



# The City Of Zillah

THE HEART OF WINE COUNTRY

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## Memo

To: Hotel-Motel Funding Applicants  
From: Sharon Bounds, City Administrator  
Date: August 1, 2016  
Re: Hotel-Motel Applications for Funding

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It's that time of year again! Time to submit your Tourism Fund request for 2017.

I've attached a funding application for those of you wishing to apply for use of the City Tourism Fund dollars. Please complete the attached information and call me if you have any questions at 829-5151.

The applications need to be received at City Hall by September 1, 2016 in order to be considered for the 2017 Budget. Council will review your request on October 3<sup>rd</sup> and you are invited to attend and make a presentation at that meeting. If you plan to attend to give an Oral presentation, please contact me by September 26<sup>th</sup>.

I look forward to hearing from you.



City of Zillah, WA  
Hotel/Motel Application  
2017 Budget Year

Organization Requesting Funds \_\_\_\_\_

Mailing Address \_\_\_\_\_

Contact Person \_\_\_\_\_ Phone # \_\_\_\_\_

Email Address \_\_\_\_\_

Tax Status (examples: profit, non-profit, 501C (3)) \_\_\_\_\_

Amount Requested: \_\_\_\_\_

Proposed use of funding (be specific): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

How will this proposed program enhance tourism? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Estimate how much money received will result in increase in the number of people traveling for business or pleasure on a trip:

a. Away from their place of residence or business and staying overnight in paid accommodations: \_\_\_\_\_

b. To a place fifty miles or more, one way from their place of residence or business for the day or staying overnight: \_\_\_\_\_ or

c. From another country or state outside of their place of residence or their business:

\_\_\_\_\_

How will you fund the program if you do not receive Hotel/Motel Funds? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

If your project is funded, you agree to the following:

1. Funds will be used solely for tourism promotion.
2. Money will not be spent on the cost of the actual event or festival with the exception of payment of marketing costs, which are designed to attract tourists.
3. Anything not specifically listed on the application and approved as a use of funding by the committee will not be authorized.
4. Advertising must target tourists using appropriate venues to best draw tourists to Zillah.
5. **Those organizations which have projects funded in 2016 will be required to submit an "End of Event Report" with any application submitted for 2016 Funding.** The report will be required upon completion of the event (or no later than 30 days after completion of the event) in 2016 or your organization may forfeit any consideration of funding in 2017.
6. All invoices must be submitted to your organization. Invoices may not be sent directly to the City of Zillah from any vendor. **Your organization will be required to pay all invoices prior to submitting for reimbursement.** Upon payment of the invoice to your vendor, and after obtaining a receipt, your organization may submit a reimbursement form to the City of Zillah with all the required documentation. Documentation must include, at a minimum, copies of detailed invoices, receipts, ads, pamphlets, brochures, and promotional materials. The City of Zillah will review all documentation for completeness and will submit all required documentation for reimbursement from the City of Zillah. Checks will not be made out or sent to third parties.

VERY  
IMPORTANT

I understand that the City of Zillah will recommend funding for those events or organizations that have a long-term benefit to the community as related to tourism. Some events will not be funded because they do not directly affect the current focus but should be kept in mind for future funding as plans and other factors provide opportunity. I am willing to coordinate my event with the City of Zillah in order to assist with increasing hotel/motel money available.

**I understand that the City of Zillah may request additional information not listed above. I also understand that the City of Zillah will not process my reimbursement request if all information is not provided. I further understand that upon completion of my event, I am required to submit an end of event report no later than 30 days after completion of my event.**

\_\_\_\_\_  
Signature & Title

\_\_\_\_\_  
Date





## Hotel/Motel Tax End of Event Report

Organization \_\_\_\_\_

How successful or unsuccessful was the event? \_\_\_\_\_

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How many participants were there for the event? \_\_\_\_\_

How did this event promote tourism in the City of Zillah? \_\_\_\_\_

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What was the impact on local businesses and how did you determine such impact? \_\_\_\_\_

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What worked or did not work before, during, and after the event? \_\_\_\_\_

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What will be done in the future to enhance your event? \_\_\_\_\_

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Signature \_\_\_\_\_ Date \_\_\_\_\_