*Lodging Tax Advisory Committee*
*Regular Meeting*
*Monday, November 9, 2020*
*11:00am*
*Via Zoom*

Chairman: Russell Carlson
Members: Bill Harris
Shelly Monson
Jean Brown
Tina Garner

CITY OF SELAH
115 West Naches Avenue
Selah, Washington 98942

Recreation Manager: Zack Schab

## AGENDA

A. Call to Order & Roll – Chairman Carlson

B. Approval of Minutes

1. Minutes from Board Meeting August 31, 2020

C. Communications **None**

D. General Business

1. Application for LTAC Funds 2020 & 2021 – Recreation Manager Salary

   a. 2020 Recreation Manager Salary Request
   b. 2021 Recreation Manager Salary Request

2. Application for LATC Funds 2021 – City Sponsored Events

   a. Hot Rods on First Street
   b. Selah Fourth of July Fireworks

3. Application for LTAC Funds 2021 – Selah Community Days Association

4. Application for LTAC Funds 2021 – Yakima Valley Tourism

   a. Yakima Valley Sports Commission Membership
   b. Yakima Valley Tourism Proposal Contract for Tourism Services

F. Board Member Reports

G. Adjournment

# City of Selah
# Lodging Tax Advisory Committee Meeting
# Monday, August 31, 2020
# Electronically via Zoom

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A. CALL TO ORDER

Chairman Carlson called the meeting to order at 11:00am.

B. ROLL CALL

Members Present: Russell Carlson; Bill Harris; Shelly Monson

Members Absent: Jean Brown; Tina Garner

Staff Present: Treesa Morales, Recreation Manager; Monica Lake, Executive Assistant

Guests: None

C. APPROVAL OF MINUTES

1. Minutes from Board Meeting April 27, 2020

Board Member Harris moved, and Board Member Monson seconded, to approve the April 27, 2020 Minutes. By voice vote, approval was unanimous.

D. COMMUNICATIONS **None**

E. GENERAL BUSINESS

1. Expenditure approval for legal ad

Executive Assistant Lake explained that, per State law, changes to meeting dates and times must be published via legal ad in a local paper.

**Board Member Monson moved, and Board Member Harris seconded, to approve the expenditure for a legal ad. By voice vote, approval was unanimous.**

2. Parks & Recreation Manager Salary approval for 2020
   &
3. Information on 2021 Budget Review and Approval

Recreation Manager Morales said that she'd be addressing items two and three together. She explained that fifteen percent of her salary comes from LTAC funds, and that she needs to submit an application for what was already approved for 2020, as well as an application in September or October for the 2021 budget, to ensure that what was approved by the board matched what was allocated for the position.

A brief discussion followed on the percentage of the Recreation Manager's salary now versus prior years and concern regarding the lack of tax revenue this year.

Recreation Manager Morales provided information on the canceled 2020 events and projected numbers for 2021, to include the car show, the 2A State tournament, 4th of July, and Community Days, noting that there would be a projected two percent COLA added to the Recreation Manager's salary as well.

Discussion followed on what a full event 4th of July entailed and the expense; attendance for it previous years; doing an open park for picnicking with fireworks; whether to allow vendors at both the 4th of July event and the car show; and looking into the purchase of some Bluetooth speakers to utilize for City events and rent out for Civic Center outdoor events.

Recreation Manager Morales stated that she would come back to the board with applications for approval.

F. BOARD MEMBER REPORTS

Board Member Monson had no report.

Board Member Harris said that the softball season would be short, and they were looking at adding two tournaments in the March/April window with the intent to run the same number of tournaments next year.

Recreation Manager Morales replied that GYGSA canceled the remainder of their 2020 season.

A brief discussion followed on who had been using Carlon Park the past weekend, as GYGSA had not and no one had contacted the Recreation Department for use of the facility.

Recreation Manager Morales noted that Selah has the @A tournament at Carlon Park for the next five years, and that she had the dates of those tournaments.

Recreation Manager Morales had no other report.

Chairman Carlson had no report.

H. ADJOURNMENT

**Board Member Harris moved, and Board Member Monson seconded, to adjourn the meeting. By voice vote approval was unanimous.**

The meeting was adjourned at 11:37pm.

# APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** 2020 Recreation Director Salary Request

## APPLICANT INFORMATION

**NAME OF ORGANIZATION:** City of Selah Parks and Recreation

Physical Address: 216 S. 1st Street Selah, WA 98942

Form of organization: Government Agency

Website: www.selahwa.gov/parks-and-recreation

Agency Tax ID: _____

UBI: _____

Organization is a (select one):

X Government Entity

_____ 501©3

_____ 501©6

_____ Other _____

## PRIMARY POINT OF CONTACT

Name: Zack Schab

Phone: 509-698-7300

Email: zack.schab@selahwa.gov

Fax: 509-698-7309

Project/Event Name: 2020 Recreation Director Salary Request

Project/Event Date: _____

Project/Event Location: _____

**Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.**

| Season | Months |
|---|---|
| X Year-Round | January-December |
| _____ Off Season | November-February |
| _____ Shoulder Season | October or March-May |
| _____ High Season | June-September |

## REQUESTED FUNDING

Can you operate this project with reduced funding? No

Priority #1: $ $13,482 Priority #2: $

Will there be admission charged for this activity? No

If yes, how much per person? $

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

A portion of the Recreation Director's job is directly related to the LTAC mission. Whether through daily work to encourage, improve, or increase visitation to Selah, planning annual events, or being and active member of the City of Selah LTAC Committee, the Recreation Director consistently works to improve tourism throughout Selah.

