



Meeting Agenda

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501

Contact: Kellie Purce
Braseth
360.753.8361

Wednesday, July 31, 2019

3:00 PM

Council Chambers

1. CALL TO ORDER

1.A ROLL CALL

2. APPROVAL OF AGENDA

3. APPROVAL OF MINUTES

- 3.A** [19-0690](#) Approval of October 1, 2018 Lodging Tax Advisory Committee Meeting Minutes

Attachments: [Minutes](#)

4. PUBLIC COMMENT

During this portion of the meeting, citizens may address the Advisory Committee or Commission regarding items related to City business, including items on the Agenda. In order for the Committee or Commission to maintain impartiality and the appearance of fairness in upcoming matters and to comply with Public Disclosure Law for political campaigns, speakers will not be permitted to make public comments before the Committee or Commission in these two areas: (1) on agenda items for which the Committee or Commission either held a Public Hearing in the last 45 days, or will hold a Public Hearing within 45 days, or (2) where the speaker promotes or opposes a candidate for public office or a ballot measure.

5. ANNOUNCEMENTS

6. BUSINESS ITEMS

- 6.A** [19-0688](#) 2020 Lodging Tax Proposal Process

Attachments: [Draft 2020-Application-LTAC](#)
[LTAC Evaluation Matrix](#)
[Draft 2020 LTAC Report Template](#)
[Lodging Tax Cycle](#)

- 6.B** [19-0689](#) Briefing on the Beginning Work of a Short-Term Rental Project

7. REPORTS

8. OTHER TOPICS

9. ADJOURNMENT

Accommodations

The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources. If you require accommodation for your attendance at the City Advisory Committee meeting, please contact the Advisory Committee staff liaison (contact number in the upper right corner of the agenda) at least 48 hours in advance of the meeting. For hearing impaired, please contact us by dialing the Washington State Relay Service at 7-1-1 or 1.800.833.6384.



City Hall
601 4th Avenue E.
Olympia, WA 98501
360-753-8244

Lodging Tax Advisory Committee
Approval of October 1, 2018 Lodging Tax
Advisory Committee Meeting Minutes

Agenda Date: 7/31/2019
Agenda Item Number: 3.A
File Number: 19-0690

Type: minutes **Version:** 1 **Status:** In Committee

Title

Approval of October 1, 2018 Lodging Tax Advisory Committee Meeting Minutes



Meeting Minutes - Draft

Lodging Tax Advisory Committee

City Hall
601 4th Avenue E
Olympia, WA 98501
Contact: Kellie Purce
Braseth
360.753.8361

Monday, October 1, 2018

3:00 PM

Room 207

1. CALL TO ORDER

Chair Bateman called the meeting to order at 3:02 p.m.

1.A ROLL CALL

Present: 5 - Chair Jessica Bateman, Committee member Russell Carstensen, Committee member Jack Kiley, Committee member Nathan Allan and Committee member Greg Taylor

2. APPROVAL OF AGENDA

The agenda was approved.

3. APPROVAL OF MINUTES

3.A [18-0961](#) Approval of July 27, 2018 Lodging Tax Advisory Committee Meeting Minutes

The minutes were approved.

4. PUBLIC COMMENT - None

5. ANNOUNCEMENTS

Committee member Carstensen announced his resignation from the Committee effective once the work of the Committee for 2018 is complete.

6. BUSINESS ITEMS

6.A [18-0960](#) 2019 Lodging Tax Funded Tourism Services

The Committee discussed how it would move through the review of applications. Committee member Kiley suggested working through the request in alphabetical order. They would set aside proposals they had deeper questions about from those they were certain of supporting, and then return to all the applications to confirm funding amounts. The Committee agreed to the approach.

Arbutus Folk School Requested \$7,000

The request was for support for the Olympia Old Time Festival. The Committee had no questions on the proposal and moved it on to the next stage.

Capital Lakefair Requested \$7,000.00

Adam Stilz and Bob Barnes were present to represent the Capital Lakefair proposal. The Committee was impressed that funds would be used to promote Olympia in other communities. The proposal was moved on to the next stage.

Greater Gateway Rotary Requested \$7,000.00

Brat, Brews and Bands Event Planners Shelley and Dan Nicholson were present to represent the Greater Gateway Rotary proposal. The Committee praised the cause of the event to raise money in support of local non-profits. The Committee raised concern about the completeness of the application and the description of the event. They also expressed concern that the event was locally focused and only one day, which would affect the number of "heads in beds." The organizers stated their goal was to grow the event up the I-5 corridor and eventually make it a multiple day event. The proposal was set aside for more review.

