

City of Morton 192 Adams Ave
PO Box 1089
Morton, WA 98356
360-496-6881



City of Morton Lodging Tax Application

Deadline – Last Working Day of November

Please read carefully and include all information. Keep your answers clear, concise and to the point of the question.

Applications must be delivered to: City Hall – City Clerk's Office 192 Adams Ave., Morton, WA 98356

Funding Year: _____

Organization Name: _____

Amount Requested: _____

Contact Name: _____

Street Address: _____

Mailing Address (if different from street address) _____

Work Phone: _____

Cell Phone: _____

Email address: _____

Agency Tax ID Number: _____

UBI Number: _____

UBI Expiration Date: _____

Type of Organization:

☐ 501(c)3

☐ 501(c)6

☐ Other

Name of Organization

Activity Type:

- ☐ **Single Occurrence Event/Festival:** A planned public or social occasion. Occurs one time during the year.
- ☐ **Multiple Occurrence Event/Festival:** A planned public or social occasion. Occurs over a span of time or in multiple instances throughout the year.
- ☐ **Tourism-Related Facility – Operations:** Operations of tourism-related facilities owned or operated by a municipality or a public facilities district or owned or operated by a nonprofit organization used to support tourism, performing arts, or to accommodate tourist activities.
- ☐ **Tourism-Related Facility – Capital Expenditure:** Capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district.
- ☐ **Tourism Promotion Activities:** Activities, operations, and expenditures designed to increase tourism, including but not limited to advertising publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism,; operating tourism promotion agencies and fund the marketing of/or the operation of special events and festivals designed to attract tourists.

Activity Attendance:

All fields must be completed, if none or unknown put 0. See page 3 for Definitions and Methodology.

	Predicted	Actual	Methodology
Overall attendance			
Attendees who travelled 50 miles or more to attend			
Attendees who travelled from out of state or out of country			
Attendees who stayed overnight in paid lodging			
Attendees who stayed overnight and did not pay for lodging			
Total paid lodging nights			

Name of Organization

Methodology:

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.

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.

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.

Informal Survey: Information collected directly from individual visitors or participants in a nonrandom 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.

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).

Paid accommodations: Stays with paid overnight accommodations.

Unpaid accommodations: Stays without paying for overnight lodging.

Lodging Night: A lodging night is one or more persons occupying a room for a single night. Example: One (1) lodging night = one or more persons occupying one (1) room for one (1) night).

Name of Organization

Description

Please describe a detailed description of the proposed activity/project. Include information on the area the project will serve, its expected impact, and list the responsible party(s).

1. How will this project/activity promote tourist throughout Morton?
2. Why do you feel you should receive funding for this project?
3. From the list below, in what season will your project enhance tourism?

SEASON:	EXPLANATION
☐ Year-round	
☐ Off-Season i.e. Nov - March	
☐ Shoulder Season i.e. May & Oct.	
☐ High Season i.e. June - Aug	

Name of Organization

EXPENSE

ACTIVITY	CITY FUNDS	OTHER FUNDS	TOTAL
Personnel - Staff			
Administration			
Marketing/Promotion			
Direct Sales Activities			
Minor Equipment			
Travel			
Contract Services/Vendors			
Permits/Licensing			
Other Activities			

Other Application Comments: Please provide additional information that will assist the council.

Name of Organization _____

GENERAL GUIDELINES:

The City of Morton is accepting proposals for tourism related services to be provided during the calendar year _____ and paid for from Morton's lodging tax fund. Following the proposal deadline, the Council will review, discuss at a council meeting and receive taxpayer input then make a decision for the use of lodging tax fund. Please read carefully and include all requested information, if applicable. Feel free to use extra pages for additional information. If handwritten, it must be legible.

- Proposals are to be for tourism promotion for the marketing and operation of special events conducted during the calendar year _____. These funds could also be used to fund the operations of tourism-related facilities.
- Proposals must comply with Federal, State of Washington, and City of Morton laws and requirements. NOTE: The City of Morton may not use public funds in any way that can be construed as a gift to an individual or organization.
- Proposals must completely address the questions, and all requested information must be provided. Incomplete proposals will not be considered. Please be sure your organization's name is on the top of all pages of your submittal.
- Documents submitted to the City of Morton are public records and eligible for release to the public.
- City staff will verify incorporation status of the non-profit agencies that submit service proposals by checking the Washington Secretary of States's on-line corporation records.
- To be considered, one fully completed and signed original application with supporting documents must be received by the Morton City Clerk at Morton City Hall, 192 Adams Ave by _____

CERTIFICATION

The applicant hereby certifies and affirms that, during the performance of any event/activity/project arising from this application, he/she will provide equal opportunity and access regardless of race, religion, creed, color, national original, sex, sexual orientation, disabled veteran status, veteran status, physical, mental or sensory disability and further certifies and affirms that he/she will abide by all applicable local, State of Washington and federal laws and regulations.

The applicant is also aware of the reporting requirements to the City after the event/activity/project has occurred.

The City of Morton reserves the right to appropriate some or all of the Hotel/Motel Lodging Tax or reserve it for City projects that fall within the allowable uses of the fund.

Certified By: (Signature) _____

Date: _____

Print or type name _____