The purpose of this application is to request funding to supplement the annual salary for the Recreation Director position. Based on a salary study and analysis, it has been determined that 15% of the Recreation Director salary should be paid for through LTAC funds. The monetary amount requested in this application is reflective of this research.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds?

Priority 1 - Full amount requested: $13,482

Priority 2 – Partial amount requested:

Will there be admission charged for this activity? No

***Please provide estimates the number of people traveling out of town to your event:***

Away from their place of resident or business and staying overnight in paid accommodations:

To a place 50 miles, one way, from their place of residence or business for the day or overnight:

From another country or state outside of their place of residence or business:

## COORDINATION AND COLLABORATION

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

Please see above.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| $51,152 | General Fund | Yes | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Total Income: | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | $13,482 | | |
| Administration: | | | |
| Marking/Promotion: | | | |
| Direct Sales Activities: | | | |
| Minor Equipment: | | | |
| Travel: | | | |
| Contract Services: | | | |
| Other Activities: | | | |
| Total Cost: | | | |

## SCHEDULE AND USE OF FUNDS

The LTAC committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways:

Funds must be used as directed by the LTAC committee listed at the end of this contract. Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising - For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

_____ *(Applicant Initials)*

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.

_____ *(Applicant Initials)*

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

### City of Selah Tourism Promotion Application Information

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

_____ *(Applicant Initials)*

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

- Attending but not included in one of the three categories above.

- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

_____ *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):**_____

**Print or type name:** Zack Schab

**Title:** Recreation Manager

**Date:** October 22, 2020

## FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

_____

_____

_____

Chairperson Signature: _____

Date: _____

# APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** 2021 Recreation Director Salary Request

## APPLICANT INFORMATION

**NAME OF ORGANIZATION:** City of Selah Parks and Recreation

Physical Address: 216 S. 1st Street Selah, WA 98942

Form of organization: Government Agency

Website: www.selahwa.gov/parks-and-recreation

Agency Tax ID: _____

UBI: _____

Organization is a (select one):
X Government Entity
_____ 501©3
_____ 501©6
_____ Other _____

## PRIMARY POINT OF CONTACT

Name: Zack Schab

Phone: 509-698-7300

Email: zack.schab@selahwa.gov

Fax: 509-698-7309

Project/Event Name: 2021 Recreation Director Salary Request

Project/Event Date: _____

Project/Event Location: _____

**Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.**

| Season | Months |
|---|---|
| X Year-Round | January-December |
| _____ Off Season | November-February |
| _____ Shoulder Season | October or March-May |
| _____ High Season | June-September |

## REQUESTED FUNDING

Can you operate this project with reduced funding? No

Priority #1: $ $13,000 Priority #2: $_____

Will there be admission charged for this activity? No

If yes, how much per person? $_____

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

A portion of the Recreation Director's job is directly related to the LTAC mission. Whether through daily work to encourage, improve, or increase visitation to Selah, planning annual events, or being and active member of the City of Selah LTAC Committee, the Recreation Director consistently works to improve tourism throughout Selah.

The purpose of this application is to request funding to supplement the annual salary for the Recreation Director position. Based on a salary study and analysis, it has been determined that 15% of the Recreation Director salary should be paid for through LTAC funds. The monetary amount requested in this application is reflective of this research.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? _____

Priority 1 - Full amount requested: $13,000

Priority 2 – Partial amount requested: _____

Will there be admission charged for this activity? No

***Please provide estimates the number of people traveling out of town to your event:***

Away from their place of resident or business and staying overnight in paid accommodations:

_____

To a place 50 miles, one way, from their place of residence or business for the day or overnight:

_____

From another country or state outside of their place of residence or business:

_____

## Coordination and Collaboration

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

Please see above.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| | General Fund | Yes | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Total Income: | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | $13,000 | | |
| Administration: | | | |
| Marking/Promotion: | | | |
| Direct Sales Activities: | | | |
| Minor Equipment: | | | |
| Travel: | | | |
| Contract Services: | | | |
| Other Activities: | | | |
| Total Cost: | | | |

## SCHEDULE AND USE OF FUNDS

The LTAC committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways:

Funds must be used as directed by the LTAC committee listed at the end of this contract. Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising - For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

_____ *(Applicant Initials)*

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.

_____ *(Applicant Initials)*

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

### City of Selah Tourism Promotion Application Information

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

_____ *(Applicant Initials)*

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

- Attending but not included in one of the three categories above.

- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

_____ *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):**_____

**Print or type name:** Zack Schab

**Title:** Recreation Manager

**Date:** October 22, 2020

## FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

_____

_____

_____

Chairperson Signature: _____

Date: _____

# APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** Selah Community Days

## APPLICANT INFORMATION

**NAME OF ORGANIZATION:** Selah Community Days Association

Physical Address: PO Box 783 Selah, WA 98942

Form of organization: 501 (c) 3

Website: selahdays.com

Agency Tax ID: 47-31820749

UBI: 601 789v022

Organization is a (select one):

_____ Government Entity
xx 501©3
_____ 501©6
_____ Other _____

## PRIMARY POINT OF CONTACT

Name: Barb Petrea / President

Phone: 509-930-0432

Email: selahcommunitydays@gmail.com

Fax: N/A

Project/Event Name: Selah Community Days

Project/Event Date: May 13-16, 2021

Project/Event Location: Carlon Park, Selah

**Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.**

| Season | Months |
|---|---|
| _____ Year-Round | January-December |
| _____ Off Season | November-February |
| x Shoulder Season | October or March-May |
| _____ High Season | June-September |

## REQUESTED FUNDING

Can you operate this project with reduced funding? NO

Priority #1: $20,000 Priority #2: $10,000

Will there be admission charged for this activity? no gate admisstion

If yes, how much per person? $0

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

Selah Community Days is an annual tradition to celebrate Selah. We host as many as 5000 attendees from Selah, as well as surrounding cities to enjoy the parade, carnival, vendors and entertainment stage, and of course the fireworks show on Saturday night.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? No

Priority 1 - Full amount requested: $20,000

Priority 2 – Partial amount requested: $10,000

Will there be admission charged for this activity? there is no gate admission

***Please provide estimates the number of people traveling out of town to your event:***

Away from their place of resident or business and staying overnight in paid accommodations: 250

To a place 50 miles, one way, from their place of residence or business for the day or overnight: 500

From another country or state outside of their place of residence or business:

## Coordination and Collaboration

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

Selah Community Days celebrates Selah. With that, our businesses, civic and church groups, school groups and private citizens all work together to "show off" what Selah has to offer. Our local Selah reseident attendees will find something new they may not of know Selah offered, and our non-residents will disover all the restaurants, parks, entertainment and general spirit of Selah that will of course bring them back.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

Social media, radio, TV and print marketing are all used as great tools to share out event. Businesses, civic and church groups, school groups, etc. are all invited to participate in our Saturday parade and many host vendor booths or sponsor other activities througout the event and of course advertise their participation for full circle marketing.

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

Many restaurants host a vendor booth, offer sales and specials. Sponsors are promoted through our marketing as well.

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| 10,000 | Carnival Proceeds | Yes | May 13-16 | |
| 9,000 | Booth / Parade Fees | yes | May 13-16 | |
| 2000 | Sponsorship Logos | Yes | Annual/Year Round | |
| 2500 | Royalty Event Tickets | Yes | April 2021 | |
| 6000 | TShirt Sales | Yes | April & May 2021 | |
| Total Income:29,500 | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | 0 | 0 | 0 |
| Administration: | 3500 | 3500 | 7000 |
| Marking/Promotion: | 1000 | 1000 | 2000 |
| Direct Sales Activities: | 2500 | 2500 | 5000 |
| Minor Equipment: | 6100 | 6100 | 12200 |
| Travel: | 0 | 0 | 0 |
| Contract Services: | 3750 | 3750 | 7500 |
| Other Activities: | 3150 | 9225 | 12375 |
| Total Cost: | 20000 | 26,075 | 46,075 |

## SCHEDULE AND USE OF FUNDS

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- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).
KA_____ *(Applicant Initials)*

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.
KA_____ *(Applicant Initials)*

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

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KA_____ *(Applicant Initials)*

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

- Attending but not included in one of the three categories above.

- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

KA _____ *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):** Kim Acacio

**Print or type name:** Kim Acacio

**Title:** Treasurer

**Date:** 10/19/20

## FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

_____

_____

_____

Chairperson Signature: _____

Date: _____

# 2021 Selah Commuity Days Budget

*10.19.2021*

| | | Expenses | Income | | | |
|---|---|---|---|---|---|---|
| **Expenses** | | | | | | |
| Admin | | $ 650 | | | Administration | $ 7,000 |
| Misc Admin costs | $ 250 | $ - | | | *Marketing* | *$ 2,000* |
| Vehicle Registrations | $ 400 | $ - | | | *Direct Sales* | *$ 5,000* |
| Carnival | | $ - | $ 10,000 | Ticket Sales | Minor Equipment | $ 12,200 |
| * *15% / 20% Ticket Sales* | | | | | *Contract Services* | *$ 7,500* |
| Cruz Nite | | $ 700 | $ 800 | Reg Fee $10 Per Car | *Other (Royalty)* | *$ 12,375* |
| *Awards / Admin / Goodie Bags* | | | | | ***Total*** | ***$ 46,075*** |
| Fireworks | | $ 3,500 | | | | |
| Fundraising | | $ 150 | $ 600 | Raffle Ticket Sales | | |
| *Raffle Tix / Marketing* | | | | | | |
| Insurance | | $ 3,240 | | | | |
| *Truck / Van / Trailer / Officer / Liability* | | | | | | |
| Parade | | $ 500 | $ 500 | Business & Political Entry Fees | | |
| *Signage / Misc* | | | | | | |
| Park & Parade Shared Expenses | | *$ 2,200* | | | | |
| *Toilets / Radio expenses* | | | | | | |
| Park Expenses | | $ 10,000 | | | | |
| *Power Equip Rental / Canapy / Stage-DJ-Lighting-Sound / Misc Supplies* | | | | | | |
| Park Entertainment | | $ 2,350 | | | | |
| *Stage Entertainment* | | | | | | |
| Golf Cart Rentals w/Delivery | | *$ 260* | | | | |
| PR / Marketing | | $ 2,000 | | | | |
| *Print / Media* | | | | | | |
| SCDA Park Trailer | | $ 250 | | | | |
| *Electical Supply Hub* | | | | | | |
| Security | | $ 1,400 | | | | |
| *Event / Overnight Security $35 hr X 2 / 20 hours* | | | | | | |
| T-Shirts *(sweatshirt pre-order only)* | | $ 5,000 | $ 7,000 | Tshirt Sales | | |
| *$10 cost, $15 sell, No Cost to Royalty* | | | | | | |
| Vehicle Maintenance | | $ 1,000 | | | | |
| *All vehichicle and trailers / Misc Mntc* | | | | | | |
| Website | | $ 500 | | | | |
| Royalty | | $ 12,375 | | | | |
| Float Construction | $ 2,000 | $ - | | | | |
| *Supply and Materials* | | | | | | |
| Fuel | $ 1,000 | $ - | | | | |
| *Truck to parade* | | | | | | |
| Travel Expenses | $ 1,500 | $ - | | | | |
| *Hotel & Meals - Olympia, Issaquah, Seafair* | | | | | | |
| Little / Mini Pageant | $ 600 | $ - | $ 300 | $30 Reg Fee pp | | |
| *Sunday SCDA- Tshirt/Awards/Décor* | | | | | | |
| Jr / Sr Pageant | $ 1,800 | $ - | $ 2,250 | $10 Ticket Sales | | |
| *Tickets / Pamphlet / Judge Awards / Décor / Facility / T-Shirt / Crown* | | | | | | |
| Luncheon | $ 350 | $ - | | | | |
| *Hall / Food / Décor* | | | | | | |
| Wardrobe | $ 2,200 | $ - | | | | |
| *$375 each: Dress / Lunchean outfit / Jacket / Sash* | | | | | | |
| Scholarships | $ 2,925 | $ - | | | | |
| *Q $1200 Px2 $600 JrQ $200 JrP $100 LQ 150 LP75* | | | | | | |

## Income

| | |
|---|---|
| Trailer Sponsors | $ 2,000 |
| City | $ 20,000 |
| Donations | $ - |
| Carnival Proceeds | $ 10,000 |
| Vendors | $ 2,000 |
| Food Vendor Fees | $ 5,000 |
| *$200 minimum / % of sales* | |
| Misc | $ - |

| | | | |
|---|---|---|---|
| Total Expense | $ 46,075 | $ 60,450 | Total Income |
| | | $14,375.00 | Net Differential |
| | | *$ 3,500* | *2020 Carryover* |

# APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** Hot Rods on First Street

## APPLICANT INFORMATION

**NAME OF ORGANIZATION:** City of Selah

Physical Address: 115 W. Naches Ave, Selah WA 98942

Form of organization: Government

Website: www.selahwa.gov

Agency Tax ID: _____

UBI: _____

Organization is a (select one):

X Government Entity

_____ 501©3

_____ 501©6

_____ Other _____

## PRIMARY POINT OF CONTACT

Name: Zack Schab

Phone: 509-698-7300

Email: zack.schab@selahwa.gov

Fax: 509-698-7309

Project/Event Name: Hot Rods On First Street

Project/Event Date: TBD

Project/Event Location: First Street, Selah

**Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.**

| Season | Months |
|---|---|
| _____ Year-Round | January-December |
| _____ Off Season | November-February |
| _____ Shoulder Season | October or March-May |
| X High Season | June-September |

## REQUESTED FUNDING

Can you operate this project with reduced funding? No

Priority #1: $ $3000 Priority #2: $ _____

Will there be admission charged for this activity? For Participants

If yes, how much per person? $ $25/entry

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? No

Priority 1 - Full amount requested: $3000

Priority 2 – Partial amount requested: _____

Will there be admission charged for this activity? For registrants only

***Please provide estimates the number of people traveling out of town to your event:***

Away from their place of resident or business and staying overnight in paid accommodations:

_____

To a place 50 miles, one way, from their place of residence or business for the day or overnight:

_____

From another country or state outside of their place of residence or business:

_____

## COORDINATION AND COLLABORATION

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

Hot Rods on First Street is the only large scale car show in Selah and continues to be more popular each year. The event is free to the public and participants in the show pay $20 to enter their car. We have people travel from all over the state to show their car and continue to attract cars from the west cost of the state, and north above Everett. We expect to have 200 participants, and around 500 visitors to the event.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

There are two sponsors for this event – AutoSpa and Pingrey Ford. Collectively, they contributed $1500 to the 2019 event. Other than these two, the event operates solely on city and LTAC funding. All of the items LTAC funds cover are for promotional material or out of state advertising. By listing the car show in CruizIn Magazine, for example, we are able to get the word out about Hot Rods on First Street to some of the biggest car groups and enthusiasts throughout the Washington, Oregon, and Idaho. Further, through our marketing program, we give promotional swag to all our participants, who then wear the shirt, carry the bag, display the dash plaque, or showcase the trophy to other throughout the state, who then want to come to our show.