Greater Olympia Dixieland Jazz Society Requested \$25,000

The Committee had no questions on the proposal. The members praised Dixieland Jazz Society representative Charlotte Dickison for a "great event." The proposal was moved on to the next stage.

Hands on Children's Museum Requested \$66,361

Executive Director Patty Belmonte was present to represent the Hands on Children's Museum proposal. The Committee and Ms. Belmonte discussed the Museum's relationship with the Capital Area Regional Public Facilities District and why HOCM does not seek Lodging Tax Funds from the City of Lacey. The Committee members offered compliments to Ms. Belmonte for the survey attached to the application and that the funds were supporting advertising outside of Olympia. The proposal was moved on to the next stage.

Harbor Days Requested \$45,000

Executive Director Carol Riley was present to represent the Harbor Days proposal. Ms. Riley and the Committee discussed her frustration with getting reliable data on hotel stays. She noted the hotels are reporting no one staying on the Harbor Days room blocks; however, tugboat occupants attending the event report they are staying at the hotels. The Committee asked about the application mentioning business sponsorships for the event were unstable. Ms. Riley noted competition for major sponsorships is very high. Otherwise, the Committee had no questions on the proposal. The proposal was moved on to the next stage.

Harlequin Productions Requested \$20,000

Finance Director Joe Hyer was present to represent the Harlequin Productions proposal.

Mr. Hyer noted \$10,000 of the requested funds would be used for advertising through Encore Media Group in Seattle, which produced advertising in programs for all the major Seattle theaters. The remaining \$10,000 would be used for preservation and renovation of Harlequin's historic theater building. The Committee inquired if funding was being sought from Lacey and Tumwater. Mr. Hyer said he would consider applying to those communities after seeing some success. The proposal was moved on to the next stage.

Olympia Downtown Alliance

Requested \$6,000

Executive Director Todd Cutts was present to represent the Olympia Downtown Alliance's (ODA) proposal. Mr. Cutts offered the Committee updated numbers on 2018 Sip, Savor and Stroll event. The Committee expressed concern that the structure of the event, a progressive dinner event through downtown Olympia, did not support putting "heads in beds" of local hotels. Committee members asked if the event could become multi-day to support attendees staying overnight. Mr. Cutts said the ODA had not had a conversation about that. He noted the ODA had been advertising the event in other communities. The proposal was set aside.

Olympia Film Society

Requested \$20,000

Executive Director Audrey Henley and Board President Tim Sweeney were present to represent the Film Society proposal. Committee members offered compliments for the quality of the application. Committee member Carstensen praised the Film Society for their growth and maturity and for how well it tells its story in the application. The proposal was moved on to the next stage.

Olympia-Lacey-Tumwater VCB

Requested \$100,000

Executive Director Shauna Stewart represented the Visitor and Convention Bureau (VCB) aka Experience Olympia and Beyond. The Committee had previously allowed the VCB to not submit an application for their funds because it was agreed upon to fund the VCB at that level. Ms. Stewart thanked the Committee.

Olympia & Beyond Sports Commission/ VCB

Requested \$15,000

Executive Director Shauna Stewart represented the Olympia & Beyond Sports Commission/Visitor and Convention Bureau. The Committee asked clarifying questions about why the VCB was seeking separate funding for a sports commission. Ms. Stewart spoke about the desire to be able to compete with other sporting organizations and mentioned the community has lost the opportunity to host potential sporting events because of lack of funding. The proposal was moved to the next stage.

Olympic Flight Museum

Requested \$6,000

Executive Director Teri Thorning was present to represent the proposal. Ms. Thorning mentioned the funding was supporting television commercials promoting the Olympic Air Show. The Flight Museum is considering moving the commercials to Q13. The Committee suggested they might ask for more money next time they apply. The Committee had no other questions on the proposal and moved to the next stage.

Olympia Parks, Arts & Recreation

Requested \$9,500

Parks, Arts & Recreation Associate Director Scott River was present to represent the

proposal. Mr. River noted Oly on Ice is a new seasonal ice rink in Olympia downtown isthmus area. Committee member Taylor said he asked the Hoteliers what they thought of the project, and they said it was a great event for growth and for keeping people overnight. The proposal was moved to the next stage.

South Sound Reading Foundation Requested \$26,800
Executive Director Jennifer Williamson Forster and Author Jim Lynch were present to represent the proposal for the OlyLit Festival of Books. The Committee was pleased with the idea of the event. Committee member Kiley noted the funding amount was a healthy request. Ms. Williamson Forster said she wanted a solid first year of out-of-community marketing. Mr. Lynch noted he had seen similar festivals grow in other communities and thought OlyLit would be a good fit for Olympia. Ms. Williamson Forster mentioned she would be happy to put together packages with other non-profits and businesses specific to downtown. The proposal was moved to the next stage.

