



**City of Omak Hotel/Motel
Application, Instructions and Information Packet**

Application Deadline: September 30th

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting at City Hall, 2 N Ash. This meeting will be publicized on our website at omakcity.com. The City Council will review the Hotel/Motel Committee recommendations as part of its annual budget process.

Submit original application and attachments to:

City of Omak Hotel/Motel Committee
c/o Shannon Bland, Administrative Assistant
PO Box 72, Omak, WA 98841

Email: sbland@omakcity.com

- ❖ You must complete and sign the application with this packet.
- ❖ You may use the Supplemental form or type the questions & answers separately.
- ❖ Please number each page in your packet, except for the optional brochures/information.

Attach:

1. Description showing how you intend to use the amount requested from the City of Omak.
2. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of all or parts of the proposals and attached documents.



Application for City of Omak Hotel/Motel Tax Funds

Amount of Lodging Tax Requested: \$ _____

Organization/Agency Name:
Federal Tax ID Number:
Event or Activity Name (if applicable):
Contact Name and Title:
Mailing Address:
Phone Number:
Email Address:
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Omak.
- The City of Omak will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for Reimbursement Form (or other for acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlines in this application must be submitted with final request for reimbursement.

Signature:	Date:
Printed or Typed Name:	

PROJECTED ATTENDANCE

For your <u>proposed</u> tourism-related service, provide an estimate of the following:		What method was used to determine attendance <u>in previous years</u> ?
❖ Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted # People:	<input type="radio"/> Direct Count <input type="radio"/> Indirect Count <input type="radio"/> Representative Survey <input type="radio"/> Informal Survey <input type="radio"/> Structured Estimate <input type="radio"/> N/A
❖ Attendance, 50+ Miles Enter the total number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	Predicted # People:	<input type="radio"/> Direct Count <input type="radio"/> Indirect Count <input type="radio"/> Representative Survey <input type="radio"/> Informal Survey <input type="radio"/> Structured Estimate <input type="radio"/> N/A
❖ Attendance, Out of State, Out of Country Enter the total number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted # People:	<input type="radio"/> Direct Count <input type="radio"/> Indirect Count <input type="radio"/> Representative Survey <input type="radio"/> Informal Survey <input type="radio"/> Structured Estimate <input type="radio"/> N/A
❖ Attendance, Paid for Overnight Lodging Enter the total number of people predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.	Predicted # People:	<input type="radio"/> Direct Count <input type="radio"/> Indirect Count <input type="radio"/> Representative Survey <input type="radio"/> Informal Survey <input type="radio"/> Structured Estimate <input type="radio"/> N/A
❖ Attendance, Did Not Pay for Overnight Lodging Enter the total number of people predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted # People:	<input type="radio"/> Direct Count <input type="radio"/> Indirect Count <input type="radio"/> Representative Survey <input type="radio"/> Informal Survey <input type="radio"/> Structured Estimate <input type="radio"/> N/A

*Must be completed and turned in with initial application request

Data Field Definitions for Reporting Lodging Tax Expenditures

Data Field Definitions

- **Organization:** Type the name of the organization which requested and used lodging tax funds from the drop-down menu.
- **Activity Name:** Enter the name of the activity funded by lodging tax revenue
- **Activity Type:** select the type of activity funded by lodging tax funds from the dropdown menu. “Event/Festival” encompasses specific activities such as fairs, festivals, celebrations, etc. “Marketing” encompasses activities which advertise the municipality or town (if lodging tax funds were used to advertise for a specific event/festival, this expenditure falls under the “Event/Festival” category. “Facility” encompasses activities related to facility acquisition, upkeep, renovation, etc.
- **Activity Start Date:** Use the calendar to select the date the activity began. For ongoing activities, you may select the entire calendar year.
- **Activity End Date:** Use the calendar to select the date the activity ended. For ongoing activities, you may select the entire calendar year.
- **Funds Requested:** Enter the amount of lodging tax revenue requested by the organization that spent the funds. If the municipality spends the funds directly without awarding a grant, enter the amount spent here.
- **Funds Awarded:** Enter the amount of lodging tax revenue ultimately awarded to the organization or spent directly by the municipality
- **Total Activity Cost:** Enter the total cost of the activity. This figure should include lodging tax revenue and the amount of other funding sources used to pay for the activity.
- **Notes:** Enter additional notes about this expenditure, if any.
- **Overall Attendance, Predicted:** Enter the total number of people predicted to attend the activity. When requesting funds, organizations should provide an estimate of the predicted attendance and a method for determining the actual attendance. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Overall Attendance, Actual:** Enter the total number of people who attended the activity. Organizations using lodging tax funds should quantify the number of attendees. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Overall Attendance, Method:** Select the method used to determine the overall attendance from the dropdown menu to tell us how the overall attendance was quantified.
- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.).
- **Attendance, 50+ Miles, Predicted:** Enter the number of people predicted to travel a distance of over 50 miles to attend the activity. When requesting funds, organizations should provide an estimate of figures and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Attendance, 50+ Miles, Actual:** Enter the total number of people who traveled more than 50 miles to attend the activity. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Attendance, 50+ Miles Method:** Select the method used to determine the number of people who traveled more than 50 miles to attend the activity from the dropdown menu to tell us how the attendance was quantified.
- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.).

