

# City of Port Townsend

## Lodging Tax Advisory Committee (LTAC) 2024 Grants

Owen Rowe, Councilmember, Council Liaison to LTAC

Shelly Leavens, Director of Communications &  
Marketing, Staff Liaison to LTAC

Katy Goodman, Director of Development at  
Centrum, LTAC member



Winter lighting on trees

# 2024 Grant Webinar

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- An overview of LTAC and the Committee
- The vision of Port Townsend LTAC
- An overview of RCW 67.28, the law that regulates the use of lodging tax funds
- LTAC Budget & grant funding available
- Funding criteria
- Application
- LTAC review process
- Q & A





# LTAC is a City Advisory Board

LTAC's budget is funded through Lodging Tax, a 2% tax in cities and counties in Washington on charges for accommodations of less than 30 consecutive days. This can include short term rentals, hotels, motels, campgrounds, etc. in both the public and private sector.



## Four types of committee members

- At Large
- Collector
- Recipient
- Non-Voting

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### Members

- Owen Rowe (Chair) - Elected Official
- Nathan Barnett (Vice Chair), Old Consulate Inn - Collector
- Natalie Maitland, Fort Worden Hospitality - Collector
- Kate Philbrick, Swan Hotel / Northwest Maritime Center - Collector
- Katy Goodman, Centrum - Recipient
- Danielle McClelland, Port Townsend Film Festival - Recipient
- Denise Winter, Key City Public Theatre - Recipient
- Mari Mullen, Port Townsend Main Street - Non-Voting
- Dana Petrick, Jefferson County Chamber of Commerce - Non-Voting
- Cindy Finnie - At Large Position



# LTAC's Vision

*Port Townsend Lodging Tax Advisory Committee's (LTAC's) vision of sustainable tourism is to reinvest community resources to enhance the lives of both residents and visitors.*



## Revised Code of Washington (RCW) 67.28

City and county lodging tax revenues – including both the “basic” and “additional” lodging taxes – must generally be used for tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities ([RCW 67.28.1815-.1816](#)), including:

- Tourism marketing, and marketing and operations of special events and festivals designed to attract tourists
- Operations *and* capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district, including repayment of general obligation bonds ([RCW 67.28.150](#)) or revenue bonds ([RCW 67.28.160](#)) for eligible capital projects
- Operations of tourism-related facilities owned or operated by nonprofit organizations (but *not* capital expenditures)



## Revised Code of Washington (RCW) 67.28

### Definitions of “tourism,” “tourism promotion,” and “tourism-related facility”

- Cities and counties may use the funds directly or indirectly through a convention and visitors bureau or destination marketing organization. The funds may be awarded to cities or counties for eligible expenses, nonprofits, or tourism organizations.
- Practice Tip: The guiding principle is that these facilities should be used by tourists. So, for example, a municipal golf course would likely be a permitted lodging tax expenditure in Chelan but not in a Spokane residential neighborhood. Each situation is unique and requires assessment.