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Total Income: | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | | | |
| Administration: | | | |
| Marking/Promotion: | $3000 | | |
| Direct Sales Activities: | | | |
| Minor Equipment: | | | |
| Travel: | | | |
| Contract Services: | | | |
| Other Activities: | | | |
| Total Cost: | | | |

## SCHEDULE AND USE OF FUNDS

The LTAC committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways:

Funds must be used as directed by the LTAC committee listed at the end of this contract. Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising - For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

_____ *(Applicant Initials)*

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.

_____ *(Applicant Initials)*

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

### City of Selah Tourism Promotion Application Information

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

_____ *(Applicant Initials)*

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

- Attending but not included in one of the three categories above.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

_____ *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):**_____

**Print or type name:** Zack Schab

**Title:** Recreation Manager

**Date:** 10/22/2020

## FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

_____

_____

_____

Chairperson Signature: _____

Date: _____

# APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** Selah Fourth of July Fireworks

## APPLICANT INFORMATION

**NAME OF ORGANIZATION:** City of Selah

Physical Address: 115 W. Naches Ave, Selah WA 98942

Form of organization: Government

Website: www.selahwa.gov

Agency Tax ID: _____

UBI: _____

Organization is a (select one):

X Government Entity

_____ 501©3

_____ 501©6

_____ Other _____

## PRIMARY POINT OF CONTACT

Name: Zack Schab

Phone: 509-698-7300

Email: zack.schab@selahwa.gov

Fax: 509-698-7309

Project/Event Name: Selah Fourth of July Fireworks

Project/Event Date: 7/4/2021

Project/Event Location: Carlon Park

**Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.**

| | Season | Months |
|---|---|---|
| _____ | Year-Round | January-December |
| _____ | Off Season | November-February |
| _____ | Shoulder Season | October or March-May |
| X | High Season | June-September |

## REQUESTED FUNDING

Can you operate this project with reduced funding? No

Priority #1: $ $6000 Priority #2: $

Will there be admission charged for this activity? No

If yes, how much per person? $

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

Selah plans to provide a first class fireworks show for all to enjoy. The parks and recreation department plans to provide a safe place for members from around the valley and beyond to bring their family and celebrate the holiday.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? No

Priority 1 - Full amount requested: $6000

Priority 2 – Partial amount requested:

Will there be admission charged for this activity?

***Please provide estimates the number of people traveling out of town to your event:***

Away from their place of resident or business and staying overnight in paid accommodations:

To a place 50 miles, one way, from their place of residence or business for the day or overnight:

From another country or state outside of their place of residence or business:

## Coordination and Collaboration

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Total Income: | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | | | |
| Administration: | | | |
| Marking/Promotion: | | | |
| Direct Sales Activities: | | | |
| Minor Equipment: | | | |
| Travel: | | | |
| Contract Services: | $6000 | | |
| Other Activities: | | | |
| Total Cost: | | | |

## SCHEDULE AND USE OF FUNDS

The LTAC committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways:

Funds must be used as directed by the LTAC committee listed at the end of this contract. Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising - For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

_____ *(Applicant Initials)*

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.

_____ *(Applicant Initials)*

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

### City of Selah Tourism Promotion Application Information

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

_____ *(Applicant Initials)*

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

    - Attending but not included in one of the three categories above.
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

_____ *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):**_____

**Print or type name:** Zack Schab

**Title:** Recreation Manager

**Date:** 10/22/2020

## FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

_____

_____

_____

Chairperson Signature: _____

Date: _____

# APPLICATION FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** Yakima Valley Sports Commission Annual Membership

## APPLICANT INFORMATION

**NAME OF ORGANIZATION:** City of Selah

Physical Address: 115 W. Naches Ave, Selah, WA, 98942

Form of organization: Government

Website: www.selahwa.gov

Agency Tax ID: _____

UBI: _____

Organization is a (select one):

X Government Entity

_____ 501©3

_____ 501©6

_____ Other _____

## PRIMARY POINT OF CONTACT

Name: Zack Schab

Phone: 509-698-7300

Email: zack.schab@selahwa.gov

Fax: 509-698-7309

Project/Event Name: Yakima Valley Sports Commission Annual Membership

Project/Event Date: Annual

Project/Event Location: _____

**Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.**

| Season | Months |
|---|---|
| X Year-Round | January-December |
| _____ Off Season | November-February |
| _____ Shoulder Season | October or March-May |
| _____ High Season | June-September |

## REQUESTED FUNDING

Can you operate this project with reduced funding? No

Priority #1: $ 3000 Priority #2: $

Will there be admission charged for this activity? No

If yes, how much per person? $

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

The City of Selah Parks and Recreation and Tourism is requesting approval from the LTAC Board for full funding to pay the annual membership for the Yakima Valley Sports Commission Partnership. The City of Selah sees great value in this partnership in its ability to increase tourism revenue for the City of Selah through events such as the WIAA 2A State Softball Championship, regional softball tournaments, continued advertising for the City of Selah, and knowledge gained in monthly meetings to discussion tourism throughout the Yakima Valley.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? no

Priority 1 - Full amount requested: $3000

Priority 2 – Partial amount requested:

Will there be admission charged for this activity?

