



Hotel/Motel Lodging Tax Funding Request Application For Budget Year 2011

The City of Centralia Lodging Tax Advisory Committee is accepting proposals for tourism related services to be provided during the calendar year 2011 and paid for from Centralia's lodging tax fund. The City of Centralia only considers lodging tax funded proposals from non-profit organizations or government entities. Following the proposal deadline, the Committee will make its recommendations to the Centralia City Council who will make all decisions for the use of lodging tax fund.

Please read carefully and include all requested information, if applicable. Feel free to use extra pages for additional information. If handwritten, it must be legible.

**Applications must be received at the Centralia City Clerk's Office
(118 W. Maple St., P. O. Box 609, Centralia, WA 98531)
by 5:00 PM on Friday, July 30, 2010.**

DOCUMENTS TO BE SUBMITTED

**COMPLETED ORIGINAL APPLICATION AND SIX (6) COPIES, EACH OF WHICH
MUST ALSO INCLUDE:**

- **LONG-TERM BUSINESS PLAN**
- **2010 OR 2011 BUDGET**
- **YEAR-TO DATE 2010 INCOME/EXPENSE STATEMENT**
- **ACTUAL 2009 INCOME/EXPENSE STATEMENT**
- **NAMES AND ADDRESSES OF BOARD OF DIRECTORS AS OF THE
APPLICATION DATE**

If you have questions regarding the application process, please contact Carol Hamilton, Centralia City Manager's Office, at 360-330-7674.

2011 Service Proposal General Guidelines

- Proposals are to be for tourism promotion activities conducted during calendar year 2011.
- City of Centralia only considers lodging tax funded proposals from government agencies or non-profit organizations.
- Lodging Tax Advisory Committee will consider, but discourages proposals of less than \$2,500.
- Proposals must comply with Federal, State of Washington and City of Centralia laws and requirements. NOTE: The City of Centralia may not use public funds in any way that can be construed as a gift to an individual or organization.
- Proposals must completely address the questions and all requested supplemental information must be provided. Incomplete proposals will not be considered by the Lodging Tax Advisory Committee.
- To be considered, a fully completed and signed original application PLUS SIX (6) complete copies with supporting documents must be received by the Centralia City Clerk at Centralia City Hall, 118 W. Maple Street by 5:00 p.m. on Friday, July 30, 2010.
- Documents submitted to the City of Centralia are public records, potentially eligible for release to the public.
- City staff will verify incorporation status of the non-profit agencies that submit service proposals by checking the Washington Secretary of State's on-line corporation records.

I understand that I am proposing a service for contract with the City of Centralia during calendar year 2011, and that, if awarded, my organization intends to enter into a Services Contract with the City of Centralia. I understand that the City will reimburse only those costs actually incurred by my organization in providing the contracted services up to the maximum contract amount, and only after the service is rendered (and paid for, if provided by a third party vendor), and I (or another designated representative of my organization) have sent an invoice, expense and payment documentation, and a project report to the City of Centralia. I understand that a submitted proposal is a public record potentially eligible for public release.

Signed: _____

Date: _____

Section 1: Contact Information

Organization's name:

Organization's address:

Organization's telephone number:

Organization's fax number:

Organization's e-mail address:

Type of Organization (check one): Non-Profit Government Agency

Contact person at Organization:

Name:

Position/Title:

Address (if different than above):

Telephone number (if different than above):

Fax number (if different than above):

E-mail address (if different than above):

Section 2: Proposal Questions

1. Does the organization have a long-term business plan? Yes No

If so, please include a copy of the organization's mission, goals and objectives.

2. Describe the activity and/or project for which you are seeking funding, and why you think tourists will travel to Centralia to attend it.

3. Describe how you intend to market/promote the activity/project outside of Centralia/Lewis County. The primary target audience of the promotion or event/activity must be tourists who live outside of the Centralia area.

4. Explain your event(s) and why you think tourist will travel to Centralia to attend it/them.

5. Describe how the organization will document and report to the City of Centralia the economic impact generated as a result of the activity and/or project.

6. What tourism outcome should the City expect if your proposal is only partially funded? Please be specific.

Section 3: Funding Questions

1. Amount of 2011 funding requested: \$_____

Can this activity/ project be conducted with less funding? Yes No

If yes, please describe how:

6. What percentage of the organization's total budget does this request represent?

_____%

7. Attach a copy of your organization's total budget (specify 2010 or 2011).

8. What financial accountability and reporting standards are in place at the organization?

9. In your opinion, how will the requested funds directly benefit the promotion of Centralia and its local tourist-oriented businesses and lodging facilities?

Section 4. Background Information About Your Organization

Please provide:

1. Organization's year-to-date 2010 income and expense statement.
2. Actual 2009 income and expense statement for the organization.
3. List of names and addresses of the organization's Board of Directors as of the date this proposal is submitted.
4. If the proposal is for the marketing of an event(s) and there is a chairperson for the event(s), list that individual's name, address and phone number.

5. OPTIONAL: A one-page narrative with additional information about the event(s) or proposed service.

Section 5: Budget

Please list approximate amount and status of funding for all sources from which you anticipate receiving funding, or are requesting funding, for this activity and/or project.

AMOUNT	SOURCE	CONFIRMED (Yes or No)

EXPENSES

ACTIVITY	CENTRALIA LODGING TAX FUNDS	OTHER FUNDS (should match above)	TOTAL
Personnel Salaries & Benefits			
Administration Includes copies, rent, janitor, utilities, phone, taxes, office supplies, etc.			
Marketing/Promotion			
Travel (specify)			
Consultants			
Capital Projects			
Other Expenses			
TOTAL BUDGET			

Section 6: Additional Information

1. Please provide any additional information that will assist the Committee in evaluating this request and its benefit to Centralia, including brochures, ads, maps, web site, etc.

The applicant hereby certifies and affirms that, during the performance of any activity/project arising from this application, he/she will provide equal opportunity and access regardless of race, religion, creed, color, national origin, age, sex, sexual orientation, disabled veteran status, veteran status, physical, mental or sensory disability and further certifies and affirms that he/she will abide by all applicable local, State of Washington and federal laws and regulations.

Signature:

Print or Type Name:

Title:

Date:

For additional information, please contact: Carol Hamilton
City Manager's Office
City of Centralia
360-330-7674
chamilton@cityofcentralia.com

The City of Centralia reserves the right to appropriate some or all of the Hotel/Motel Lodging Tax or reserve it for City projects that fall within the allowable uses of the fund.