



City of Kalama Tourism Funding Application

Supporting Tourism Activities & Projects in Kalama
Updated: 8.27.2024

The City of Kalama accepts applications for funding of projects that support or maintain tourism in Kalama. Applications are submitted for consideration twice a year – in September for inclusion in the next budget year, and in March for budgeted funding set aside for additional projects in the current year. The program is open to applications from public, nonprofit, or private entities with a demonstrated ability to accomplish the proposed project. Applications are reviewed by the Kalama Tourism Advisory Committee who make recommendations to the City Council for funding allocations.

These funds are generated through the Hotel/Motel – Lodging Tax collected by all Kalama Lodging Businesses. For every applicable occupied room night, guests are assessed a small fee that is returned to Cowlitz County and Kalama. The purpose of these funds is to grow our tourism economy through increased visitor spending in Kalama lodging establishments, as well as increase retail, restaurant, transportation, attraction, and other local spending.

Pursuant to RCW 35.101, revenue collected from this assessment must be used for activities and expenditures designed to increase tourism promotion and convention business, including but not limited to advertising and marketing materials, marketing and publicizing events, community development programs, bid fees, conference/ convention or trade shows, transportation costs, operation of a tourism destination marketing organization or otherwise distributing information for the purpose of attracting and welcoming tourists to Kalama that result in overnight stays. **Alcohol is not an eligible tourism promotion area (TPA) expense.**

Applications: An application may be requested at City Hall or by calling: (360) 673-4908 or downloaded from the City website at www.cityofkalama.com. Applications may be returned via email (preferred) to communityrelations@cityofkalama.com, mailed to P.O. Box 1007, Kalama, WA 98625, or hand-delivered to Kalama City Hall.

This is a reimbursement grant which requires the project applicants to submit a final report and invoice at the end of the project to receive the funds allocated. Project/Event must be completed within the calendar year of the award unless the event or project requires long- term planning. The applicant may be required to submit periodic progress reports during the project should a project extend beyond 1 year or requests incremental funding. The final report will include tourism impacts such as the number of hotel room nights generated by the event to be included in the annual Lodging Tax Report to the State.

APPLICATION PROCESS

Tourism Funding applications are accepted twice each year - from September 1 to September 30 in the Fall to be included in the next year's budget allocations and from March 1 to March 31 in the Spring for consideration of funds allocated for tourism but not yet granted. The attached application must be filled out completely. The application should clearly state the amount of support being requested from the City, the sponsoring/requesting entity and contact person, a detailed description and scope of the project, and a complete budget for the project.

At the close of the application period, applications will be forwarded for review to the Kalama Tourism Advisory Committee. Applicants may be contacted to provide clarification, make corrections, or supply additional information. Applicants will be notified of the date, time, and place of the Advisory Committee meeting(s) and may be requested to attend to answer any questions the Advisory Committee might have. Applications that do not meet the guidelines will be disqualified. The Advisory Committee's recommendations for funding projects will be submitted to the City Council for review and action. The applicant will be notified of the decision, including the funding amount upon final adoption by the Council.

The Kalama Tourism Advisory Committee **may recommend funding in full or in part** based on adherence to the criteria, fund availability and competitiveness of the application process. Applications are evaluated on the following criteria:

1. Relationship to Tourism and Overnight Stays (25 points)
 - Ability of project to attract visitors to Kalama and nearby cities
 - Ability of project to increase transient room tax revenues from overnight visitor stays
2. Impact of The Project (20 points)
 - Ability of event to encourage repeat or future visits, or encourage visitors to extend their stay
 - Direct or indirect impact on local economy
 - Event includes measurable and credible indicators and objectives
3. Demonstrated Community Support and Public Involvement (15 points)
 - What is the percentage of matching resources and in-kind support?
 - Is there evidence of endorsement by community groups or local hotel/motels?
4. Promotion & Reach (15 points)
 - Is there a plan for advertising, publicizing, or otherwise distributing information regarding the event or project?
 - Will the project effectively reach an audience that expands tourism to the area?
5. Applicant's Ability to Undertake the Event (10 points)
 - Is the plan and budget realistic?
 - Does the event propose an efficient, economical use of the City's funds?
 - Has the applicant identified metrics to indicate success?
 - Does the applicant have the support of cooperative partners?
 - Are there any previously demonstrated management and administrative successes?
6. Degree of Match (15 points)
 - Is the financial need reflected in a realistic budget?
 - What is the percentage of matching resources? Degree of match (as demonstrated through other sources of cash, donations and in-kind contributions of materials, staff and volunteer time) is one measure of a project's potential success.



CITY OF KALAMA

TOURISM FUNDING APPLICATION

ORGANIZATION/AGENCY INFORMATION

Organization/Agency		Contact Name/Title		
Mailing Address		City	State	Zip
Main Phone	Secondary Phone	Email Address		

Website – Organization and/or Event _____

Applicant is: Non-Profit EIN # _____

Public Agency Tax ID # _____

For Profit Entity UBI # _____

Signature	Title	Date
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Project/Event Title	Project/Event Date(s)
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- Tourism Promotion Activity Tourism Related Facility Event/Festival

Note: Applicant must be able to obtain general liability insurance in an amount commensurate with the exposure of the event/festival.