# LTAC budget & grant funding

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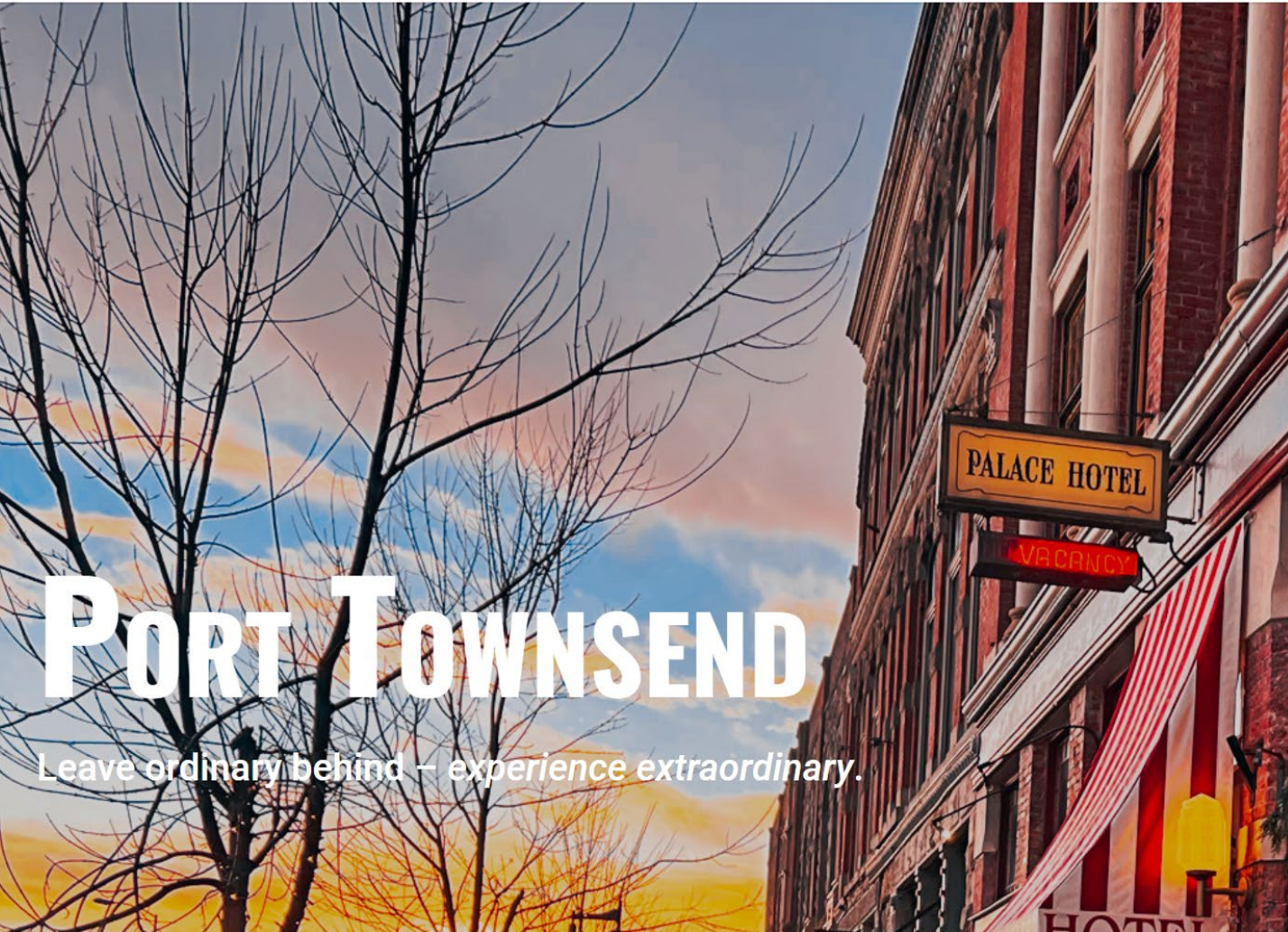
- Lodging Tax Revenue was \$602,000 in 2022
- 2023 Revenues anticipated to be 7% higher
- 2024 Budget is \$530,000
- 2024 Grant Funding is \$40,000
  - \$20,000 granted in 2023
  - Requests totaled \$60,700 in 2023



**FIRST  
NIGHT**  
DECEMBER 31ST

The logo features a stylized yellow sunburst or starburst icon to the left of the text. The word "FIRST" is in orange, "NIGHT" is in red, and "DECEMBER 31ST" is in yellow.