***Please provide estimates the number of people traveling out of town to your event:***

Away from their place of resident or business and staying overnight in paid accommodations:

To a place 50 miles, one way, from their place of residence or business for the day or overnight:

From another country or state outside of their place of residence or business:

## Coordination and Collaboration

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

Membership includes securement and promotions of various sporting events including the WIAA and WASA State and Regional Softball Tournaments held at Carlon Park. In the past, these events included 67 sporting events, bringing in almost 20,000 people, 12,009 room nights, and $6.6 million in estimated economic impact.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

The benefits for this membership allow the City of Selah to be involved in State-wide tournament, bringing in athletes and their families from all over the state and beyond. As such, we feel it is worthwhile to invest in this partnership. Because of the membership, we are able to work with the Greater Yakima Girls Sports Association, Yakima Sports Forum, the Selah School District, and Selah Public Works to provide these tourism opportunities to our City.

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

Please see above

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| Total Income: | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | | | |
| Administration: | | | |
| Marking/Promotion: | $3000 | | |
| Direct Sales Activities: | | | |
| Minor Equipment: | | | |
| Travel: | | | |
| Contract Services: | | | |
| Other Activities: | | | |
| Total Cost: | | | |

## SCHEDULE AND USE OF FUNDS

The LTAC committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways:

Funds must be used as directed by the LTAC committee listed at the end of this contract. Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising - For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

_____ *(Applicant Initials)*

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.

_____ *(Applicant Initials)*

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

### City of Selah Tourism Promotion Application Information

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

_____ *(Applicant Initials)*

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;

- Attending but not included in one of the three categories above.

- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

_____ *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):**_____

**Print or type name:** Zack Schab

**Title:** Recreation Manager

**Date:** 10/22/2020

## FOR LTAC BOARD USE ONLY

Accepted/Denied: _____

Amount Approved: _____

Specific directions for use of funds: _____

_____

_____

_____

Chairperson Signature: _____

Date: _____

# APPLICANT FOR LTAC FUNDS

LODGING TAX ADVISORY COMMITTEE (LTAC)
CITY OF SELAH

***TITLE OF EVENT:*** Yakima Valley Tourism Proposal Contract for Tourism Services

## APPLICANT INFORMATION

NAME OF ORGANIZATION: Yakima Valley Tourism

Physical Address: 10 North 8th Street, Yakima, WA 98901

Form of organization: 501 © 6

Website: visityakima.com

Agency Tax ID: 91-0788723

UBI: 601-134-253

Organization is a (select one):

_____ Government Entity
_____ 501 © 3
_X_ 501 © 6
_____ Other _____

## PRIMARY POINT OF CONTACT:

Name: Stephanie Gangle

Phone: 509-575-3010

Email: stephanie@visityakima.com

Fax: 509-575-6252

Project/Event Name: Yakima Valley Tourism Proposal Contract for Tourism Services

Project/Event Date: All of 2021

Project/Event Location: n/a

Tourism Seasons: From the list below, what season will your project enhance tourism? Please indicate the appropriate season.

| Season | Months |
|---|---|
| _X_ Year-Round | January-December |
| _____ Off Season | November-February |
| _____ Shoulder Season | October or March-May |
| _____ High Season | June-September |

## REQUESTED FUNDING

Can you operate this project reduced funding? Yes; however some activities will not be performed.

Priority 1 - Full amount requested: $10,331

Priority 2 - Partial amount requested: It will depend on what the committee chooses.

Will there be admission charged for this activity? No.

If yes, how much per person? $ n/a

## ACTIVITY INFORMATION

Please describe the activity or organization. For festivals or events, include the name, dates of operation and expected number of participants. For operations, include the expected number of visitors.

Membership with Yakima Valley Tourism, advertising in the 2020 Travel Guide and Destination Marketing package to directly market and position Selah as a convenient and attractive destination for tourists. Additional focus will be on the rich agricultural abundance and farm-fresh experiences plus outdoor adventure opportunities in the Yakima River Canyon. Our efforts will draw visitors to experience organized events in Selah as well.

## PLEASE COMPLETE THE FOLLOWING REGARDING FUNDING FOR YOUR EVENT.

Can you operate this project without LTAC Funds? No; requested funds are specific to Selah promotion.

Priority 1 - Full amount requested: $10,331

Priority 2 - Partial amount requested: it will vary

options listed on the signature page attached to this proposal.

Will there be admission charged for this activity? No.

***Please provide estimated number of people traveling out of town to your event.***

| ESTIMATED NUMBER OF PARTICIPANTS | | | |
|---|---|---|---|
| **Activity or Service** | **Away from their place of residence or business and staying overnight in paid accommodations:** | **To a place fifty miles or more one way from their place of residence or business for the day or staying overnight:** | **From another country or state outside of their place of residence or business.** |
| **Travel Guide Ad** | 150 | 150 | 150 |
| **Destination Marketing** | 1,610 | 1,610 | 1,610 |
| **Sports Tourism Partnership** | 5,025 | 5,025 | 5,025 |
| **TOTAL:** | **6,905** | **6,905** | **6,905** |

