



Application for Fiscal Year 2022 Lodging Tax Grant Funds

Due no later than 5:00pm on Monday, August 23, 2021

Application materials may be submitted using any of the following:

As an email attachment sent to ecristobal@cityoflakewood.us

-OR-

Mailed to City Hall (Attn: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499

-OR-

Arranged drop-off at City Hall by contacting Manny Cristobal

Lodging Tax Advisory Committee

Mayor Don Anderson, Chair

Represent Business Authorized to Collect

Jessica Christensen, Holiday Inn

Jarnail Singh, Comfort Inn & Suites

Asuka Ludden, Best Western

Represent Business Authorized to Receive

Chelene Potvin-Bird, Travel Tacoma - Mt. Rainier Tourism & Sports

Linda K. Smith, Lakewood Chamber of Commerce

Phillip Raschke, Lakewood Playhouse

City Staff Support

Tho Kraus, Deputy City Manager

(Coordinator, Questions on Applications & Funding Process)

tkraus@cityoflakewood.us

(253) 983-7706

Manny Cristobal, Finance Supervisor

(Contract, Invoice and JLARC Reporting Coordination)

ecristobal@cityoflakewood.us

(253) 983-7707

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1. LODGING TAX FUNDING GUIDELINES

As Amended by the City Council on September 21, 2015

Background

The objective of the City of Lakewood Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Lakewood. The process is reviewed annually and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

Objectives for Hotel/Motel Tax Funds:

- Generate increased tourism in Lakewood resulting in overnight stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Lakewood throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

Allocation Guidelines:

- The City, on an annual basis, shall seek funding proposals from organizations seeking to use Hotel/Motel Tax funds for a) promoting tourism or, b) under qualifying conditions, for acquisition, construction or operation of tourism-related facilities.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by the City Council in the form of approval or denial of the recommendations – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract with the City and funding will be provided in quarterly installments or on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.
- \$101,850 will be paid annually to the Sharon McGavick Student Center through 2027 pursuant to the City's agreement with Clover Park Technical College.
- 4% - Can be used for tourism promotion, or the acquisition of tourism-related facilities, or operation of tourism-related facilities.
- 3%- Can only be used for the acquisition, construction, expansion, marketing, management, and financing of convention facilities, and facilities necessary to support major tourism destination attractions that serve a minimum of one million visitors per year.

2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

WHAT ARE “LODGING TAX FUNDS?”

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

HOW CAN THOSE FUNDS BE USED?

Washington State law (RCW 67.28.1815) requires that funds be expended “...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

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 tourists.”

WHERE CAN THE FUNDS BE USED?

The funds are to be used to draw tourists to stay in Lakewood lodging overnight.

WHO CAN APPLY FOR FUNDS?

Any organization, including private businesses, can use the funds to advertise and promote tourism through the media. The promotion must be designed to attract tourists to Lakewood with the goal of increasing the number of overnight stays in the City’s lodging facilities.

WHO DECIDES WHICH APPLICATIONS GET FUNDED?

All complete application packets are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Lakewood City Council who will make the final funding approval.

HOW DO I APPLY?

Complete applications are due no later than 5:00pm Monday, August 23, 2021. Application materials may be sent electronically via email to ecristobal@cityoflakewood.us or mailed to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499. Alternative arrangements to personally drop-off materials at City Hall can be made by contacting Manny Cristobal, (253) 983-7707.

3. SCHEDULE

Monday, August 2, 2021	Application period opens (application available on City's Finance webpage)
Wednesday, August 18, 2021	Provide courtesy notification to Manny Cristobal indicating your interest in applying and method of submittal. The purpose of this notification is to ensure your application is received.
Monday, August 23, 2021	Applications due no later than 5:00pm
Friday, September 10, 2021	LTAC agenda packet emailed to LTAC committee and available online
Thursday, September 23, 2021	LTAC meets to hear presentations and to make funding recommendations
Monday, November 8, 2021	Recommendations to Lakewood City Council Study Session
Monday, November 15, 2021	Final decision on FY2021 grant award allocation adopted by Council
January / February 2022	Contracts issued for FY2022 LTAC grant awards

4. REPORTING REQUIREMENTS & E-VERIFY INFORMATION

Reporting Requirements:

Entities who receive lodging tax grant funds must report a significant amount of information to the city and WA State Legislature. This information includes (subject to change by JLARC):

- *Overall Attendance* – the total number of people predicted to attend this activity, the actual number of people who attended this activity, and the method used to determine the attendance.
- *Attendance, 50+ miles* – the number of people who travelled greater than 50 miles predicted to attend this activity, the actual number of people who travelled greater than 50 miles to attend the activity, and the method used to determine the attendance.
- *Attendance, Out of State, Out of Country* – the number of people from outside the state and country predicted to attend this activity, the actual number of people from outside the state and country who attended this activity, and the method used to determine the attendance.
- *Attendance, Paid for Overnight Lodging* - the number of people predicted to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and the method used to determine the attendance.
- *Attendance, Did Not Pay for Overnight Lodging* - the number of people predicted to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and the method used to determine the attendance.
- *Paid Lodging Nights* – the total projected and estimated actual number of paid lodging nights. One lodging night = one or more persons occupying one room for one night.

The Legislature passes these reports along to the Joint Legislative Audit & Review Committee and the local Lodging Tax Advisory Committee. In turn, the Legislative Audit & Review Committee must report this information biannually to the economic development committees of the Legislature.

E-Verify Declaration Information:

Lakewood Ordinance No. 492 requires that all businesses and contractors (including non-profits) which contract with the city enroll and participate in the Federal E-Verify program. The business entity or contractor shall be required to continue its participation in the program throughout the course of its business relationship with the City.

Further information on E-Verify can be found at the following website:

<https://www.e-verify.gov>

- Include the completed and signed E-Verify Affidavit found under Item 15 of the application.
- If you have any questions about completing the application or E-Verify document, the LTAC program or funding process, please contact Tho Kraus at (253) 983-7706 or tkraus@cityoflakewood.us.

5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

1. Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
2. Submit complete application packet by 5:00pm, Monday, August 23, 2021
 - Email application to ecristobal@cityoflakewood.us, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
 - Be sure to use application for FY2022 grant awards (template with preset font and margins)
 - Late applications will not be accepted
3. All questions on application have been answered in a detailed, yet concise manner
4. Application has been reviewed and includes:
 - a. Signed E-Verify Declaration
 - b. Signature by a person authorized to bind the agency to a contract
 - c. Attachments that are no larger than 8½ by 11
 - d. For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
 N/A
 - e. Marketing plan for the proposed project
 - f. Operating budget for the proposed project
 - g. Your organization's most recent Balance Sheet
 - h. Your organization's Articles of Incorporation and/or Bylaws
 - i. Documentation showing your governing body's authorization to submit the grant request
Documentation consists of meeting minutes in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (individual's name) to submit a Lakewood lodging tax funding request, or (Individual's name) has the governing body's authorization to make funding requests for (name of the agency).
 - j. List of your current Board of Directors or other governing body of your organization
The list must include names, phone numbers, addresses, and identify the principal officers of your governing body.
 - k. Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

1. Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general 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 and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors 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.
3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or tkraus@cityoflakewood.us.
7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: | |

Amount of Lodging Tax Funding Requested: \$| |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$| |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | |

Mailing Address: | |
| |
| |

Tax ID Number: | |

Organization Unified Business Identifier (UBI) | |

UBI Expiration Date: | |

Type of Organization: | |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | |

Title: | |

Telephone: | |

Email: | |

Signature: _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

- a. Event Date(s): []
- b. Event Location: []
- c. If there is a charge or fee for this activity, please describe how much and why.
[]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[]

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

[]

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? 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 and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

[]

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

[]

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

[]

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

| |

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

| |

9. Use of Funds

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

| |

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. ** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2021? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2021? \$

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded

No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

12. Coordination and Collaboration

Please provide information about any other 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, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is **no city ownership are not eligible** to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Insurance is not an eligible cost.</i>				\$	\$	\$
TOTAL				\$	\$	\$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____

[]

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
 - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: <https://www.e-verify.gov>

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

**AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"**

As the person duly authorized to enter into such commitment for

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

Hire no employees for the term of the contract between the City and the Company or Organization.

Signature

Print Name and Title

Date