Washington State Senior Games Requested: \$20,000.00
Washington State Senior Games Board of Directors President Jack Kiley was present in his capacity as a member of LTAC and noted his affiliation with the event. The Committee liked that the event is regional and puts people into local hotels. The Committee asked clarifying questions about the impact of raising athletic fees on participation in the event. The Committee moved the proposal on to the next stage.

The Committee moved to awarding funding to the reviewed proposals. The Committee noted the accepted proposals totaled \$388,661 and the projected available funds for 2019 totaled \$383,000. They would have to eliminate \$5,661 fund to the available amount.

Arbutus Folk School (Old Time Festival)
Committee recommendation: \$7,000

Capital Lakefair
Committee recommendation: \$7,000

Gateway Rotary Club (Brews, Brats & Bands)
Committee recommendation: \$6,339
The Committee reduced the requested amount by \$3,661.

Greater Olympia Dixieland Jazz Society
Committee recommendation: \$30,000

Hands on Children's Museum
Committee recommendation: \$66,361

Harbor Days
Committee recommendation: \$45,000

Harlequin Productions

Committee recommendation: \$20,000

Olympia Downtown Alliance (Sip, Savor & Stroll)

Committee recommendation: \$4,000

The Committee reduced the requested amount by \$2,000.

Olympia Film Society

Committee recommendation: \$20,000

Olympia-Lacey-Tumwater VCB

Committee recommendation: \$100,000

Olympia & Beyond Sports Commission/ VCB

Committee recommendation: \$15,000

Olympic Flight Museum (Olympia Air Show)

Committee recommendation: \$6,000

Olympia Parks, Art & Recreation (Oly on Ice)

Committee recommendation: \$9,500

South Sound Reading Foundation (OlyLit Festival of Books)

Committee recommendation: \$26,800

Washington State Senior Games

Committee recommendation: \$20,000

The Lodging Tax Advisory Committee's final recommendations were as follows:

Arbutus \$7,000

Capital Lakefair \$7,000

Gateway Rotary Club \$6,339

Greater Olympia Dixieland Jazz Society \$30,000

Hands on Children's Museum \$66,361

Harbor Days \$45,000

Harlequin Productions \$20,000

Olympia Downtown Alliance \$4,000

Olympia Film Society \$20,000

Olympia-Lacey-Tumwater VCB \$100,000

Olympia & Beyond Sports Commission \$15,000

Olympic Flight Museum \$6,000

Olympia Parks, Art & Recreation \$9,500

South Sound Reading Foundation \$26,800

Washington State Senior Games \$20,000

The recommendations were recommended for approval.

7. REPORTS

Strategic Communications Director Kellie Purce Braseth shared with the a draft Lodging Tax Fund Report template to be shared with fund recipients. The template will also be shared electronically with committee members.

Kellie Purce Braseth also noted that members Members Taylor and Allan's terms would expire in March 2019. She also shared that the City Council would be discussing the idea term limits for advisory boards and commissions.

8. OTHER TOPICS - None

9. ADJOURNMENT

Chair Bateman adjourned the meeting at 5:55 p.m.



Lodging Tax Advisory Committee

2020 Lodging Tax Proposal Process

Agenda Date: 7/31/2019
Agenda Item Number: 6.A
File Number: 19-0688

Type: discussion **Version:** 1 **Status:** In Committee

Title

2020 Lodging Tax Proposal Process

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Discuss and agree on the 2020 application form, deadline, and meeting date.

Report

Issue:

Whether to agree on the application form and process for accepting Lodging Tax Fund proposals.

Staff Contact:

Kellie Purce Braseth, Strategic Communications Director 360.753.8361

Presenter(s):

Kellie Purce Braseth, Strategic Communications Director

Background and Analysis:

Traditionally, the Olympia Lodging Tax Advisory Committee accepts proposals from early August to the end of September and reviews them in early October. Attached is a draft of the 2020 Olympia Lodging Tax Application form; a copy of the proposal evaluation matrix developed in 2019 for LTAC use; a draft of the 2020 report template and a graphic of the Olympia Lodging Tax Cycle.

