

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	
Applicant Organization:	
Federal Tax ID Number OR SSN:	
Mailing Address:	
Primary Contact Name:	
Primary Contact Phone:	
Primary Contact Email Address:	

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- 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 or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Signature:

Date:

- 1) Describe your tourism-related activity or event.
- 2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

- 3) If an event, list the event name, date(s), and projected overall attendance.
- 4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?
- 5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.
- 6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).
- 7) Describe the prior success of your event/activity/facility in attracting tourists.
- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.
- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.
- 10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.
 - a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
 - b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

- c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	
b. Number of people who will travel fewer than 50 miles for your event/activity.	
c. Number of people who will travel more than 50 miles for your event/activity.	
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?
- 12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?
- 13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421