- **Attendance, Out of State/Out of Country, Predicted:** Enter the number of people predicted to travel from out of the state or country to attend the activity. When requesting funds, organizations should provide an estimate of figures and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

- **Attendance, Out of State/Out of Country, Actual:** Enter the total number of people who traveled from out of the state or country to attend the activity. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

- **Attendance, Out of State/Out of Country, Method:** Select the method used to determine the number of people who traveled from out of the state or country to attend the activity from the dropdown menu to tell us how the attendance was quantified.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

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- **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

- **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)

- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, raffle tickets sold, etc.).

- **Attendance, Paid for Overnight Lodging, Predicted:** Enter the number of people predicted to pay for overnight lodging while attending the activity. When requesting funds, organizations should provide an estimate of figure and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

- **Attendance, Paid for Overnight Lodging, Actual:** Enter the total number of people who paid for overnight lodging while attending the activity. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.

- **Attendance, Paid for Overnight Lodging, Method:** Select the method used to determine the number of people who paid for overnight lodging while attending the activity from the dropdown menu to tell us how the attendance was quantified.

- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- **Representative Survey:** Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
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- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).
- **Attendance, Did Not Pay for Overnight Lodging, Predicted:** Enter the number of people predicted to attend the activity without paying for overnight lodging. When requesting funds, organizations should provide an estimate of figures and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Attendance, Did Not Pay for Overnight Lodging, Actual:** Enter the total number of people who attended the activity without paying for overnight lodging. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Attendance, Did Not Pay for Overnight Lodging, Method:** Select the method used to determine the number of people who attended the activity without paying for overnight lodging from the dropdown menu to tell us how the attendance was quantified.
- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
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- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.).
- **Paid Lodging Nights, Predicted:** Enter the number of predicted lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. When requesting funds, organizations should provide an estimate of figures and a method for determining it. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Paid Lodging Nights, Actual:** Enter the total number of lodging nights associated with this activity. A lodging night is one or more persons occupying a room for a single night. Organizations using lodging tax funds should quantify this figure. If lodging tax funds were used for an activity not expected to generate measurable attendance (such as a general marketing campaign or an expenditure related to facility upkeep), leave the field blank and use the Notes section to explain.
- **Paid Lodging Nights, Method:** Select the method used to determine the number of lodging nights associated with this activity from the dropdown menu to tell us how the number of lodging nights were quantified.
- **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts, or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
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- **Informal Survey:** Information collected directly from individual visitors or participants in a nonrandom manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet)
- **Please Explain:** Enter notes about the specific type of method used to determine the attendance count (such as vehicle counts, hotel room reservations, etc.). Need help? Please review our FAQ document. Additional questions may be directed to JLARClodgingtax@leg.wa.gov.

RCW'S – LODGING TAX

RCW 67.28.1816

Lodging tax—Tourism promotion.

(1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

(a) Tourism marketing.

(b) The marketing and operations (definitions of operations; salaries – marketing) of special events and festivals designed to attract tourists.

(c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or

(d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

(2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

(i) Away from their place of residence or business and staying overnight in paid accommodations.

(ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(iii) From another country or state outside of their place of residence or their business.

(b)(i) In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described under (a) of this subsection to the local lodging tax advisory committee.

(ii) The local lodging tax advisory committee must select the candidates from amongst the applicants applying for use of revenues in this chapter and provide a list of such candidates and recommended amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the local lodging tax advisory committee.

(c)(i) All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip:

(A) Away from their place of residence or business and staying overnight in paid accommodations.

(B) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(C) From another country or state outside of their place of residence or their business. A municipality receiving a report must: Make such a report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee.

(ii) The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in calendar year 2015.

(d) This section does not apply to the revenues of any lodging tax authorized under this chapter imposed by a county with a RCW (10/5/2022 12:16 PM) [1] population of one million five hundred thousand or more.

[2013 c 196 § 1; 2008 c 28 § 1; 2007 c 497 § 2.] Effective date—2013 c 196: "This act is necessary for the immediate preservation of the public peace, health, or safety, or support of the state government and its existing public institutions and takes effect July 1, 2013." **[2013 c 196 § 3.]**

RCW 67.28.1815

Revenue—Special fund—Uses for tourism promotion and tourism facility acquisition and operation.

Except as provided in RCW **67.28.180**, all revenue from taxes imposed under this chapter shall be credited to a special fund in the treasury of the municipality imposing such tax and used solely for the purpose of paying all or any part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities. Municipalities may, under chapter **39.34** RCW, agree to the utilization of revenue from taxes imposed under this chapter for the purposes of funding a multijurisdictional tourism-related facility.

[2008 c 264 § 3; 1997 c 452 § 4.]

NOTES:

Findings—Intent—Effective date—2008 c 264: See notes following RCW **67.28.180**.

Intent—Severability—1997 c 452: See notes following RCW **67.28.080**.

Savings—1997 c 452: See note following RCW **67.28.181**