



## 2025 Lodging Tax Grant Fund Application

See application due dates in Section 3 for 2025 submittal deadlines

Complete application materials may be submitted:

By email to [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)

-OR-

By mail to:

City of Auburn, Attn: Jenn Francis,  
25 West Main Street, Auburn, WA 98001

### **Lodging Tax Advisory Committee**

Mayor Nancy Backus, Chair

#### **Represent Business Authorized to Collect**

Andy Cho, Garner Hotel Auburn  
Aman Ghag, Holiday Inn Express, Auburn  
Vacant

#### **Represent Business Authorized to Receive**

Susan Roberts, Gosanko Chocolate  
Bob Fraser, Emerald Downs  
Elizabeth Butchko, Outlet Collection

### **City Staff Support**

Jenn Francis, Economic Development Manager  
[jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov)  
(253) 215-8774

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## **1. LODGING TAX FUNDING GUIDELINES**

### **Background**

The objective of the City of Auburn Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Auburn. The process is reviewed annually and the guidelines are updated in accordance with reported success of existing programs, potential for new programs, and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

### **Objectives for Hotel/Motel Tax Funds:**

- Generate increased tourism in Auburn resulting in overnight stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Auburn throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

### **Allocation Guidelines:**

- The City, on an annual basis, shall seek funding proposals from organizations seeking to use Hotel/Motel Tax funds for promoting tourism.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by the City Council in the form of approval or denial of the recommendations – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract with the City and funding will be provided on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.

## **2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY**

### **WHAT ARE “LODGING TAX FUNDS?”**

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

### **HOW CAN THOSE FUNDS BE USED?**

Washington State law (RCW 67.28.1815) requires that funds be expended “...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

Tourism promotion is defined as “...activities 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 funding marketing of special events and festivals designed to attract tourists.”

### **WHERE CAN THE FUNDS BE USED?**

The funds are to be used to draw tourists to stay in Auburn lodging overnight.

### **WHO CAN APPLY FOR FUNDS?**

Any organization, including private businesses, can use the funds to advertise and promote tourism through the media. The promotion must be designed to attract tourists to Auburn with the goal of increasing the number of overnight stays in the City’s lodging facilities.

### **WHO DECIDES WHICH APPLICATIONS GET FUNDED?**

All complete application packets are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Auburn City Council who will make the final funding approval.

### 3. SCHEDULE

Below are the anticipated important dates for the 2025 grant application process.

- Applications will typically be due no later than 5:00pm the Friday
- Applications will be included with the regular LTAC agenda packet emailed to the committee and available online at least one week prior to the LTAC meeting.
- LTAC will meet to discuss applications and to make funding recommendations at the next regularly scheduled meeting.
- Any LTAC recommended funding requests will be scheduled for City Council final decision at the first scheduled meeting approximately two weeks after the LTAC recommendation.

2025 Grant Application Process Timelines			
	1st Application Cycle	2nd Application Cycle	3rd Application Cycle
<b><i>Applications due no later than:</i></b>	5:00PM, Friday, March 7, 2025	5:00PM, Friday, June 13, 2025	5:00PM, Friday, October 31, 2025
<b><i>Public LTAC meeting:</i></b>	10:00AM, Wednesday, March 19, 2025	10:00AM, Wednesday, July 9, 2025	10:00AM, Wednesday, November 12, 2025
<b><i>City Council decision:</i></b>	7:00PM, Monday, April 21, 2025	7:00PM, Monday, July 21, 2025	7:00PM, Monday, December 1, 2025

#### 4. REPORTING REQUIREMENTS

Entities who receive lodging tax grant funds must report a significant amount of information to the city. This information includes:

- *Overall Attendance* – the total number of people predicted to attend this activity, the actual number of people who attended this activity, and the method used to determine the attendance.
- *Attendance, 50+ miles* – the number of people who travelled greater than 50 miles predicted to attend this activity, the actual number of people who travelled greater than 50 miles to attend the activity, and the method used to determine the attendance.
- *Attendance, Out of State, Out of Country* – the number of people from outside the state and country predicted to attend this activity, the actual number of people from outside the state and country who attended this activity, and the method used to determine the attendance.
- *Attendance, Paid for Overnight Lodging* - the number of people predicted to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and the method used to determine the attendance.
- *Attendance, Did Not Pay for Overnight Lodging* - the number of people predicted to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and the method used to determine the attendance.
- *Paid Lodging Nights* – the total projected and estimated actual number of paid lodging nights. One lodging night = one or more persons occupying one room for one night.