Neighborhood/Community Interests (if known):

N/A

Options:

N/A

Financial Impact:

N/A

Type: discussion **Version:** 1 **Status:** In Committee

Attachments:

Draft 2020 Lodging Tax Application

LTAC Evaluation Matrix

Draft 2020 LTAC Report Template

Lodging Tax Cycle



DRAFT

2020 Application for Olympia Lodging Tax Funds

Amount of Lodging Tax Requested: \$

Organization/Agency Name:

Federal Tax ID Number:

Event or Activity Name (if applicable):

Contact Name and Title:

Mailing Address City State Zip

Phone Email Address

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated or non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

(Note: per Olympia's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)
 - 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 for 2020. If awarded, my organization intends to enter into a Municipal Services Contract with the City of Olympia; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Olympia 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 form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date:

Printed or Typed Name:

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity or event.

- If an event, list the event name, date(s), and projected overall attendance.
- Describe why tourists will travel to Olympia to attend your event/activity/facility.

2.

2020 Tourism-Impact Estimate and 2019 Annual Report <i>(The 2019 Actual must be completed by groups who had an Olympia Lodging Tax Contract in 2019. The “actual” figures must be based on locally documented data and must not be estimates themselves.)</i>		
As a direct result of your proposed tourism-related service, provide:	2020 Estimate	2019 Actual
a. Overall attendance at your event/activity/facility		
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity		
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area		
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area		
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

3. **What methodology did you use to calculate the 2020 estimates? (Direct counts and informal surveys are preferred.)**

<input type="checkbox"/> Direct Count (Preferred)	<input type="checkbox"/> Informal Survey (Preferred)
<input type="checkbox"/> Indirect Count	<input type="checkbox"/> Structured Estimate
<input type="checkbox"/> Representative Survey	<input type="checkbox"/> Other (Please explain)

4. **What methodology did you use to calculate / document the 2019 actual numbers? (Direct counts and informal surveys are preferred.)**

<input type="checkbox"/> Direct Count (Preferred)	<input type="checkbox"/> Informal Survey (Preferred)
<input type="checkbox"/> Indirect Count	<input type="checkbox"/> Structured Estimate
<input type="checkbox"/> Representative Survey	<input type="checkbox"/> Other (Please explain)

5. **Is there a host hotel for your event (yes or no)? If yes, list the host hotel.**

6. **Describe the prior success of your event/activity/facility in attracting tourists.**

7. **Describe you target tourist audience (location, demographics, etc.).**

8. **Describe how you will promote your event/activity/facility to attract tourists.**

9. **Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Olympia.**

10. **Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.**

11. **What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from Olympia Lodging Tax Fund?**

12. **What will you cut from your proposal or do differently if full funding for your request is not available or recommended?** *[NOTE: Please be thorough with your answer. In balancing the number of requests with limited funds available, the Lodging Tax Advisory Committee relies on this information for decision-making.]*

Application Instructions and Information

Application Deadline: Thursday, September 19, 2019, 4:00 p.m. – received at Olympia City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline.

APPLICATIONS RECEIVED AFTER THE DEADLINE DATE AND TIME WILL NOT BE CONSIDERED!

The Lodging Tax Advisory Committee will review proposals in a public meeting on October ??, 2019, at Olympia City Hall, 601 Fourth Avenue E – Council Chamber. The City Council will review the LTAC recommendations as part of its annual budget process. The City Council's 2020 budget public hearing is scheduled for Tuesday, November 19, 2019, during the Council's regular 7:00 p.m. meeting at Olympia City Hall.

Submit original AND 5 copies (application and attachments) to:

City of Olympia Lodging Tax Advisory Committee
c/o Kellie Purce Braseth, Strategic Communications Director
PO Box 1967; Olympia, WA 98507-1967

Email: kbraseth@ci.olympia.wa.us

City Hall Street Address: 601 Fourth Avenue E, Olympia

- ⇒ You must complete and sign the cover sheet with this packet.
- ⇒ You may use the Supplemental Questions form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

In their review, the Committee will weigh the completeness of applications, the marketing of events, the quality of attendance data and the timing of events and activities.

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Olympia.
3. A copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's City of Olympia business license.
5. (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.

NOTE: The Visitor & Convention Bureau is your resource.

Call on them for help with completing your application and documenting the success of your event.

City of Olympia Policy Statement for Use of the Lodging Tax Fund

Adopted by the Olympia City Council, June 2007.

Olympia's Lodging Tax Fund will be the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year.

The Olympia City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

The City of Olympia will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of Olympia.
- Promote Olympia and/or events, activities, and places in the City of Olympia to potential tourists from outside Thurston County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Olympia.
- Have a demonstrated history of success in Olympia, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

Olympia Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Olympia Lodging Tax funded proposals, if any.

