

PROPOSAL GUIDELINES

The purpose of this application packet is to solicit proposals from those agencies and groups actively engaged in the promotion and enhancement of tourism in Island County during calendar year 2012.

Activities which will be considered eligible for assistance include, but are not limited to, those that increase tourism by advertising, publicizing and distributing information for the purpose of attracting and welcoming tourists; develop strategies to expand tourism; operate tourism promotion agencies, construct tourism-related facilities, and fund and market events and festivals designed to attract tourists.

Definitions of terms relating to State Law (RCW 67.28).

1. "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
2. "Tourism Promotion" means activities, operations, and expenditures designed to increase tourism including but not limited to advertising, publicizing, or otherwise distributing information to the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

High priority will be given to tourism activities that:

- Promote Island County and/or events, activities, and places in Island County to potential tourists from outside the County.
- Have demonstrated results or high potential to result in overnight stays by tourists in lodging establishments within the unincorporated areas of Island County.
- Have demonstrated results or high potential to result in documented economic benefit to Island County.
- Have a demonstrated history of success in Island County or proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.

Not considered are requests for:

- Services to be provided beyond calendar year 2012.
- Proposals from for-profit businesses (however, a government or non-profit agency contracting with the County may itself contract with for-profit businesses as third-party vendors).
- Promotional activities that reach a target audience solely located within Island County.

The Committee will be following these policy guidelines when reviewing applications.

Advisory Committee's Ranking Criteria:

1. Return on economic investment benefit to the County
2. Cost effectiveness

3. Shoulder Season (October thru May)
4. Applicant's investment
5. RCW requirements
6. Method of evaluation of effectiveness
7. Innovation

Particular emphasis will be given to Visitor Information Centers (VIC) who provide year round tourism support.

Payments to proposal recipients will occur after the services have been performed and documented with receipts (per the State of Washington's Attorney General's Office Opinion AGO 2006, No. 4).

WHERE TO MAIL OR DELIVER APPLICATION:

Island County Commissioner's Office
PO Box 5000 or
Island County Administration Bldg., #214, 1 NE 7th St.
Coupeville, WA 98239

360-679-7353; toll free from South Whidbey 321-5111, Ext. 7353;
Toll free from Stanwood/Camano Island 629-4522, Ext. 7353

DEADLINES: Application period opens July 15, 2011 and closes August 31, 2011.

Applications must be received in the Commissioners' Office by 4:30 p.m. on August 31, 2011, or postmarked not later than 8/31/11. The application form is available electronically.

Please contact Pam Dill by telephone (numbers listed above), or by email at

pamd@co.island.wa.us to request a copy.

ISLAND COUNTY
2% HOTEL-MOTEL EXCISE TAX – TOURISM PROMOTION



APPLICATION FORM
2012 PROGRAM YEAR

PROJECT

Project Title: _____

Name of Organization: _____

Contact Person: _____ **Title:** _____

Mailing Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Website:** _____ **Email:** _____

Agency Tax ID# (must be non-profit 501(c)(3) or 501(c)(6)) _____

Total Event/Facility Budget _____

Grant 2% amount Requested: _____ **Other funding sources (25% min.)** _____

2% income from incorporated area: _____

Project Timeline: _____

Project Description: _____

Estimated Visitors Attending Event/Facility: _____ **Out of County Visitors** _____

Estimated Overnight Stays to be Generated: _____

Did your organization receive Lodging Tax Funds from the County in 2011? _____

On Season (June-Sept) _____ **Off Season (Oct-May)** _____

I understand that if awarded, funds will be distributed after the services have been completed. I understand that I must furnish an invoice, payment and expense documentation. I understand that a submitted proposal is a public record potentially eligible for public release. Final reimbursements will not be released until the required Event or Facility Lodging Tax Expenditure Report From has been submitted.

Signed: _____ **Title** _____ **Dated:** _____

Please attach the following:

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1. One page description of project and explain how it will assist in building tourism and/or promoting events or activities including website activities, etc. that will bring tourists to Island County. Include marketing/promotional plans.
2. Project Budget (example in Appendix A). List all sources of funding. Include in-kind, city funding, organization's own funding, and historic data, if applicable.
3. One half page description of the organization including history of its existence and success creating tourism, size of staff and board, size of volunteer base, consistency and geographic area served and type of service provided.
4. Copy of previous year's fiscal year end statements and current year to date financials signed by a CPA or officer of the organization, other than the Treasurer.
5. Copy of meeting minutes approving the project.
6. Visitor Information Centers (VIC): Include breakdown of tourism related activities Please include number of visitors served at the VIC as walk-ins, phone inquiries and web inquiries separately. Also include estimated number of overnight stays.
7. Please submit your projects/proposals in separate packets. For example, one packet for the VIC, another for a festival or special event.
8. Please submit separate facility budgets and event budgets, with visitor data.

