

2024-26 HMAC APPLICATION

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APPLICATION OVERVIEW

The City of SeaTac invites applications for its Lodging Tax Funding program aimed at promoting tourism in SeaTac. Eligible projects include tourism marketing, special event operations, and tourism-related facility improvements/operations, supported by a 1% lodging tax per RCW 67.28. The Hotel Motel Advisory Committee (HMAC) will review proposals and recommend the most impactful ones to the City Council for consideration/approval.

APPLICATIONS MUST BE SUBMITTED BY THE DEADLINE: Wednesday, May 1, 2024, AT 5:00 PM. Incomplete or late submissions will not be considered for the funding cycle. It is not possible to amend or change applications after the submission deadline. Please note that the proposal and all accompanying documents submitted to the City become public records. **LATE APPLICATIONS WILL NOT BE CONSIDERED DURING THE FUNDING CYCLE.**

Please ensure your application, along with all required documentation, is submitted

To: City of SeaTac
Attention: Maria Langbauer, Senior Economic Development Strategist
[4800 South 188th Street](#)
[SeaTac, WA 98188-8605](#)
mlangbauer@seatacwa.gov

APPLICATION CHECKLIST

Completed and signed the cover sheet with this packet (page 3)

Completed and signed application (attach additional sheets if necessary) pages 4 – 8

A copy of your agency's current non-profit corporate registration with Washington Secretary of State

*If funded, your organization will be required to get the City of SeaTac business license/endorsement.

Brochures and/or other supplemental information about your event/activity/facility and/or recent tourism promotion efforts

APPLICATION TIMELINE

The Hotel Motel Advisory Committee (HMAC) will review the applications in June/July. It is possible they may wish to interview applicants for more information or clarification.

Should the HMAC recommend funding for your event/activity/facility, they will forward their recommendation to the SeaTac City Council for their review and authorization. It is anticipated that funding decisions will be made and announced in

June/July/August 2024 and final approval confirmed upon final biennial budget adoption by December 2024 (sometimes earlier).

Total Amount Requested:	2024	2025	2026	Total
Name of Program:				

ORGANIZATION/AGENCY INFORMATION

Organization/ Agency Name: _____ Federal Tax ID Number: _____

Contact Name: _____ Title: _____

Phone/Ext: _____ Email: _____ Website: _____

Mailing Address: _____
City State Zip

Event Location: _____

Event Dates: _____

CHECK ALL SERVICE CATEGORIES THAT APPLY TO THIS APPLICATION:

- ☐ Tourism Promotion/Marketing
- ☐ Operation of a Special Event/Festival designed to attract tourists
- ☐ Operation and/or Capital Expenditures of a Tourism-Related Facility owned by a Municipality or a Public Facilities District

CHECK WHICH ONE OF THE FOLLOWING APPLIES TO YOUR AGENCY:

(Note: For Profit organizations are currently not eligible for any lodging tax funding.)

- ☐ Non-Profit (Attach a copy of current non-profit registration with Washington Secretary of State)
- ☐ Public Agency
- ☐ Other

APPLICATION CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that my agency will be required to submit a report documenting tourism economic impact results in a format determined by the City. I also understand that:

Tourism Promotion Activities or Tourism-Related Facilities:

☐ This is an application for funding and a contract with the City of SeaTac and, if awarded, my organization will honor this document as a Municipal Services Contract with the City of SeaTac.

Events/Festivals:

☐ The applicant has, or can obtain, general liability insurance in the amount commensurate with the exposure of the event/festival.

☐ The City of SeaTac 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 completed and signed Request for Reimbursement/After Event Report (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

Signature

Date

Printed or Typed Name

PROJECT INFORMATION AND USE OF FUNDS QUESTIONNAIRE - APPLICATION

1. The City of SeaTac has adopted a Tourism Destination Development Plan (TDDP). [Click here to view TDDP](#). Describe your tourism-related activity, program, or event, and explain its relevance to the TDDP, including how it aligns with the plan's adopted strategic initiatives. (Call out the specific strategies you will support on the Strategy Flowchart page 26 of TDDP: example 1. a. and d. and 5. A followed by explanation.).
2. Based on the TDDP, explain why tourists would be attracted to SeaTac to participate in your event, attend your activity, or visit your facility:
3. Please provide a comprehensive description of your target tourist audience, specifying their geographic location, demographic characteristics (such as age and interests), and any other relevant details.
4. Please outline your promotional strategy to attract overnight visitors to your program. Include details on how you plan to utilize any of the following methods: social media marketing, email marketing, content marketing, digital advertising, influencer marketing, traditional advertising, public relations, word of mouth, networking events, direct mail, partnerships and sponsorships, event listing websites, interactive and virtual events, and street marketing. Highlight how these approaches will be integrated to effectively reach and engage your target audience.