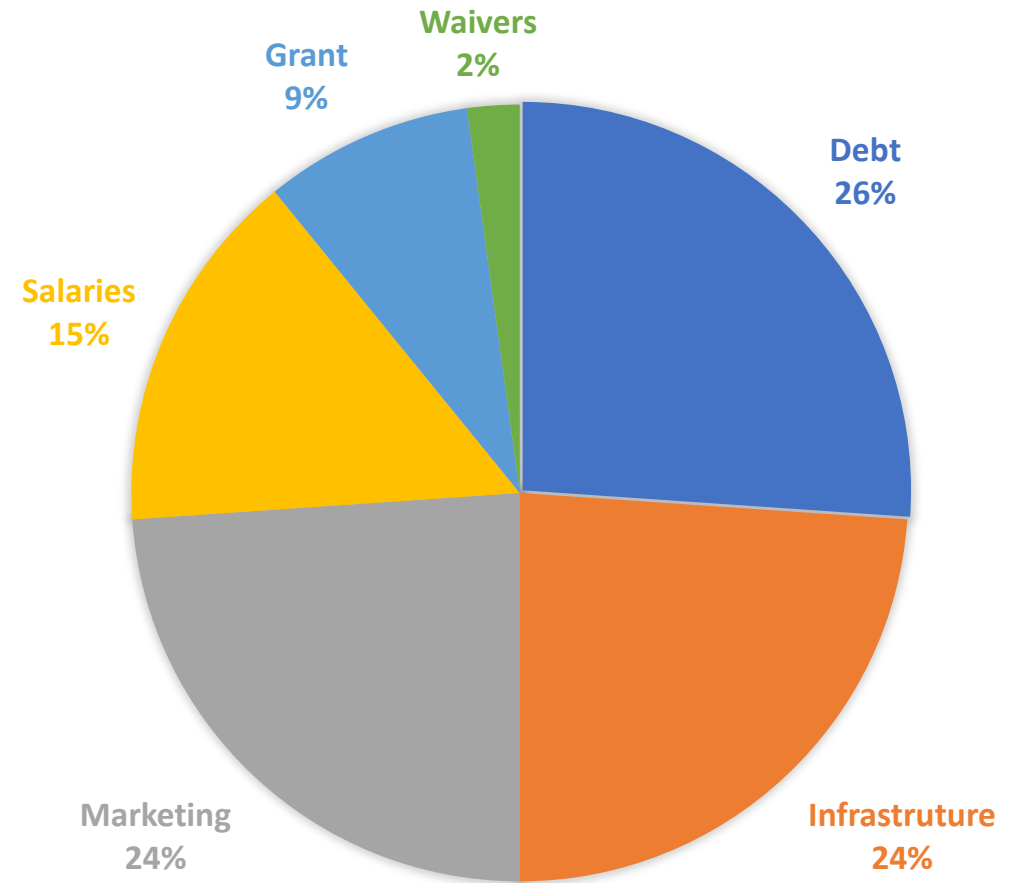




# PORT TOWNSEND

Leave ordinary behind – experience extraordinary.

## 2024 LTAC BUDGET



# Grant funding criteria Qs

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- *Increase visits and overnight stays?*
- *Provide additional visitations to Port Townsend in the offseason?*
- *Provide a new (< 3 yr) offering to Port Townsend?*
- *Create local jobs or utilize local vendors?*
- *Reflect partnerships with organizations and businesses?*
- *Leverage matching or in-kind funds?*



# Grant funding criteria Qs cont.

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- *Does not have a board or staff member represented by the LTAC?*
- *Is a non-profit?*
- *Has a track record of project success?*
- *Did not receive funds the previous year?*
- *Occurring over more than one day?*
- *Of at least 100 participants?*
- *Of over 250 participants?*
- *..and includes a free attendance option?*





Grant  
application

- <https://cityofpt.us/bc-ltab/webform/application-and-proposal-port-townsend-lodging-tax-funds>

# Grant application

## Page 1

**Event**

**Location**

**Event Start Date**  
Month  Day  Year

**Event End Date**  
Month  Day  Year

**Requested Amount**  
\$

**Total Project Budget**  
\$

If not fully funded, would you still accept partial funding for your project?  
 Yes  
 No

**Organization/Agency Name**

**Federal Tax ID Number**

**Event, Project or Activity Name (if applicable)**

**Contact Name and Title**

**Mailing Address**

**City, State, Zip Code**

**Phone**

**Email Address**

Organization Type  
 Non-Profit  
 For Profit  
 Public Agency

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

- I am proposing a tourism-related event. If awarded, my organization intends to enter into a Facility Use Agreement with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

**Signature**

**Date**  
Month  Day  Year

### Please attach:

1. Description of the event or project being proposed for LTAC funding including a detailed project budget;
2. If your organization is a non-profit, a copy of your organization's current non-profit status with the IRS and/or Washington Secretary of State;
3. Brochures or other information about your event, in particular items showing recent tourism promotion efforts.

