



Lodging Tax Revenue Application for 2023

Applicant Information

Applicant name:	
Applicant title:	
Mailing address:	
Telephone number:	Alternate number:
E-mail address:	

Organization Information

Organization name:	
Mailing address:	
Telephone number:	Alternate number:
E-mail address:	
Type of organization:	
<input type="checkbox"/> Convention & Visitors Bureau	<input type="checkbox"/> destination marketing organization
<input type="checkbox"/> nonprofit organization	<input type="checkbox"/> business organization
<input type="checkbox"/> Main Street organization	<input type="checkbox"/> lodging association
<input type="checkbox"/> Chamber of Commerce	<input type="checkbox"/> other: _____
(If applicable, please attach proof of 501(c) status.)	
Type of entity:	
<input type="checkbox"/> corporation	<input type="checkbox"/> limited liability company
<input type="checkbox"/> partnership	<input type="checkbox"/> association
<input type="checkbox"/> cooperative	<input type="checkbox"/> sole proprietor
<input type="checkbox"/> trust	<input type="checkbox"/> other: _____
(If applicable, please attach articles of incorporation, certificate of formation, certificate of partnership, partnership registration, or other similar document.)	

Revenue Request

Total amount of requested lodging tax revenue:	
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Use of Lodging Tax Revenue

Lodging tax revenue may be used for tourism **marketing**; the marketing and operations of special **events** and **festivals** designed to attract tourists; or to support the operations of a tourism-related **facility**.

Please fill out the following information for each separate activity (i.e. an event or festival, marketing, or a facility.) Each activity must be applied for separately. Note: Expenses incurred for marketing, advertising or other promotion efforts associated with a special event or festival should be entered under "Event/Festival."

A description of the terms used in projecting the number of attendees can be found below.

Activity Name: _____

Activity Type: Event/Festival Facility Marketing

Start Date: _____ End Date: _____

Funds: Amount Requested \$ _____

Total cost of activity \$ _____

Projected overall attendance: _____

Number of attendees projected to travel 50 miles or more to attend: _____

Of total from above, number of attendees projected to travel from another state or country:

Number of attendees projected to stay overnight in:

Paid accommodations: _____

Unpaid accommodations: _____

Total number of projected paid lodging nights: _____

Terms used in projecting the number of attendees:

For projected number of attendees, enter the number of persons estimated to participate in an event or festival, or the number of persons estimated to visit a facility.

For marketing activity, enter the number of persons estimated to visit the area as result of marketing activity. Also report the number of visitors estimated to travel more than 50 miles to visit the area.

For "Unpaid Accommodations," estimate the number of visitors projected to stay in unpaid accommodations such as with family or friends.

One Lodging night = one or more persons occupying one room for one night.

For the activity noted above, please describe the event or festival, identify the facility, or describe the marketing campaign.

How will this grant be used to support your event, facility and/or marketing campaign? Provide a detailed list of the specific items, activities and costs expected to be reimbursed by this grant.

Describe your target audience. Why will they travel to Puyallup to attend your event? How will you promote your event to attract your target audience?

For repeating events or festivals, please provide the number of persons that participated in the event or festival last year. Is the number of participants expected to increase, decrease or stay the same?

Describe the type and extent of partnerships promoted by your event.

Describe the tools and/or methods that will be used to measure the impact on tourism and overnight stays.

Total annual budget of: <ul style="list-style-type: none"> • special event or festival; • tourism-related facility; • convention and visitor's bureau; or • destination marketing organization. (Please attach copy of current budget.) 	\$
Please list the sources of revenue of which the foregoing total annual budget is comprised. For each source of revenue, please list the associated amount of actual or expected revenue. Source: <hr/> Source: <hr/> Source: <hr/> Source: <hr/> Source: <hr/> Source: <hr/> Source: <hr/>	<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
If applicable, portion of total annual budget allocated to tourism marketing:	\$
If applicable, portion of total annual budget allocated to marketing and operations of special events and festivals:	\$
If applicable, portion of total annual budget allocated to operations of tourism-related facilities:	\$

I declare, under penalty of perjury, of the laws of the State of Washington, that the foregoing and any attachments are true and correct.

Dated: _____ in _____, Washington.

 By (Name):
 Its (Title):

Return this application to:

Brenda Fritsvold, City Clerk
 City of Puyallup
 333 South Meridian
 Puyallup, Washington 98371

LTAC Committee Use Only

Reasons for approval:

1) _____

2) _____

3) _____

4) _____