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APPENDIX A

PROJECT BUDGET

Please detail the budget for your project. Please specify whether your various match items will be in cash or in-kind.

Project Name:					
		(Min. 25% of total)			
Item	County \$	Match \$	Cash %	In-Kind %	Total
1	\$	\$			\$
2	\$	\$			\$
3	\$	\$			\$
4	\$	\$			\$
5	\$	\$			\$
6	\$	\$			\$
7	\$	\$			\$
8	\$	\$			\$
9	\$	\$			\$
10	\$	\$			\$
Totals	\$	\$			\$

BUDGET NARRATIVE

In the space below please offer any information which you feel may provide useful background on your proposed budget such as source and rate at which matching labor costs are calculated, number of promotional pieces to be produced, numbers of media ads to be placed, etc.

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**EXAMPLE
BUDGET TEMPLATE FOR EVENT**

	SAMPLE	Grant Budget
Income		
Advertising Income	\$ 500.00	\$ 500.00
Fundraising Income	\$ 5,000.00	
Grant Income		
Island County 2%	\$ 2,500.00	\$ 2,500.00
Other grants	\$ 500.00	
Total Grant Income	\$ 3,000.00	
Interest Income	\$ 500.00	
Other Income	\$ 1,500.00	
Retail Sales	\$ 2,000.00	
Total Income	\$ 12,500.00	\$ 3,000.00
Expense		
Administration	\$ 1,500.00	
Bank Charge	\$ 100.00	
Contract Services	\$ 2,000.00	
Credit Card Processing Fee	\$ 750.00	
Fundraising Expense	\$ 1,500.00	
Grant Expense	\$ 1,000.00	
Hospitality	\$ 150.00	
Insurance, Business	\$ 500.00	
Marketing		
Advertising		
Local	\$ 500.00	\$ 500.00
National	\$ -	\$ -
Regional	\$ 2,000.00	\$ 2,000.00
Total Advertising	\$ 2,500.00	\$ 2,500.00
Printing and Production	\$ 1,000.00	\$ 500.00
Total Marketing	\$ 3,500.00	\$ 3,000.00
Office Supplies	\$ 1,000.00	
Postage and Delivery	\$ 500.00	
Total Expense	\$ 12,500.00	\$ 3,000.00
Net Income	\$ -	\$ -

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**EXAMPLE
Budget Template for Facility**

	SAMPLE	Grant Budget
Income		
Advertising Income	\$ 2,000.00	\$ 2,000.00
Facility Rental	\$ 2,000.00	
Fundraising Income	\$ 15,000.00	
Grant Income		
Island County 2%	\$ 2,500.00	\$ 2,500.00
Other Grants	\$ 15,000.00	
Total Grant Income	\$ 17,500.00	
Interest Income	\$ 500.00	
Membership	\$ 9,500.00	
Other Income	\$ 1,500.00	
Retail Sales	\$ 2,000.00	
Total Income	\$ 50,000.00	\$ 4,500.00
Expense		
Administration	\$ 1,500.00	
Bank Charge	\$ 100.00	
Building Maintenance	\$ 1,000.00	
Contract Services	\$ 200.00	
Credit Card Processing Fee	\$ 500.00	
Employee Payroll Expenses	\$ 28,000.00	
Fundraising Expense	\$ 1,500.00	
Grant Expense	\$ 1,000.00	
Hospitality	\$ 150.00	
Insurance, Business	\$ 2,500.00	
Licenses and Permits		
Charitable Solicitations	\$ 10.00	
Non-Profit Mailing Permit	\$ 185.00	
Total Licenses and Permits	\$ 195.00	
Marketing		
Advertising		
Local	\$ 500.00	\$ 500.00
National	\$ 500.00	\$ 500.00
Regional	\$ 2,500.00	\$ 2,500.00
Total Advertising	\$ 3,500.00	\$ 3,500.00
Printing and Production	\$ 1,000.00	\$ 1,000.00
Total Marketing	\$ 4,500.00	\$ 4,500.00
Office Equipment	\$ 500.00	
Office Maintenance	\$ 500.00	
Office Supplies	\$ 1,000.00	
Postage and Delivery	\$ 500.00	
Utilities	\$ 6,000.00	

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Total Expense	\$ 49,645.00	\$ 4,500.00
Net Income	\$ 355.00	\$ -