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

### Attachment #1

No file chosen

Files must be less than **2 MB**.

Allowed file types: **gif jpg jpeg png bmp eps tif pict psd txt rtf html pdf doc docx odt ppt pptx odp xls xlsx ods xml**.

### Attachment #2

No file chosen

Files must be less than **2 MB**.

Allowed file types: **gif jpg jpeg png bmp eps tif pict psd txt rtf html pdf doc docx odt ppt pptx odp xls xlsx ods xml**.

### Attachment #3

No file chosen

Files must be less than **2 MB**.

Allowed file types: **gif jpg jpeg png bmp eps tif pict psd txt rtf html pdf doc docx odt ppt pptx odp xls xlsx ods xml**.

**A. Overall Attendance**

Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.

**Predicted**

What method will be used or has been used in previous years to determine attendance?

- Direct Count
- Indirect Count
- Representative Survey
- Information Survey
- Structured Estimate

**B. Attendance, 50+ Miles**

Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.

**Predicted**

What method will be used or has been used in previous years to determine attendance?

- Direct Count
- Indirect Count
- Representative Survey
- Informal Survey
- Structured Estimate

**C. Attendance, Out of State, Out of Country**

Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.

**Predicted**

What method will be used or has been used in previous years to determine attendance?

- Direct Count
- Indirect Count
- Representative Survey
- Informal Survey
- Structured Estimate

**D. Attendance, Paid for Overnight Lodging**

Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.

**Predicted**

What method will be used or has been used in previous years to determine attendance?

- Direct Count
- Indirect Count
- Representative Survey
- Informal Survey
- Structured Estimate



**E. Attendance, Did Not Pay for Overnight Lodging.**

Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.

**Predicted**

What method will be used or has been used in previous years to determine attendance?

- Direct Count
- Indirect Count
- Representative Survey
- Informal Survey
- Structured Estimate

**Methods for Count/Estimation:**

**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.

**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).

About the Event or Initiative

**F. Is the event or initiative a new offering to Port Townsend (less than 3 years)? (2 points)**

**G. Will the event or project create local jobs or utilize local vendors? How is this determined/measured? (3 points)**

**H. Will the event or project increase overnight stays in the offseason (October-May)? (3 points)**

**I. Describe any partnerships with organizations or businesses related to this event of project. (2 points)**

**J. Does the event or project leverage any matching funds or in-kind support? (2 points)**

**L. The event or project must be open to the public to qualify for LTAC funding. Does the event or initiative have a free participation option? (1 point)**

**M. Can the public attend or participate in the event or project over more than one day? (2 points)**



Golf Park planning

# Grant deadlines

- **Spring Deadline:** Friday, February 23 by 5:00PM PST

Spring Applicants are asked to attend the LTAC meeting on Tuesday, March 12, 3:00PM.

- **Fall Deadline:** Friday, August 30 by 5:00PM PST

Fall Applicants are asked to attend the LTAC meeting on Tuesday, September 10, 3:00PM.



# Grant review process

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- Applicants are asked to attend the LTAC grant review meetings to provide a brief (3-minute) overview of their event, and to be present for questions.
- Committee will review scores from criteria and discuss the applicants in the context of LTAC's vision and current year's goals
- Decisions are made within the meeting, public are welcome to attend, meetings are recorded

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## 2023 Recipients for \$20,000 in grant funding

- Quimper Events Collective  
\$5,000
- Key City Public Theatre's Season of Events  
\$7,000
- Centrum's Bobby Rush Concert  
\$1,500
- JCHS & KPTZ's Holiday Extravaganza  
\$800
- The Production Alliance's First Night  
\$4,200
- Fort Worden Hospitality Field Day  
\$1,500

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## QUIMPER EVENTS

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COLLECTIVE





Thank you!

Q & A