



FY2020 Lodging Tax Application

Organization _____

Event/Activity (check one) One Proposal/Application

Tourism Promotion

Event/Festival Operations _____

Name of Event/Festival

Capital Project (*Municipalities only*)

New Proposal (0 – 3 Years) Yes No

Amount of Request \$ _____

Presenter & Title _____

Phone _____

Email _____



Applicant Acknowledgement

Applicants accept the following conditions:

- 1) The deadline to submit completed applications is
Friday, August 9, 2019 by 5:00 PM***
- 2) Applications will be accepted only by e-mail at
City.Council@ci.bremerton.wa.us***
- 3) If additional information needs to be submitted prior to the
deadline, the entire application must be resubmitted***
- 4) Following the deadline, applications cannot be modified***
- 5) Late applications will not be accepted***
- 6) Limit Response to one page per section, plus required attachments
Additional materials will not be accepted***
- 7) Successful, eligible applicants will be contacted to schedule an interview
with the Lodging Tax Advisory Committee***

If funded, the individual who has the authority to sign contracts and provide documents to the City of Bremerton is requested to sign below; and to also acknowledge your responsibility to notify the Legislative Assistant and Contract Administrator of any changes to your organization's contact information...

Point of Contact _____

Title _____

Signature _____

Phone _____

Email _____



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*** Limit Response to 1 Page for Each Section ***

Marketing Plan

1. Explain your organization's current Marketing Plan to promote tourism in Bremerton.
2. Please list your weblinks, magazine, or radio partnerships, etc.
3. Please specify the audience of your marketing materials.
4. Discuss how your marketing approach generates "*heads on beds*" in Bremerton.
5. How much of your organization's overall budget is marketing?
6. Highlight the following months for your event, project, program, and/or anticipated expenditures.

January	February	March	April	May	June
July	August	September	October	November	December

*** Limit Response to 1 Page for Each Section ***

Financial Status

7. Please respond to the following:
 - a) If you are currently receiving funding from the City of Bremerton, provide a report on your current project(s) progress or completion.
 - b) Has your organization applied for funding from other sources or will your organization be pursuing funding in the future? If no, why?
 - c) If your organization collaborates with other organizations or groups to encourage tourism, how is this accomplished?
 - d) If your organization does sole marketing, are you currently considering opportunities for collaboration?



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*** Limit Response to 1 Page for Each Section ***

Reporting Requirements

8. Organizations that receive funding from lodging tax are required by the State to submit data to the City of Bremerton on an annual basis.

All responses must be in actual or best estimated #'s, no percentages please...

For All Applicants:

Please respond to the following for **2020**:

- a) How many visitors will your program or event bring to Bremerton?
- b) How many visitors will be travel to Bremerton and stay overnight?
- c) How many visitors will travel 50 miles or more for the day or stay overnight?
- d) How many visitors will travel from another country?
- e) What revenue is expected to be generated by your program or event?
- f) Please explain your methodology for collecting and/or estimating tourist data.

For Past Applicants (Current Recipients), and Event has occurred:

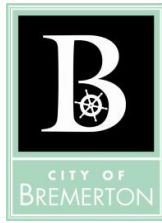
Please respond if you received funding for **2019** and your event has occurred:

- a) How many visitors did your program or event bring to Bremerton?
- b) How many visitors travelled more than 50 miles or stay overnight?
- c) How many visitors travelled from another country?
- d) What revenue was generated by your program or event?

For Past Applicants (Current Recipients), and Event has not yet occurred:

If you received funding for **2019**, but your event has not yet occurred, please respond for **2018**:

- e) How many visitors will your program or event bring to Bremerton?
- f) How many visitors will travel more than 50 miles or stay overnight?
- g) How many visitors will travel from another country?
- h) What revenue will generated by your program or event?



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Required Attachments

1. **Required for Non-Profits:** Attach page 1 of your current Form 990
2. **Required for Businesses:** Attach your City of Bremerton Business License; and Washington State Business License
3. **Required for All Applicants:** Attach your most recent Tax Return; or if you are a new business without a tax return, attach your most recent Financial Statement
4. **Required for All Applicants:** Attach your Prior and Year-To-Date Total Organization's Project and/or Tourism Program Budget
5. **Required for All Applicants:** Attach your Prior Year and Year-To-Date Income Statement (Revenue & Expense) and Balance Sheet (Assets & Liabilities)
6. **Required for Applicants (Applied in 2018 or earlier):** Attach your City of Bremerton Lodging Tax Worksheet
7. **Required for All Applicants:** Attach up to 5 examples of Marketing