



Lodging Tax Advisory Committee

2013 Tourism Promotion Proposal Process

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Agenda Item:

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Issue:

Agree on 2013 process and timeline so public notice can be given in a timely fashion.

City Manager's Recommendation:

Do not accept proposals for event operating expenses due to a scheduled change in State law.

Staff Contact:

Cathie Butler, Communications Manager, 360.753.8361

Background and Analysis:

Dates -

Traditionally, the Lodging Tax Advisory Committee has accepted proposals in September, reviewed them in October, and presented it's annual recommendation to Council as part of the city's budget presentation in November.

Staff recommends the same process for 2013.

- Proposal Due Date: Friday, September 21, 5:00 p.m.
- Committee Review: Afternoon meeting sometime the weeks of October 7 or 14
- 2nd Review, if needed: ??
- Presentation to Council: Monday, November 5
- Council Public Hearing: Tuesday, November 13

Proposal Solicitation -

Due to declining revenues, the past three years you limited proposals to groups who submitted past proposals. Do you wish to open the process for proposals from any interested non-profit group or government agenda.

Eligible Services -

The section of State law that allows Lodging Tax to be used for event operating expenses is scheduled to sunset on June 30 (Attachment #1). No one knows whether the Legislature will remove the sunset. Given this uncertainty, staff recommends not accepting proposals for event operating expenses such as event space rentals, supplies, entertainment costs. Still eligible: operation of a tourism marketing agency such

as the Visitor and Convention Bureau; tourism marketing and promotion costs; capital costs of a tourism-related facility.

Proposal Format -

Should groups making a proposal submit a letter that addresses specific questions, or fill out a form? The past three years, you have asked for letters addressing specific information. Prior to that applicants had to fill out a form (which is difficult for some to do depending on the equipment available to them).

Here are the instructions from 2012:

Proposal Letter Requirements:

- **Submittal deadline:** Friday, September 30, 2011, 4:00 p.m. The letter must be signed by an authorized representative of the agency. Address your letter to: Olympia Lodging Tax Advisory Committee, c/o Olympia City Hall, PO Box 1967, Olympia, WA 98507-1967. Your letter must be received by the deadline. It may be submitted by mail; hand delivered to Olympia City Hall customer service counter at 601 - 4th Avenue E; or transmitted by email to Cathie Butler, cbutler@ci.olympia.wa.us
- **Length:** The proposal letter must be no more than two typewritten pages in length, with type size no smaller than 11 pt.
- **Substance:** To be considered, proposals must include the following information specifically called out by a section or paragraph header with the same title:

Agency/Organization Information

Provide a brief description of your organization, its mission, and its past experience with tourism marketing.

Project Description

Provide as much detail as possible about the proposed services and specific target market. Lodging Tax Funds may only be used for tourism related services and facilities as defined in state law and by City policy.

Results

List the results you anticipate from the tourism marketing efforts, especially an estimate of the overall number of out-of-County visitors to your facility or event; the number of individuals expected to stay in Olympia lodging establishments and the expected length of stay; and other pertinent results you anticipate from the proposed marketing effort.

Budget and Cost

Provide the overall cost for the proposed marketing effort and the dollar amount of requested City funding.

Leveraged Funds

Explain how the project will leverage funds from other sources, including a list of any proposed partners and their anticipated levels of financial support.

Partner Organizations

Include the names and roles of organizations that will serve as project partners and/or resources.

Attachments

1. (Required) A copy of your agency's current non-profit corporate registration with the Washington Secretary of State. A copy of the online record is sufficient.

2. (Required) An itemized budget for your proposed service that equals the amount you are requesting from the City. For example, if you are requesting a \$5,000 contract, provide detail about what the \$5,000 will pay for.
3. (Optional) Up to three pages of supplemental information such as past brochures and news articles about your event or organization, data about attendance at past events, etc.