| METHODOLOGY TO DETERMINE ATTENDANCE/ROOM NIGHTS |
| --- |
| **Travel Guide Ad:** Very conservatively, if 10% of the guides and maps printed in 2020 result in an overnight stay in a hotel/motel, at least **150 room nights will result for Selah** (100,000 printed x 10% staying one extra night = 10,000 room nights. As Selah has 1.5% of the hotel rooms in the Yakima Valley, we conservatively project that at least 150 room nights would result). Given the high tourism volume that Selah receives and the exposure the community gets from the guide, we believe that the actual number could be higher. Furthermore, **these 150 room nights could result in $49,050 in new visitor spending for Selah** ($327 is spent per hotel/motel overnight party in Yakima County ($327 x 150 = **$49,050**). *Source: Dean Runyan Associates May 2019.* |
| **Destination Marketing:** These efforts help to sustain written, phone and email inquiries plus the growing visits to our websites and marketing promotions, resulting in increased leisure travel. Our surveys indicate that leisure travel accounts for up to 50% of lodging demand in Yakima County. According to Dean Runyan and Associates, 1,073,000 visitors to Yakima County stayed in a hotel in 2018. Conservatively if 10% of those resulted from our regional marketing and media efforts (107,300 visitors staying in a hotel) and 1.5% of the hotel/motel room inventory in Yakima County is in Selah, then it would reason **that at least 1,610 room nights would occur in Selah from this regional marketing effort**. *Source: Dean Runyan Associates May 2019.* |
| **Sports Tourism Partnership:** YTD August 2020 events held in Selah (9) brought in more than 13,000 people, 9,676 room nights and $7.4 million in estimated economic impact. |

## COORDINATION AND COLLABORATION

The mission of the LTAC committee is to promote tourism activity to the City of Selah. Please provide information about any other organizations or agencies involved in this project/activity and how this project directly contributes to the Selah LTAC Plan.

GreenRubino in Seattle is contracted with Yakima Valley Tourism to promote our members and are provided with community attributes, imagery and other means of information available so that they can attract travel writers and journalists to the Yakima Valley. They in turn participate in activities and experiences that a visitor could.

Describe how you will promote your event/activity to attract tourists from outside of Selah:

Yakima Valley Tourism promotes its members in a variety of ways: media/public relations capacity in attracting travel writers and journalists to the Yakima Valley that generate stories about visitor experiences, advertising placements in key periodicals and online mediums, the travel guide and other printed materials (travel shows, conventions, training seminars, etc), website, Visitor Information Center and convention/sporting event organizers.

Describe how you will promote lodging establishments, restaurants, and businesses within the City of Selah as it pertains to your event:

Partnerships exist with Elite Tours, Nana Kate's, Overnight With Us, Precision Fruit, Quality Inn, Rider Cellars, Selah Downtown Association, Selah Ridge Lavender Farm and Tree Top Store and Visitor Center to promote their individual businesses for events and activities. Continuing the community package will further promote the City of Selah as a destination.

## BUDGET

Income: If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount and the status of funding.

| Amount | Source | Confirmed | Dates Available | Notes |
|---|---|---|---|---|
| | | | | |
| | | | | |
| Total Income: | | | | |
| What percentage of your project does your request for city funds represent? | | | | |

Expense: Please estimate your expected expenses for this event.

| Activity | LTAC Funds | Other Funds | Total |
|---|---|---|---|
| Personnel (salaries): | | | |
| Administration: | | | |
| Marking/Promotion: | $10,331 | | $10,331 |
| Direct Sales Activities: | | | |
| Minor Equipment: | | | |
| Travel: | | | |
| Contract Services: | | | |
| Other Activities: | | | |
| Total Cost: | $10,331 | | $10,331 |

## SCHEDULE AND USE OF FUNDS

The LTAC Committee will approve funds for projects and events in the current calendar year only. Funds can ONLY be used for the event and date listed in the contract. Approved funds can be accessed in the following ways;

Funds must be used as directed by the LTAC committee listed at the end of this contract.

Applicants must adhere to the following payout agreements:

- Event promotion in radio, digital, or television advertising – For date-specific events, advertising the day of the event and up to 10 days prior to the event may be reimbursed at 100% of the cost.
- Printed flyers or posters: LTAC funds may be available for up to 100% reimbursement.
- Dated material such as (but not limited to) shirts, bags, tangible promotional items: LTAC funds may be available for up to (but not exceeding) 50% reimbursement.
- Deposits for reservation of services, vendors, or contractors: LTAC funds may be available for up to 100% reimbursement.

### *Payout Schedule*

Approved funds will be dispersed based on reimbursement when receipts are provided to the City. No blanket checks for approved funds will be provided. If deposits or funds are required before the event date, an official quote from the vendor or request from the applicant must be submitted with the application. Approved funds can only be used for the event listed on the application, not for future events (even if it's the same event for the following calendar year).

SG ***(APPLICANT INITIALS)***

### *Event Cancelations*

If an event is canceled due to unforeseen circumstances, all LTAC funded payments must be returned to the City and the LTAC budget within 90 days of event cancelation.

SG ***(APPLICANT INITIALS)***

## Reporting

The State of Washington requires municipalities to report on the use of funds for the year. Specific questions are included in the application form for this purpose. Additionally, all recipients of lodging tax revenue, regardless of what the revenue is to be used for, must submit a post-event activity report to the City describing the actual number of travelers generated.

### City of Selah Tourism Promotion Application Information

The City will, as part of the contract with the recipients, require that the post-event report be provided after the event or activity, but no later than January 31st of the next year. The City compiles all report information, then files an annual report to the State of Washington Joint Legislative Audit and Review Committee (JLAR C) by March 15th of the following year.

