



## 2016 Tourism Funding Application

Today's Date:	Funding Request Amount:
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Event/Program Title:	Proposed Date of Event/Program:	
Proposed Location of Event/Program:	Proposed Time of Event/Program:	
Organization:	Contact Name:	
Mailing Address:		
Phone:	Cell:	Fax:
Website:	E-mail Address:	
Facebook:	Twitter:	

### SECTION I - General Information

1. Is this a new event?  Yes  No If not, how many years has this event been in existence?

2. Please provide in 60-word or less a description of the program/event:

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

Event/Program Expenses	Amount
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
<b>Total Requested Amount (amount should match "Funding Requested Amount" above)</b>	<b>\$</b>

4. What is the total cost of your event/program?

5. Have you contacted the City of Kirkland Event Permitting Office to understand the requirements for putting on an event in Kirkland?  Yes  No

***Note:** Organizations will be required to obtain all necessary special event permits. Please contact the Special Event Special Projects Coordinator, Sudie Elkayssi [selkayssi@kirklandwa.gov](mailto:selkayssi@kirklandwa.gov) or 425-587-3347 to determine permit needs and requirements.*

6. Does your organization have a current City of Kirkland Business License?  Yes  No

***Note:** Organizations will be required to obtain a business license. Business license information can be found on the City's website under Business.*

## SECTION II – Washington State Required Projected Tourism Benefit

RCW 67.28 provides authority for cities and counties to use lodging tax for tourism promotion to attract visitors and encourage tourism expansion. State law also details certain reporting requirements for jurisdictions that levy a lodging tax. Each agency awarded Kirkland lodging tax funds will be required to submit a Tourism Funding Expenditure Report Worksheet to the City with detailed actual information at the conclusion of their tourism promotion activities. The RCW also requires estimates from applicants at the time of application for the following:

1. Please identify the specific tourism audience or market located more than 50 miles away that the event will target and how you plan to promote your event to this audience?
  
2. How will the funding received result in increases in the number of people traveling for business or pleasure on a trip.

**For the items below please estimate the attendance and provide the methodology you will use in measuring the actual attendance for each category.**

### Methodologies:

- a. **Direct Count:** Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
- b. **Indirect Count:** Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
- c. **Representative Survey:** Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
- d. **Informal Survey:** Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
- e. **Structured Estimate:** Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
- f. **Other:** (please describe)

3. Total estimated actual attendance for event:

3a. Methodology:  Direct Count  Indirect Count  Representative Survey  Informal Survey  Structured Estimate  Other:

Additional Comments:

4. Total estimated actual number of *visitors traveling more than 50 miles* to attend event:

4a. Methodology:  Direct Count  Indirect Count  Representative Survey  Informal Survey  Structured Estimate  Other:

Additional Comments:

5. Of the total estimated actual number of visitors traveling more than 50 miles to attend the event, the estimated actual number of visitors who *traveled from another state or country*:

5a. Methodology:  Direct Count  Indirect Count  Representative Survey  Informal Survey  Structured Estimate  Other:

Additional Comments:

6. Total estimated actual number of **visitors staying in paid lodging establishments** such as hotels, motels, bed and breakfasts:

6a. Methodology:  Direct Count  Indirect Count  Representative Survey  Informal Survey  Structured Estimate  Other:

Additional Comments:

7. Total estimated actual number of **visitors staying in unpaid accommodations** such as with family and friends:

7a. Methodology:  Direct Count  Indirect Count  Representative Survey  Informal Survey  Structured Estimate  Other:

Additional Comments:

8. Total estimated **actual number of paid lodging nights**. One Lodging night = one or more persons occupying one room for one night:

8a. Methodology:  Direct Count  Indirect Count  Representative Survey  Informal Survey  Structured Estimate  Other:

Additional Comments:

*Expenditure Report Worksheet will be required for funded reimbursement. The City must report this information to the Washington State Joint Legislative Audit & Review Committee.*

### **SECTION III – Kirkland Tourism Development Committee Additional Criteria**

1. Describe how your event/program provides visitor attractions and/or promotes the area's existing attractions including the Kirkland waterfront and the Cross Kirkland Corridor:
2. Describe how your event/program partners with other Kirkland organizations including government, non-profit and for-profit enterprises:
3. Describe how your event/program improves the City's overall image to stimulate positive customer awareness:
4. Describe the organization and/or staffing capacity you have to support this event?

### **SECTION IV Publicity/Promotion Policy**

Prominent display of the Explore Kirkland logo (and link to [www.explorekirkland.com](http://www.explorekirkland.com) where applicable) is required of all recipients for use in all publicity materials including, but not limited to, electronic promotion (website, social media), brochures, press releases, programs, posters, public service announcements, flyers, newsletters, and advertisements. The Explore Kirkland logo will be provided at the same time as the Municipal Services Agreement. In addition, we request five to eight photographs of your event to use in Explore Kirkland tourism promotion. Please send photos to [tourism@kirklandwa.gov](mailto:tourism@kirklandwa.gov) by February 28, 2016. Please track press coverage and send copies of any articles covering the event/promotion to [phoshko@kirklandwa.gov](mailto:phoshko@kirklandwa.gov).

**SECTION V**

**Signature of Applicant**

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if awarded, will go to the Organization. I have contacted the City of Kirkland Special Event Permitting Office and can meet all the requirements for putting on an event in Kirkland. I understand the insurance, business license and state reporting requirements. If my event is funded I agree to use the Explore Kirkland logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the City. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the Washington State Public Records Act, RCW 42.56, and that the application will be discussed in meetings of the Tourism Development Committee that are open to the public under RCW 42.30.

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**Name of Applying Organization**

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**Organization Representative Name**

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**Organization Representative Signature**

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**Name of Event or Program**

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**Date**