## 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

1. Submit complete application packet by 5:00pm, of the associated due date.
  - o Email application to [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov) or mail to City Hall (Attention: Jenn Francis), 25 West Main Street, Auburn, WA 98001.
  - o Be sure to use application for FY2025 grant awards (template with preset font and margins)
  - o Late applications will not be accepted
2. All questions on application have been answered in a detailed, yet concise manner.
3. Application has been reviewed and includes:
  - a. Signature by a person authorized to bind the agency to a contract
  - b. Attachments that are no larger than 11" x 17"
  - c. For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter  
N/A
  - d. Marketing plan for the proposed project
  - e. Operating budget for the proposed project
  - f. Your organization's most recent Balance Sheet
  - g. Your organization's Articles of Incorporation and/or Bylaws
  - h. Documentation showing your governing body's authorization to submit the grant request  
*Documentation consists of meeting minutes in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (individual's name) to submit an Auburn lodging tax funding request, or (Individual's name) has the governing body's authorization to make funding requests for (name of the agency)" or "I am the person organizing this event and am submitting this funding request for (name of event))."*
  - i. List of your current Board of Directors or other governing body of your organization  
*The list must include names, phone numbers, addresses, and identify the principal officers of your governing body.*
  - j. Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

## **6. INSURANCE REQUIREMENTS (IF FUNDED)**

Unless otherwise waived by the Auburn Legal Department in writing, a Certificate of Insurance listing Auburn as additionally insured and including these minimum requirements will be required for all recipients (if funded):

1. Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
4. Auburn shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Auburn. The Contractor shall provide a certificate of insurance to be approved by Auburn's Economic Development Manager prior to contract execution.
5. Auburn shall have no obligation to report occurrences unless a claim is filed with the Auburn City Clerk's office; nor shall Auburn have an obligation to pay premiums.
6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Auburn's Economic Development Manager prior to the date of cancellation, change or nonrenewal. Such notice to be sent to the City of Auburn - Economic Development Manager, 25 West Main St., Auburn, WA 98001 or [jfrancis@auburnwa.gov](mailto:jfrancis@auburnwa.gov).
7. It is further provided that no liability shall attach to the City of Auburn by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.



## 7. APPLICATION FOR LTAC GRANT FUNDING

### 1. Project Information

#### a. Project

Project Name:

Amount of Lodging Tax Funding Requested: \$

*(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")*

Total Project Cost: \$

*(Total Project Amount must match Project Budget column c "Total Project Cost")*

#### b. Applicant Organization

Name of Applicant Organization:

Mailing Address:

Tax ID Number:

Organization Unified Business Identifier (UBI):

UBI Expiration Date:

Type of Organization:

*(Non-profit, For-profit, Municipality, Private business, etc.)*

#### c. Contact:

Name:

Title:

Telephone:

Email:

Signature: \_\_\_\_\_

*The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.*

## 2. Project Description

- a. Event Date(s):
- b. Event Location:
- c. If there is a charge or fee for this activity, please describe how much and why.
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

## 3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

## 4. Tourism Benefit

- a. Estimate how the funds will increase the amount of people traveling to Auburn to stay overnight in paid accommodations.
- b. Estimate how the funds will increase the amount of people traveling to Auburn from more than 50 miles from their residences.
- c. Estimate how the funds will increase the amount of people traveling to Auburn from outside their state or country.

## **5. Goals/Monitoring**

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Auburn? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

*Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.*

## **6. Funding Requirements**

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

## **7. Use of Funds**

Provide detail on how the funds will be used. For example, \$20,000 of the funds will be used for marketing, \$5,000 for administration, \$10,000 for Consultants, etc.

**8. Project Budget (for non-capital projects). Do not include in-kind contributions.**

*Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.*

<b>Funding Source: List all revenue sources anticipated for 2025. Do not include requested Lodging Tax Funds</b>	<b>Amount</b>	<b>Confirmed Yes/No</b>	<b>Date Available</b>
	\$		
	\$		
	\$		
	\$		
	\$		

*Expenses: Based on full funding, please list project costs.*

*Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Auburn.*

*You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	<b>Lodging Tax Funds Requested *</b>	<b>Other Funds (Do not include "in- kind" dollars)</b>	<b>Total Project Cost **</b>
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
Direct Sales Activities	\$	\$	\$
Minor Equipment	\$	\$	\$
Travel	\$	\$	\$
Contract Services	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$	\$	\$

Description for Direct Sales Activities, Contract Services, Travel and Others	
In-Kind Contributions	

*\*Amount in column a "Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*\*\* Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

## 9. Funding History

- a. Was this project funded with Auburn lodging tax funds in a prior fiscal year?
- b. If you answered yes to 9a, provide prior years and how much funding was granted.

**10.** Indicate what efforts have been made to access funding from additional sources?

## 11. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

## 12. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

**Signature:** \_\_\_\_\_

\_\_\_\_\_ Date

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Printed Name & Title of Chief Administrator/Authorizing Official