(*Note that [Explore Seattle Southside](#) is the regional tourism authority serving as the Destination Marketing Organization. The City may request/require the funded organizations to collaborate with this organization on promotion/planning.)
5. How do you plan to utilize the Lodging Tax funds if awarded? Please provide a detailed description of your strategy and implementation plan, including any unique reasons for your application and how they support the objectives of the TDDP.
6. Is there a host hotel for your event/program? Yes ☐ No ☐
If so, could you please specify which hotel(s)?
7. The City desires to increase travel during the slower - "shoulder season" in SeaTac between October and April. Does your event/program occur during this time? How does your activity support increase travel during this time?
8. Provide an estimate of the number of participants who will attend the event or activity in each of the following categories. This is required for reporting to JLARC. Please use the Calculation Methodology as defined below:

<i>As a direct result of your proposed tourism-related service, provide:</i>	<i>Estimate</i>	<i>Calculation Methodology</i>
a. Overall attendance at your event/activity/facility		
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 another country or state		
d. Of the people staying overnight, the number of people who stay in PAID accommodations (hotel/motel/bed & breakfast) in SeaTac		
e. Of the people who travel more than 50 miles, the number of people who stay overnight in UNPAID accommodations in SeaTac		
f. Number of paid lodging room nights in SeaTac 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>)		

Glossary for Calculation Methodology Options:

- ❖ Direct Count: (DC) 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/program.
- ❖ Indirect Count: (IC) 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: (RS) 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/program users and includes margin of error and confidence level.
- ❖ Informal Survey: (IS) 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: (SE) 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).
- ❖ Other: (please describe)

9. Please detail the past achievements of your program in attracting tourists, specifying attendee numbers, media coverage, and other relevant metrics. If this is your program's first year, please describe why you believe your event/program will be successful.
10. Describe your strategy for promoting lodging establishments, restaurants, and businesses within the City of SeaTac. What benefits (e.g., logo placement, links, print materials, radio, TV exposure, etc.) will the City of SeaTac and the tourism and lodging industry receive in return for their funding?
11. What is the overall budget for your program? Please provide an itemized list detailing each type of expenditure for which you will seek reimbursement:

Year 1	Activities	Amount
Q1		
Q2		
Q3		
Q4		

Year 2	Activities	Amount
Q1		
Q2		

Q3		
Q4		

12. What percent of your total budget are you requesting from Lodging Tax Fund?

13. Please list your top five anticipated sources of revenue for your 2024/25 event or program, excluding requested City of SeaTac Lodging Tax funds. (Do not include in-kind contributions.)

Source of Revenue	Amount	Confirmed? Y/N	Date Funds Available

14. If full funding for your request is not available or recommended, what aspects of your proposal will you modify or eliminate?

15. Funding History

a- Has this program applied for and received lodging tax from SeaTac funding in the past four years? If not applicable, please indicate "N/A".

b- If so, how much funding did you receive in the following years: 2020, 2021, 2022, 2023, 2024? If not applicable, please indicate "N/A".

2020	2021	2022	2023	2024

c- How many years have you received lodging tax funds from the City of SeaTac? If applicable, please indicate "N/A".

16. If you received 2024 Lodging Tax Funding from SeaTac, please explain below how awarded funds were used.

17. How did you hear about the City of SeaTac Lodging Tax Funding Program?

18. Please identify the risks and challenges that could impact the success of your project and explain how you intend to mitigate them (e.g., location, space, staffing, funding, time, marketing).

Use of Lodging Tax Fund:

Lodging tax revenues under RCW 67.28 may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization/other qualified entity for:

- a. Tourism marketing.
- b. Marketing and operations of special events and festivals designed to attract tourists.
- c. Supporting operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; 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.

*Note that the State Auditor's Office is interpreting the law to mean that all users of funds, including municipalities, are considered applicants and must follow relevant application procedures. So, cities and counties should submit applications for their own projects to the LTAC/HMAC.

*Note that a city or county does not have to fund the full list as recommended by the LTAC/HMAC and can choose to make awards in the recommended amounts to all, some, or none of the candidates on the list.

Applicant Reporting Requirements:

In a municipality with a population of five thousand or more, applicants applying for use of revenues must submit their applications and estimates to the local lodging tax advisory committee 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.

(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.

*Note that local governments, as part of their contract with recipients, should require that the final report be provided immediately after the event or activity. Local governments will then, in turn, report this information annually to JLARC using their [on-line reporting system](#).

APPLICANT REPRESENTATIVE NAME (Print): _____

APPLICANT REPRESENTATIVE SIGNATURE: _____ DATE: _____

CITY OF SEATAC PRESENTATIVE NAME (Print): _____

CITY OF SEATAC REPRESENTATIVE SIGNATURE: _____ DATE: _____

APPROVED AS TO FORM BY NAME (Print): _____

APPROVED AS TO FORM BY SIGNATURE: _____ DATE: _____

End of Application

Budget Attachment