SG ***(APPLICANT INITIALS)***

***The post-event activity report must include the following:***

- Total amount spent on the event.
- The number of participants who attended the event/activity in each of the following categories:
    - Staying overnight in paid accommodations away from their place of residence or business;
    - Staying overnight in unpaid accommodations (e.g. with friends and family) and traveling fifty miles or more one way from their place of residence or business;
    - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
    - Attending but not included in one of the three categories above.

- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity.

SG *(APPLICANT INITIALS)*

***Any recipient awarded funding must complete the reporting requirements.***

## APPLICANT SIGNATURE

*THE APPLICANT HEREBY CERTIFIES AND AFFIRMS: 1. THAT IT DOES NOT NOW, NOR WILL IT DURING THE PERFORMANCE OF ANY CONTRACT ARISING FROM THIS APPLICATION, UNLAWFULLY DISCRIMINATE AGAINST ANY EMPLOYEE, APPLICANT FOR EMPLOYMENT, CLIENT, CUSTOMER, OR OTHER PERSON WHO MIGHT BENEFIT FROM SAID CONTRACT, BY REASON OF AGE, RACE, COLOR, ETHNICITY, SEX, RELIGION, CREED, PLACE OF BIRTH, OR DEGREE OF HANDICAP. 2. THAT IT WILL ABIDE BY ALL RELEVANT LOCAL, STATE AND FEDERAL LAWS AND REGULATIONS AND 3. THAT IT HAS READ THE INFORMATION CONTAINED IN PAGES 1, 2, AND 3 AND UNDERSTANDS AND WILL COMPLY WITH ALL PROVISIONS THEREOF.*

**Certified By (Signature):** Stephanie Gangle

**Print or Type Name:** Stephanie Gangle

**Title:** Office Manager & Membership Services

**Date:** September 14, 2020

## FOR LTAC BOARD USE ONLY

**Accepted/Denied:**_____

**Amount Approved:**_____

**Specific Directions for Use of Funds:**_____

**Chairperson Signature:**_____

**Date:**_____

# CITY OF SELAH
# 2021 TOURISM FUND
# CONTRACT

**CONTRACT TERM: 1 YEAR AT $10,331**

**Contracted Use of Funding:**

1. **Annual Membership Fee - $331**

2. **2020/2021 Yakima Valley Official Travel Guide™ Advertisement**
   - ~~**2020 Travel Guide, including community, attraction and event information.**~~
     - ~~Two page spread - $3,200 $1,550 (Selah Downtown Association committed to one page at $1,650; split with SDA to give Selah a two page presence in the guide)~~
     - Due to COVID-19 there is a surplus supply of the 2020 guide. It will be used into 2021.

3. **Destination Marketing Package - $7,000**
   - **VisitYakima.com Web Package ($4,000)**
     - Large Featured Community button on the VisitYakima.com homepage ($2,596)
       - Featured Community Button links to a Dedicated Featured Community Page, including community attributes, hotel, restaurant and attraction information
     - Rotating Rectangular Display Ad ($1,404)
       - Available on applicable sub-pages, as well as YakimaValleyWineCountry.com and VisitFarmFreshFun.com
   - **Social Media Package ($1,500)**
     - Posts on YVT's social accounts promoting Selah's tourism-related attributes
     - Interacting, posting, liking and sharing content appropriately across all channels
   - **Media Relations Package ($1,500)**
     - Inclusion in media pitches through our PR firm
     - Inclusion in media pitches and responses to media inquiries by YVT's PR manager
     - Representation to visiting journalists and travel writers
     - Inclusion of slides or photos on a slideshow or photo binder at trade shows

4. **Sports Tourism Partnership - $3,000**
   - Reserve one (1) spot on the Yakima Valley Sports Commission Committee for a representative designated by the City of Selah.
   - Provide Selah Tourism and Selah Parks and Rec with Yakima Valley sporting schedules.
   - Include Carlon Park, Wood Field, McGonagle Park, Carlon Skate Park and other desired facilities in the Yakima Valley Sports Commission Facilities Guide and on yakimasports.org as well as the Sports Commission Facilities Map.
   - Serve on Selah sporting event committees as mutually agreed upon.
   - Attend Selah meetings as mutually agreed upon.
   - Work on securing future years of the WIAA 2A State Softball Championships held at Carlon Park.
   - Securing complimentary officials' rooms for WIAA and WASA State and Regional Softball Tournaments held at Carlon Park. Help service these events as needed.
   - Help to schedule other events at Carlon Park.

| | |
|---|---|
| **John A. Cooper, President & CEO**<br>YAKIMA VALLEY TOURISM | **Sherry Raymond, Mayor**<br>CITY OF SELAH |
| **DATE:** _____ | **DATE:** _____ |

# CITY OF SELAH
# 2020 TOURISM FUND
# CONTRACT - Sports

**Contract Term: 1 year at $3,000**

**Contracted Use of Funding:**

**$3,000 – Sports Tourism Partnership**

- Reserve one (1) spot on the Yakima Valley Sports Commission Committee for a representative designated by the City of Selah.
- Provide Selah Tourism and Selah Parks and Rec with Yakima Valley sporting schedules.
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|---|---|
| **John A. Cooper, President & CEO**<br>YAKIMA VALLEY TOURISM | **Sherry Raymond, Mayor**<br>CITY OF SELAH |
| **DATE:** _____ | **DATE:** _____ |