIDER

NOTE: PLEASE SEE PAGE 10 FOR ADDITIONAL INSURANCE INFORMATION

APPLICATION FORM

QUESTIONS

You may use additional pages to provide information for each question

Other Funding

What efforts have been made since the last time you received funds from the Tourism Fund to access funding from additional sources?

Please Provide an overall budget of your Festival/Event

Promoting Your Festival/Event

Provide a detailed breakdown of your advertising & marketing campaign including expenses. Also include a statement affirming the use of the Grays Harbor Tourism logo in all advertising and print materials used to promote your event paid for with this grant. See page 9 for more information.

APPLICATION FORM

Project Description

Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve/impact, what grant funds will be used for and list responsible party(s). Describe how the project/activity will enhance tourism and/or result in 'heads in beds'.

Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors to Grays Harbor County? If so, how will this increase be tracked/monitored?

APPLICATION FORM

Project Activity/Performance

Please describe how the project/activity's performance will be measured (How will an increase in tourism be determined? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur as a result of the project and how will that be tracked?) Has a feasibility study been conducted?

Coordination and Collaboration

Please provide information about any organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area. You may attach up to three letters of support from these organizations or agencies.

IMPORTANT!!!

If your festival/event is funded with a Grays Harbor Tourism grant, You must include the Grays Harbor Tourism logo in all advertising.

If you need the logo, please call 800-621-9625 and we will email you a copy or provide one on CD.

In addition, if your event has been funded previously thru the Grays Harbor Tourism Grant Program, please provide hard copies of printed media and related advertising for your event.

APPLICATION FORM

Certification

"I hereby certify that I represent (organization name) _____
_____, and have the authority to speak for and bind by
signature the Organization. I hereby certify that the information supplied in this application is true
and correct and that I have read and understood the procedures and guidelines that govern this
grant. Further, I acknowledge that any variance to the procedures and guidelines governing this
program may result in non-reimbursement of any or all expenditures connect with this grant.

Name (Print): _____

Signature: _____

Title & Organization: _____

Date: _____

Grays Harbor County agrees to reimburse based on compliance with all procedural rules and
guidelines set forth in this program, and state and county auditing and accounting principles.

Authorized Signature/Approval

Date

***Awarding of grant funds will take place by the end of November. Notifications
will be send out by the 2nd week of December.***

A Certificate of Insurance listing GRAYS HARBOR COUNTY as additionally insured and including these minimum requirements will be required for all Subrecipients (if funded):

- a. The Subrecipient shall carry General Liability insurance, Comprehensive Automobile Liability Insurance and such other coverage as may be appropriate. The Subrecipient shall complete a Certificate of Insurance, which is to be made part of this Agreement. Such liability coverage must not be less than \$1,000,000 per occurrence and \$2,000,000 aggregate.

Where automobiles or vehicles are used in conjunction with the performance of this Agreement, the Subrecipient and its contractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.

- b. GRAYS HARBOR COUNTY must be named as an additional insured as respects this agreement and such insurance as is carried by the Subrecipient is primary.
- c. In the event of non-renewal, cancellation or material change in the coverage provided, thirty (30) days written notice must be furnished to the County prior to the date of non-renewal, cancellation or change.
- d. GRAYS HARBOR COUNTY has no obligation to report occurrences unless the claim is filed with the County Risk Manager and GRAYS HARBOR COUNTY has no obligations to pay premiums.
- e. The Subrecipient's insurance policies must contain "cross liability" endorsement substantially as follows: Inclusion of more than one insured under this policy shall not affect the rights of any insured as respects any claim, suit or judgment made or brought by or for any other insured or by or for any employee of any other insured. The policy shall protect each insured in the same manner as though a separate policy had been issued to each, except that nothing herein shall operate to increase the company's liability beyond the amounts for which the company would have been liable had only insured been named.
- f. FIDELITY BOND OR INSURANCE (REQUIRED)
Throughout the life of this Agreement the Subrecipient shall maintain an annual Fidelity or Performance Bond in an amount not less than 25 percent of the value of this Agreement. Proof of insurance against employee dishonesty in an amount approved by the County may be substituted in lieu of bond if approved by the County.