- Projected economic impact within the City of Olympia, in particular projected overnight stays in Olympia lodging establishments.
 - The applicant’s financial stability.
 - The applicant’s history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

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

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

LODGING TAX FUNDS APPLICATION EVALUATION MATRIX

Organization/Agency Name:	Purpose:	Amount Requested:
<p>Eligibility: Non-Profit: <input type="checkbox"/> Yes Public Agency: <input type="checkbox"/> Yes</p> <p><i>Eligibility: Per Olympia's guidelines, only non-profit and public (government) agencies are eligible to apply for Lodging Tax funding.</i></p>		
Completeness of Application	<p>1 2 3 4 5 6 7 8 9 10</p> <p>Comments:</p>	
Marketing of Event/Activity	<p>1 2 3 4 5 6 7 8 9 10</p> <p>Comments:</p>	
Attendance Data/Information	<p>1 2 3 4 5 6 7 8 9 10</p> <p>Comments:</p>	
Timing of Event/Activity	<p>1 2 3 4 5 6 7 8 9 10</p> <p>Comments:</p>	
<p>Notes:</p>		



DRAFT 2020 Annual Report on Olympia Lodging

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

Organization/Agency Name:

Federal Tax ID Number:

Event or Activity Name (if applicable):

Contact Name and Title:

Mailing Address City State Zip

Phone Email Address

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated or non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

(Note: per Olympia’s guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- Non-Profit *(Attach copy of current non-profit corporate registration with Washington Secretary of State)*
 - Public Agency
-

CERTIFICATION

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

- I am reporting on a tourism-related service for 2020. My organization entered into a Municipal Services Contract with the City of Olympia; provided liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- My agency is required to submit a report documenting economic impact results in a format determined by the City.

Signature:

Date:

Printed or Typed Name:

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. Describe your tourism-related activity or event.
 - List the activity or event name, start and end date(s), and overall attendance.

2.

2020 Tourism-Impact Estimate and Annual Report <i>(The 2020 Actual must be completed by groups who received Olympia Lodging Tax funds in 2020. The "actual" figures must be based on locally documented data and must not be estimates themselves.)</i>		
As a direct result of your proposed tourism-related service, provide:	2020 Estimate	2020 Actual
a. Overall attendance at your event/activity/facility		
Attendees who traveled 50 miles or More		
b. Number of people who travel more than 50 miles for your event/activity		
c. Of the people who travel more than 50 miles, the number of people who travel from out of state or from another country		
Attendees who stayed overnight		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed-breakfast) in Olympia or Olympia area		
e. Of the people who travel more than 50 miles, the number of people who stay overnight without paying for accommodations (with family or friends) in Olympia or the Olympia area		
Paid Nights One lodging night = one or more persons occupying one room for one night		
f. Number of paid lodging room nights resulting from your event/ activity/ facility <i>(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)</i>		

3. What method did you use to calculate the 2020 estimates?

- Direct Count
- Indirect Count
- Representative Survey
- Informal Survey
- Other (Please explain)

4. What method did you use to calculate / document the 2020 actual numbers?

- Direct Count
- Indirect Count
- Representative Survey
- Informal Survey
- Other (Please explain)

5. What was the overall cost for your event/activity/facility? What percent of the cost did you request from Olympia Lodging Tax Fund?

METHOD DEFINITIONS:

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

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

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

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

Lodging Tax Advisory Committee Cycle





Lodging Tax Advisory Committee

Briefing on the Beginning Work of a Short-Term Rental Project

Agenda Date: 7/31/2019
Agenda Item Number: 6.B
File Number: 19-0689

Type: information **Version:** 1 **Status:** In Committee

Title

Briefing on the Beginning Work of a Short-Term Rental Project

Recommended Action

Committee Recommendation:

Not referred to a committee.

City Manager Recommendation:

Receive a briefing of the starting efforts of a short-term rental project/plan. Briefing only; no action requested.

Report

Issue:

Whether to receive a briefing of the starting efforts of a short-term rental project/plan.

Staff Contact:

Catherine McCoy, Associate Planner, Community Planning and Development, 360.570.3776

Presenter(s):

Catherine McCoy, Associate Planner, Community Planning and Development
Leonard Bauer, Deputy Director, Community Planning and Development

Background and Analysis:

Though the Lodging Tax Advisory Committee's function is clearly defined in State law, and does not include a role in short-term rental policy, the Community Planning and Development staff seek to inform and receive Committee feedback as they begin to consider work on a short-term rental project/plan,

Attachments:

None