What is the Tourism Promotion Fund?

The City of Langley established the Tourism Promotion Fund to support tourism development and promotion projects in the City. Funding for this program comes from a hotel-motel sales tax. A portion of these funds provides matching funds to organizations or groups that promote tourism in the community. State law defines promoting tourism 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 and operations of special events and festivals designed to attract tourists." Unless modified or extended in the 2013 legislative session, the operations provision sunsets June 30, 2013.

Tourism funds may also be used the acquisition and improvements to a tourism related facility.

1. Acquisition" includes, but is not limited to, siting, acquisition, design, construction, refurbishing, expansion, repair, and improvement, including paying or securing the payment of all or any portion of general obligation bonds, leases, revenue bonds, or other obligations issued or incurred for such purpose or purposes under this chapter.
2. "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
3. [R]eal or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.

Any allocation of funds for operations costs for nonprofit events occurring after June 30, 2013, will be conditional on that extension. If an award is for one of the expanded uses that sunsets, but the expenditures will be completed by June 30, 2013, you are not affected.

Who May Apply?

The program accepts applications from any public or private organization with the demonstrated ability to accomplish the proposed project(s). These include cultural, historical, heritage, educational, community, and entertainment organizations, museums, galleries, chambers of commerce, and visitor information bureaus. Eligibility of sponsors and projects is defined broadly to encourage wide participation and innovative proposals.
Guidelines for application are: Minimum award is $1,000; no award of funds will exceed 50% of the cost of the event/activity; the award will be contingent upon the applicant’s demonstration of other funding sources; and expenditures are subject to audit.

Application, Selection and Contract Process: The 2013 tourism fund application process is open through the November 1, 2012, at 5pm deadline.

1. Organizations seeking funding under this program must submit a Tourism Fund Application.

2. (Note: The application packet is in Adobe Acrobat format. You will need to have the free Acrobat Reader in order to complete this electronic form. This application may be submitted electronically by filling in the blanks, saving the application to a file, and attaching the completed file to an email. Send the email to clerk@langleywa.org with the subject line: "Tourism Fund Application.") City staff will review applications for completeness and eligibility. Applicants may be contacted for clarification or additional information. Applications that are not complete or are not eligible for funding will be disqualified and returned.

3. Qualifying applications will be evaluated on a competitive basis using the official Tourism Promotion funding criteria and guidelines. Funding recommendations will be forwarded to the Mayor and Council.

4. The City Council will make the final decisions on project approval and funding levels.

5. A Memorandum of Understanding will be sent to successful applicants, along with a Project Summary Report form.

6. When the project is completed, applicants will complete and return the Project Summary Report with a final invoice and supporting documentation.

Program Requirements

Project applications must describe:

Fund Availability

$15,000.

Eligibility

Each applicant will define the service to be provided or the project to be implemented. The project must comply with current state statutes governing the use of Tourism funds. The applicant must also indicate how it will carry out the project and account for the expenditure of program funds.

Scope of Work

The applicant will submit a scope of work that describes the project in detail.

Time Line

The scope of work will include a schedule indicating the timing of the overall project and its major steps or tasks.
**Project Evaluation Criteria**
The applicant will explain how the project meets the criteria specified herein below.

**Project Budget**
The project budget will include a description of the items needed to complete the project, the amount of City funds requested, the applicant’s other revenue sources for this project, and the total cost of the project.

**Reimbursement**
The City will reimburse the applicant upon completion of the project or event. Applicants must first incur costs and then invoice the City under guidelines laid out in the Memorandum of Understanding.

**Memorandum of Understanding**
Each applicant selected for funding will be required to enter into a Memorandum of Understanding with the City of Langley. The Memorandum of Understanding will cover project goals, definition of eligible costs, specification of payment procedures, limits of City liability and legal requirements.

**Reporting**
As a contractual condition, each funded project applicant must submit a final report and invoice at the end of the project, and may be required to submit periodic progress reports during the course of the project. The report must include estimates of the number of tourists, persons travelling over 50 miles, and lodging stays generated by each special event, festival, and tourism-related facility that is funded.

**Contact person**
Each project application will designate a primary individual as the contact for the project. This individual will deal directly with the City.

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**Tourism Promotion Fund Criteria**

**State law defining the use of special hotel-motel tax:**
State law defines promoting tourism 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 and operations of special events and festivals designed to attract tourists."

**Awards are based on the extent to which the applicant project or activity meets the following criteria:**

- Priority is given to Langley-based activities and projects
- Priority is given to programs requesting seed money versus ongoing funding.
- The project or activity:
• promotes tourism which benefits the overall community, rather than a specific segment or interest
• supports regional tourism planning/promotion
• promotes the unique attributes of Langley for tourists and the community
• promotes the city as a destination place
• encourages partnerships (public/private)
• supports long-lasting assets, capital facilities/amenities

Additional guidelines for the program are as follows:

• Minimum award is $1,000.
• No award of funds will exceed 50 percent of the cost of the event/activity.
• Award will be contingent upon the applicant’s demonstration of other funding sources.
• Expenditures are subject to audit.

The City reserves the right, in its sole discretion, to fund or not fund any particular project or program for which an application is submitted. The determination of whether to fund a particular project or program will be based upon a number of factors, including, but not limited to, the ability of the program or project to promote tourism in the City, the relative merits of the project or program compared to the applications, and the overall availability of funding. The City is the sole judge of its obligation to fund any particular project or program regardless of its merits under these factors.

Contact Information

Contact: Debbie Mahler, City Finance Director at (360)-221-4246 Ext. #15