

2021 BTAC Grant Proposal



City of Blaine

Project Name: _____

Organization: _____

Application Deadline

October 5th by email (4:00 pm)

Submit to:

Blaine Tourism Advisory Committee

awenger@cityofblaine.com

Attn: Alex Wenger, AICP

Economic Development & Tourism Coordinator

City of Blaine

Application for 2021 Lodging Tax Grant Funding

The following information must be completed before your project will be reviewed by the Blaine Tourism Advisory Committee. Applications must be submitted to Blaine City Hall by 4:00 pm, Monday, October 5, 2021. Please note that lodging tax funding for grants has been significantly reduced by the impacts of COVID-19.

Name of organization:

Contact person and title:

Organization mailing address:

City

Zip

Contact phone:

E-mail:

Organization website:

Federal Tax ID number:

UBI Number:

Organization is a (select one): Government Entity 501(c)3 501(c)6 Other _____

Name of Project or Event:

Location of Project or Event:

Event date(s):

Amount of 2021 BTAC funding requested:

New Project/Event

Ongoing Event Support

If your event received a BTAC grant award for 2020, what was the amount?

What percentage of the expense budget did the 2020 grant funds provide for your event?

Please note:
You may provide 2019 figures if your grant or event was canceled in 2020 due to COVID-19. Please add a note if providing 2019 figures.

Organization Information

1. Please describe your organization's purpose and your primary goals.
2. Please describe recent projects that your organization has been involved in and/or completed.
3. Please attach a copy of your organization's current year budget and year to date profit and loss statement.

Project Information

4. Please provide a description of your project/event: (Be complete and use additional sheets if needed)
5. Please describe how your project relates to and supports the Blaine Tourism and the priorities of the Blaine Tourism Development and Marketing Plan, 2019 edition. Reference the goals and priorities that your project directly supports.

Blaine Tourism Plan: <http://www.cityofblaine.com/DocumentCenter/Home/View/450>

6. Please provide an estimate of the actual attendance for your project/event for the current year and projections for 2021 in the following categories:

| Source | Estimates for 2020 | Projected for 2021 |
|--|---------------------------|---------------------------|
| EVENT ATTENDANCE | | |
| Local attendance- closer than 50 miles away. | | |
| Those who traveled more than 50 miles away. | | |
| Those who attended from out of state or country? | | |
| TOTAL ATTENDANCE | | |
| | | |
| OVERNIGHT STAYS | | |
| Total attending the event who did not pay for lodging whether they stayed with family, friends or attended locally. | | |
| Total attendance who stayed overnight in paid accommodations: | | |
| Total paid overnight stays generated: (# per room x # of nights) | | |
| | | |

7. How long do you anticipate event attendees will be in the community? How much do you expect them to spend while visiting?
8. Describe how your project might create additional opportunities for local businesses.
9. What partnerships will be created with other organizations and individuals in the community to help make your project successful? How are these organizations and individuals committed to participating in the project?
10. Please describe in detail how your project/event will be marketed and advertised.

11. How will the Blaine community benefit from your project?

12. What challenges do you anticipate in implementing your project? How, other than funding, can the Blaine Tourism Advisory Committee assist you?

Project Budget Information

13. Please list your projects actual (cash) revenue detail for 2020 (if applicable) and projected (cash) revenue detail for 2021.

Project Revenue Detail*

| Source | Actual 2020 | Projected 2021 |
|---------------------------|--------------------|-----------------------|
| BTAC Grant | | |
| Additional Grants | | |
| Donations | | |
| Fundraising Events | | |
| Other-Describe | | |

*In addition, please attach your detailed proposed project budget (revenue and expenses) for 2021 that specifically describes how the grant funding request will be used. Also, if you received grant funding for the current year please provide an attachment of your project’s year to date revenue and expenses including specifically how the grant funding was used.

14. If your project is an on-going project (multi-year), explain how you might generate revenues in the future to make the project fully self-supporting:

15. Please describe your current fund raising activities or plans to generate funding for your event?

16. How do you plan to quantify the required information to report to the City for your event or program?

Project Reporting Requirements

State law (RCW 67.28.1816) requires all programs funded by lodging tax to submit a report to the municipality describing quantifiable information of the actual number of travelers generated from your program or event. Please include a copy of your 2020 completed Event or Facility Lodging Tax Expenditure Worksheet with your application if your event has taken place by your grant submission. The City of Blaine will provide an Event or Facility Lodging Tax Expenditure Worksheet for each of the recipients of grant funding to be completed within 30 days of the event with the following information:

- a) Those traveling from another country or state outside of their place of residence or business.
- b) Those traveling fifty miles or more one way from their place of residence or business.
- c) Those traveling away from their place of residence or business and staying overnight in paid accommodations.
- d) Local attendance, and those traveling away from their place of residence or business and staying overnight in unpaid accommodations, such as with family or friends.
- e) Please provide an estimate of room nights your event has/will generate: (Estimate how many per room for how many nights).

Project Evaluation

17. How will you determine how long tourists stayed in the community as a result of your project?

18. How will you determine the financial impact that tourists have on local businesses?

19. How will you gain feedback from the visitors about the quality of your project and evaluate whether your project achieved your goals and those of the Blaine Tourism Advisory Committee?

Complete Application Requirements

- List of your organization's Board of Directors and Officers (If applicable)
- Your organization's current year organizational budget
- Your organization's year to date profit and loss statement
- Year to date revenue and expenses for projects that received BTAC grant funding in 2020, showing specific expenses used with BTAC Funding.
- Proposed 2021 revenue and expense budget for grant project, showing specific proposed expenses paid with BTAC Funding.
- Completed Event or Facility Lodging Tax Expenditure Worksheet for 2020 as included with the grant application form. (if event has taken place by submission date).

The completed grant application and attachments must be emailed to Alex Wenger, AICP, Economic Development & Tourism Coordinator no later than October 5, 2020 by 4:00 pm in order for your application to be reviewed by the Blaine Tourism Advisory Committee.

Please be prepared to provide a 10 minute presentation on your grant application to the Blaine Tourism Advisory Committee on Tuesday, October 13th. The BTAC meeting and presentations will be conducted online using a virtual meeting platform, such as Zoom or GoToMeeting. Presentations will begin shortly after 8am. You will be contacted with further details and a specific time slot to present to the BTAC Committee. It is important that a representative of your program be available to make the presentation and answer questions at the scheduled time.

Please make sure that you sign the grant application below. Any unanswered questions or deliverables not provided with the application may deem the application incomplete.

A letter may be included with the grant application explaining your proposal and any items not provided with the application.

This application has been completed by: _____
(print your name)

Signature: _____ Date _____