

**CITY OF BELLINGHAM APPLICATION
FOR 2023 TOURISM PROMOTION FUND MONIES –
APPLICATION DEADLINE: **AUGUST 19, 2022 AT NOON****

**Applications will not be accepted after Noon on Friday, August 19, 2022
Only PDF or Dropbox applications/materials will be accepted via email.
Email to Shannon Taysi at staysi@cob.org**

APPLICATION SUMMARY

Project Title:

Contact Name/Title:

Organization Name:

Street Address:

Event Dates (if applicable)

City:

State:

Zip:

Phone:

Email:

Applicant Status: Non-Profit* Public Agency For-Profit**

**Non-Profits, provide copy of 501 (c) (3), (4) or (6) letter*

***For-Profits, provide copy of current/valid Bellingham Business License and IRS Employee Tax I.D. number*

Amount Requested: \$

Total Project Budget: \$

PLEASE PROVIDE INFORMATION FOR CONTRACT SIGNATORY AND TITLE **ONLY** IF DIFFERENT FROM ABOVE:

Name/Title:

Street Address:

City:

State:

Zip:

Phone:

Email:

Signature: _____ **Date:** _____

APPLICATION CHECKLIST

- Cover Letter or Cover Page (*Optional, 1 page*)
- Application Summary (*Required, 1 page*)
- Narrative Proposal (*Required, Responses to 1-6*)
- Attachments (*Attachments are not included in page limits provided above*)
- Detailed budget outlining proposed use of Tourism Grant funds and matching funds associated with your request. Up to 25% of your award may be used for operational expenses. Eligible operational expenses are limited to venue rentals (i.e., conference rooms), equipment rentals (i.e., cones, traffic signs, etc.), a portion of rent (must be proportionate to the event), and/or the purchase of goods/supplies with prior approval by the City. For example, payroll, travel, alcohol and equipment expenses are NOT allowed. Final decisions by the City on allowed operational expenses will be identified in the contract, and all expenses must be incurred and paid during the contractual period with appropriate back-up documentation available.
 - A budget showing **ALL** expenses and revenues for the entire project or event (*not just those items associated with the grant request*).
 - Applicants who have received tourism grants from the City of Bellingham in the past three years: Submit a one-page summary detailing the previous history of your marketing efforts attracting visitors from outside Whatcom County and producing overnight stays.
 - Marketing & Media Plan.
 - Non-profits: A copy of 501(c) (3), (4) or (6) letter
 - For-profits: A copy of current/valid Bellingham Business License and IRS Employee Tax I.D. number
 - Hotel Collaboration Form(s)
 - Bellingham Whatcom County Tourism Form

SECTION 1. PROJECT DESCRIPTION AND BUDGET (10 PTS)

Briefly describe your proposal and how it assists in bringing visitors to Bellingham and/or how it builds local tourism infrastructure (such as signage, maps, destinations, informational pieces, etc.).

Explain how lodging tax funding is critical to the success of the event/project. If you do not obtain funding, will you still proceed? Is your proposal a one-time request or will it need on-going public funding support?

Please be **specific** in the narrative and/or in the attached budget about how and where tourism promotional grant funds will be spent meeting the definition of a tourist, as defined in the RCW 67.28.080, including the types of advertising and promotional materials, the vendors utilized, the locations/venues where the advertising will be displayed, as well as any matching funds.

Please **attach** a detailed budget outlining the proposed use of Tourism grant funds and matching funds associated with your request. For events or projects occurring in early 2023, 2022 marketing expenses may be eligible for reimbursed provided they are indicated in the budget.

Up to 25% of your award may be used for operational expenses. Eligible operational expenses are limited to venue rentals (i.e.. conference rooms), equipment rentals (i.e., cones, traffic signs, etc.), a portion of rent (must be proportionate to the event), and/or the purchase of goods/supplies with prior approval by the City. For example, payroll, travel, alcohol and equipment expenses are NOT allowed. Final decisions by the City on allowed operational expenses will be identified in the contract, and all expenses must be incurred and paid during the contractual period with appropriate back-up documentation available.

Pease **attach** another budget showing revenues and expenses for the **entire project or event** (not just those items associated with the grant request).

SECTION 2 - COMMUNITY ECONOMIC IMPACT (10 PTS)

Please describe the expected economic benefit to the tourism sector and to the general community by explaining: your target market and how and where you will reach your market, total estimated number of attendees/beneficiaries, estimated number of tourist attendees, and estimated number of room night stays generated at commercial hotel/motel lodging establishments

For non-events (i.e., product development), identify the target market, provide a detailed description of how your product is needed and how it will provide a benefit to the visitor and to tourism industry – be specific.

Applicants who have received tourism grants from the City of Bellingham in the past three years: Attach a one-page summary outlining previous history in attracting tourists to Bellingham and generating overnight stays resulting in your marketing efforts.

Describe any methods your organization will undertake that will accurately document and demonstrate accomplishment of your goals, including how surveys will be administered or calculations made.

Please **attach** your Marketing & Media Plan.

SECTION 3. BUILDS BELLINGHAM AS A TOURIST DESTINATION – (15 PTS)

Applicants are encouraged to convince the reviewers that your proposal helps the Tourism Commission build Bellingham as a tourist destination. Describe how your project impacts the community's standing in terms of advancing Bellingham's role such as visual or performing arts, hosting regional sporting and outdoor recreation events, and/or heightening awareness of the area's history or natural amenities.

SECTION 4. INNOVATIVE – (5 PTS)

Briefly describe how your proposal is unique and innovative. Is this a new idea, a new location, new partners, fresh ideas, or new strategies. Why should this event be funded?

SECTION 5. HOTEL PARTNER(S) – (5 PTS)

Please indicate a minimum of one hotel in which you have developed a room block or rate special. Include the name of the hotel and contact person. **Attach** form signed by the hotelier explaining the terms. If working with more than one hotel, please provide a separate form for each.

SECTION 6. COLLABORATION – (5 PTS)

Describe how your proposal leverages existing resources of Bellingham Whatcom Tourism, or coordinates with other scheduled community events, facilities, organizations, community promotion and marketing efforts in order to leverage local resources and minimize duplication. **Attach** confirmation form signed by the Bellingham Whatcom County Tourism of your meeting.

*NOTE – All recipients will be required to meet with the Bellingham Whatcom County Tourism in order for a contract to be executed. The purpose of the meeting is to support your event/program by ensuring collaboration with our regional marketing agency. Failure to do so could result in loss of funding.

SAMPLE BUDGET FOR ALL GRANT APPLICANTS

(Submit this along with a complete project budget)

BUDGET SHEET

Please detail the costs you intend to pay for out of this grant in the table below.

Project Name: _____

BUDGET ITEMS - For grant-funded items only	TOTAL EST. COST	TOURISM PROMOTION GRANT PORTION
1.	\$	\$
2.	\$	\$
3.	\$	\$
4.	\$	\$
5.	\$	\$
6.	\$	\$
7.	\$	\$
The final 10% of funds will be withheld until the submissions of the Final Report		
TOTAL	\$	\$



2023 Tourism Grant Application
Marketing Meeting with Bellingham Whatcom County
Tourism (BWCT)

Grant Applicant: _____

Date of Meeting with BWCT: _____

BWCT Contact: _____

Brief Description of Marketing Discussion/Partnership Plan:

BWCT Contact Signature

Date



2023 Tourism Grant City of Bellingham Based Hotel Collaboration Information

Hotel Name:

Contact Name (please print clearly):

Contact Email:

Brief Description of Collaboration Plan Developed (i.e. room blocks, discounts etc):

Hotel Contact Signature

Date