

**CITY OF BELLINGHAM  
APPLICATION FOR  
2023 TOURISM STARTUP GRANT  
APPLICATION**

**APPLICATION DEADLINE: AUGUST 19, 2022, 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](mailto:staysi@cob.org)**

The source of funding for this Startup Grant program is Lodging Tax paid for by hotel / motel visitors and collected within the City of Bellingham. The purpose of this grant is to provide the seed money necessary to launch a new, or expand an existing but relatively new event, program or project that will benefit the tourism industry.

Marketing and operational expenses are eligible. See below for a definition under Budget.

**Minimum eligibility requirement:** To be eligible for this grant, the event, program or project **must not have** operated or have been in existence for more than three years.

**APPLICATION SUMMARY**

---

Contact Name/Title: \_\_\_\_\_

Organization Name: \_\_\_\_\_

Event Name (if applicable): \_\_\_\_\_

Street Address: \_\_\_\_\_

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

Event Dates (if applicable): \_\_\_\_\_

Amount Requested: \$ \_\_\_\_\_ (Maximum \$5000.00)

Total Project Budget: \$ \_\_\_\_\_

**Marketing and operational expenses are eligible.** Marketing expenses including, but not limited to, advertising, publicizing, or otherwise distributing information for the purpose of attracting tourists; developing strategies to expand tourism; and funding the marketing of special events and festivals designed to attract tourists as defined in RCW 67.28.080 are allowed. Eligible operational expenses are limited to venue rentals (ie. conference rooms), equipment rentals (i.e. cones, traffic signs, etc), 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.

Check all service categories that apply to this application:

- Tourism Promotion/Marketing
- Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism Promotion Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality
- Production of a Tourism-Related product

Sign: \_\_\_\_\_ Date: \_\_\_\_\_

## Marketing Requirements:

As revised by the Washington State Legislature and effective June 30, 2013, RCW 67.28.080 defines a tourist as people travelling:

- For business or pleasure staying overnight in paid accommodations,
- To a place 50 miles or more one way from their place of residence or business or
- From another country or state outside of their place of residence or their business.



For purposes of this grant program, marketing funding is limited to promotional activities which draw tourists, as defined above, to Bellingham.

Important Clarification on Eligible Expenses for Marketing: An eligible publication may distribute within the 50-mile boundary provided they also distribute outside of this boundary. For example, Adventures Northwest Magazine distributes within the boundary but also distributes east of the mountains, in King County, Portland and into Canada.

The City will require a distribution list from the publication and will pro-rate reimbursement based upon amount distributed outside of the 50 miles. Applicants are encouraged to contact staff for a determination of eligibility.

## Supplemental Questions – Limit responses to one page each

- 1. PROJECT DESCRIPTION (15pts).** Please describe your proposed event, product or activity. Please be **specific** in this narrative and/or in the attached budget about how and where tourism promotional grant funds will be spent. Please describe how your project meets the minimum eligibility requirement
  
- 2. COMMUNITY ECONOMIC IMPACT (15pts).** 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. 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.
  
- 3. BUILDS BELLINGHAM AS A TOURIST DESTINATION (20pts).** 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.