Event Location: _____

Amount Requested: \$ _____ Total Projected Cost: \$ _____

Detailed Description of Activity or Event: _____

1. Relationship to Tourism & Overnight Stays

How will this project attract visitors to Kalama and nearby cities?

How will you encourage overnight stays?

Provide an estimate of the number of participants who will attend the event/activity in each of the following categories:

- ❖ Stay overnight in paid accommodations away from their place of residence or business: _____
 - ❖ Stay overnight in unpaid accommodations (with friends or family) and travel 50 miles or more one way from their place of residence or business: _____
 - ❖ Stay for the day only and travel more than 50 miles or more one way from their place of residence or business: _____
 - ❖ Attend but are not included in one of the categories above: _____
 - ❖ Estimated number of participants in any of the above categories that attend from out-of-state (includes other countries): _____
- Total Anticipated number of people served by this project: _____

2. Impact of the Project

How does this project promote and enhance tourism for Kalama both now and in the future? Describe the economic impact on Kalama and surrounding areas and how you have or will measure it.

Describe how the event will support other local businesses, restaurants, and retail:

3. Community Support & Public Involvement

Describe community support and partnerships related to the project:
(including community groups or local hotel/motels)

4. Promotion & Reach

Describe how you will promote the event and which audience(s) you intend to reach that will expand tourism to the area:

5. Budget & Event Management

Please provide a detailed budget for the event or project (may attach additional pages if needed). Please specify whether the various match items will be cash or in-kind.

All public events in Kalama are required to submit for a Special Events Permit with the City 60 days prior to the event which will address the needs for liability insurance, traffic, and parking control and/or restrictions, event security, medical and emergency response, garbage and litter control, and sanitary facilities. It is highly recommended the organizers meet with local Police, Fire, and Public Works officials when planning their event. To schedule a meeting, contact communityrelations@cityofkalama.com.

Expense Item		Grant Funded	Cash	In-Kind	Total
Event Security (non Kalama Police)					
Liability Insurance					
Event Security					
Traffic/Parking Control					
Garbage/Litter Control					
Sanitation Facilities					
Medical/Emergency Response					
Totals					

Identify the Top 5 Sources of Revenue. Please include grant funding application amounts. You may not submit the same receipts to multiple entities for reimbursement:

1. _____ \$ _____
2. _____ \$ _____
3. _____ \$ _____
4. _____ \$ _____
5. _____ \$ _____

Has the event received City Tourism funds in the Past? Yes ___ No ___

Does the event rely solely on Tourism funding from the City? Yes ___ No ___

Please include any information regarding the event or project that will provide useful background on the proposed budget. Include any metrics you used to identify the budget.

What experience do you have (either with this project or others) that would demonstrate your ability to make this event a success?

This is a reimbursement grant which requires the project applicants to submit a final report and invoice at the end of the project to receive the funds allocated. Project/Event must be completed within the calendar year of the award unless the project or event requires long-term planning. The applicant may be required to submit periodic progress reports during the project should a project extend beyond 1 year or request incremental funding. The final report will include tourism impacts such as the number of hotel room nights generated by the event to be included in the annual Lodging Tax Report to the State. The applicant may not submit the same receipts to multiple entities for reimbursement. Attached is a form for submitting a final report to request approved funding once the project/event is complete.



FINAL INVOICE FOR TOURISM FUNDING AND PROJECT/EVENT REPORT

Send to: City of Kalama, PO Box 1007, Kalama, WA 98625 or email communityrelations@cityofkalama.com

Organization: _____

Address: _____

Contact Name: _____

Phone No; _____ Email: _____

Amount of request \$ _____ Council Approved Amount \$ _____

Project/Event: _____

PROJECT/EVENT REPORT – To be eligible for reimbursement, receipts and a copy of the final budget for the event including revenues generated and expenditures must be attached. Applicants may NOT submit the same receipts to multiple entities for reimbursement.

Provide actual numbers of participants who attended the event/activity in each of the following categories:

- ❖ Stayed overnight in paid accommodations away from their place of residence or business: _____
 - ❖ Stayed overnight in unpaid accommodations (with friends or family) and traveled 50 miles or more one way from their place of residence or business: _____
 - ❖ Stayed for the day only and travel more than 50 miles or more one way from their place of residence or business: _____
 - ❖ Attended but are not included in one of the categories above: _____
 - ❖ Number of participants in any of the above categories that attended from out-of-state (includes other countries): _____
- Total number of people in attendance _____

Did the project/event meet the expectations: _____

Will the project/event be held next year? **YES** **NO**

How will the project/event be financed in the future? _____

Will city tourism funding be requested in the future? YES NO

Final Revenues & Expenditures Worksheet – or attach equivalent documentation of event revenues and expenditures. The budgeted column should match funding application information.

<u>Revenue Items</u>	<u>Budgeted</u>	<u>Actual</u>	<u>In Kind Services</u>
Ticket Sales/Entrance Fees			
Donations			
Sponsorships			
Civic Groups			
City Tourism Funding			
<i>Subtotal: Revenues</i>			
<u>Expense Items</u>	<u>Budgeted</u>	<u>Actual- Attach Invoices</u>	<u>In Kind Services</u>
Liability Insurance			
Event Security			
Traffic/Parking Control			
Garbage/Litter Control			
Sanitation Facilities			
Medical/Emergency Response			
<i>Subtotal: Expenses</i>			
Net Totals:			