



Tourism Grant Application

As approved by the City of Pullman's Lodging Tax Advisory Committee

Please return the completed application & questionnaire, along with any supplemental information necessary to:

**Pullman Chamber of Commerce
Director of Tourism
415 N. Grand Avenue
Pullman, WA 99163**

If you have any questions regarding this application and it's contents, please feel free to contact the Director of Tourism at (509)334-3565.

Updated 5/20/13

Know This When Applying....

About the Lodging Tax Fund:

The Lodging Tax is an excise (sales) tax authorized by Washington State law in RCW 67.28, and uses of all monies collected into this fund are quite restrictive.

In 1998, the State Legislature amended Chapter 67.28 to allow local governments to assess an additional 2% tax on lodging for tourism promotion and/or tourism-related facilities. In December of 2000, the Pullman City Council, by Ordinance, increased the City of Pullman's Lodging Tax from 2% to 4% as allowed in this RCW to be used for paying the costs of tourism promotion. In 2007, this law was expanded and **Lodging Tax Revenue may be used for the marketing and operations of special events and festivals and support the operations of tourism-related facilities owned or operated by nonprofit organizations, and support the operations and capital expenditures of city owned facilities.** In May of 2013, ESCH 1253 was signed and takes effect July 1, 2013 which allows for the continuation of these uses.

Important

On February 2, 2006, the State of Washington Attorney General's Office issued Opinion AGO 2006 #4:

- A municipality may **NOT provide advance payment** to private organizations for tourism promotion; payment must occur after the services have been performed. Only original invoices accompanied by proof of payment will be reimbursed.

See the next page for RCW 67.28.1816 regarding Tourism Promotion

***Successful applicants will be required to sign a Tourism Grant Acknowledgment, and will work with the Director of Tourism at the Pullman Chamber of Commerce to process all reimbursements.**

DEFINITIONS copied verbatim from RCW 67.28.080.

"Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

"Operation" includes, but is not limited to, operation, management, and marketing.

"Tourism Promotion" means activities, operations, 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 or the operation of special events and festivals designed to attract tourists.

"Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a) (i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501c3 of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501c6 of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Pullman's Lodging Tax Advisory Committee Members

Per RCW 67.28.1817, Washington State requires that local governments collecting the Lodging Tax establish a Lodging Tax Advisory Committee consisting of at least five members:

The Chairperson— a member of City Council: Patricia A. Wright

2 members— representing the lodging industry:

- 1) Allison Levenseller of the Holiday Inn Express Hotel & Suites
- 2) Barbara Wachter of the Hilltop Inn

2 members— representing groups eligible for funding consideration from the lodging tax:

- 1) Charlene Jasper, Pullman Chamber of Commerce Board Member
- 2) Kristi Kurle, National Lentil Festival Committee Member

Guidelines for Applications

Now that you know the background of the Lodging Tax, and know who the members of the Lodging Tax Advisory Committee in Pullman are, you are invited to apply for use of Tourism Promotion funding for your event/activity. The guidelines set forth by the Lodging Tax Advisory Committee members, that will be used in evaluating your event/activity for funding consideration are listed below.

Selection Criteria for Tourism Promotion Funding Consideration:

The Lodging Tax Committee will consider awarding Tourism Promotion funds to those events that demonstrate a strong return on the investment of Lodging Tax dollars. The committee will review your application based on the following criteria.

- 1) The event/activity will occur during slower-paced times in Pullman, notably: Second week in December through the middle of February; middle of May through the month of July; WSU Thanksgiving Break; and Labor Day weekend.
- 2) Visitors to this event/activity will stay overnight in a Pullman lodging establishment. We strongly suggest checking lodging availability before planning your event/activity.
- 3) The applicant has given an estimate of increases in the number of visitors travelling to Pullman and a plan to collect the necessary information from the event/activity as needed to fulfill the statutory reporting requirements.
- 4) The event/activity appeals to a reasonably sized targeted audience.
- 5) The event/activity provides visitor attractions and/or promotes Pullman's existing attractions and conveniences.
- 6) The event/activity is designed to attract future conferences or events to Pullman.
- 7) The event/activity is an attractive draw for visitors to Pullman, and will improve the City of Pullman's overall image to outside area visitors.
- 8) The event/activity is hosted within a reasonable proximity of Pullman, Washington.

When developing its recommendations, the City of Pullman's Lodging Tax Committee members will also consider the following points:

- Completeness of the application and questionnaire
- Requirements in State law for use of the lodging tax
- Timing of request (planning an event and execution won't happen overnight)
- The amount of tourism funds being requested for said event/activity and what these funds will be used for. *Please be specific.*
- The demonstration of excellence in planning for said event/activity
- The demonstration of the importance to City of Pullman's Tourism Industry

RCW 67.28.1816

Lodging Tax- Tourism promotion

1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization, for tourism marketing; the marketing and operations of special events and festivals designed to attract tourists; supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 USC Sec 501c(3) and 26 USC Sec 501c(6) of the internal revenue code of 1986, as amended.

2) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they applying: **estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: away from their place of residence or business and staying overnight in paid accommodations; to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or from another country or state outside of their place of residence or their business.** In a municipality with a population of five thousand or more, applicants applying for use of revenues in this chapter must submit their applications and estimates described above to the local Lodging Tax Advisory Committee. The local Lodging Tax Advisory Committee must select the candidates from amongst the applications applying for use of revenues in this chapter and provide a list of such candidates and recommend amounts of funding to the municipality for final determination. The municipality may choose only recipients from the list of candidates and recommended amounts provided by the Lodging Tax Advisory Committee. **All recipients must submit a report to the municipality describing the actual number of people traveling for business or pleasure on a trip: away from their place of residence or business and staying overnight in paid accommodations; to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or from another country or state outside of their place of residence or their business.** A municipality receiving a report must: make such report available to the local legislative body and the public; and furnish copies of the report to the joint legislative audit and review committee and members of the local lodging tax advisory committee. The joint legislative audit and review committee must on a biennial basis report to the economic development committees of the legislature on the use of lodging tax revenues by municipalities. Reporting under this subsection must begin in the calendar year of 2015.

4) This takes effect July 1, 2013.



Tourism Grant Application

Please read all information in this packet before signing this application for submission

PLEASE PRINT OR TYPE

1. Applicant Name Phil Gruen and Robert Franklin

2. Company or Organization _____

3. Is your Company or Organization a 501C3? Yes No

4. Address _____

5. Telephone Number _____ Fax _____

6. Home Address 821 SE Edge Knoll Drive, Pullman, WA 99163 (Phil) / 1120 NE Indiana St., Pullman, WA 99163 (Robert)

7. Daytime Phone Number 509-335-2309 (Phil)

8. Cell Phone Number 509-338-5639 (Phil) / 907-223-4778 (Robert)

9. Email Address jpgruen@sd.c.wsu.edu (Phil) / robert.franklin@email.wsu.edu (Robert)

10. Name of Event Pullman Walking Tour

11. Date of Event Ongoing

12. Hours of Event Ongoing

13. Location(s) of Event Downtown Pullman

14. Is there a planning committee for this event/activity? (circle) Yes No

If you answered yes, please attach a separate sheet of paper with a list of committee members and their daytime phone numbers to this completed application.

By signing this, I attest that I have read and understand the guidelines set forth by the City of Pullman's Lodging Tax Advisory Committee regarding the use of and access to lodging tax funds for Tourism Promotion.

Signature of Applicant _____ Date _____

Tourism Grant Application Questionnaire

The answers to the following questions will weigh significantly on the decision of the Lodging Tax Advisory Committee to approve or deny Tourism Promotion funds. Please carefully consider your answers when answering each question completely, and to the best of your ability. Answers may be typed in a separate document.

- 1) What is the requested amount of funding for this event/activity? Please specify how you will spend these funds if awarded by attaching a budget showing projected incomes and expenses for your event/activity.
- 2) Please provide a detailed marketing plan for this event/activity.
- 3) Is the Lodging Tax money your sole source of funding for this event/activity? Please include this information and amounts (including in-kind or trade values) if not already reflected in your attached budget (see #1).
- 4) What is your estimate of the number of people traveling for business or pleasure for this event, away from their place of residence, fifty miles or more one way and staying overnight in paid accommodations? Estimate how many visitors will be from out of the state.
- 5) The City of Pullman will not promote an event/activity that fails to demonstrate excellence to tourists. Since each event/activity's success is due to executing a well-laid plan, please outline the event/activity's foreseeable tasks and projects, and forecast to the best of your ability the necessary completion dates for each detail, along with any progress that you may have already made in planning this event/activity.
- 6) What are the risks you may encounter in planning and facilitating this event/activity, and how will you deal with these potential scenarios?
- 7) What are the required permits and insurance needs for this event/activity, in accordance to all city and state codes? Have these needs been fulfilled?
- 8) What does this event/activity have to offer to tourists, and why will this bring tourists to Pullman?
- 9) Why should this event/activity receive Tourism Grant funding from the City of Pullman? In your answer, please address how this event/activity meets 3 or more of the outlined selection criteria. (Preference will be given to applications that fit selection criteria #1 or #2). Previously awarded grants do not guarantee funding for future grants.
- 10) How will you measure the success of this event/activity? How will you make available the information needed for the statutory reporting requirements tied to the use of these funds?
- 11) If there is anything else you wish to communicate to the Lodging Tax Advisory Committee regarding the event/activity, please do so below, or you may submit a 1-page narrative along with the completed application and questionnaire.

Applications are due the first Tuesday of the month.

Please allow 30 days processing time.

All successful applicants will receive an official award letter and will be required to sign a Tourism Grant Acknowledgement document.

Tourism Grant Application Questionnaire

1) What is the requested amount of funding for this event/activity? Please specify how you will spend these funds if awarded by attaching a budget showing projected incomes and expenses for your event/activity.

We are requesting \$4,000 to cover an initial print run of 2,000 high quality, glossy brochures in addition to their distribution to organizations and businesses in Pullman and the Palouse region. Based upon an estimate we received from University Publishing at Washington State University on 4-30-14, an estimated budget is the following:

Quantity: 2,000 brochures, including folding, collating, and finishing trim

Size: 4 w x 8.5 h

Inks: 4/4

Paper Stock: 80# white gloss coated text

Pages: 24

Initial print run of 2,000 brochures	\$3,820.00
Distribution, gas, and other incidentals	\$120.00
Totals	\$4,000.00

2) Please provide a detailed marketing plan for this event/activity.

The Pullman Walking Tour project has already received extensive local media coverage, although another press release could be produced and sent to media outlets once the brochures are about to “hit” the streets (if desired). The marketing for this project also included a public presentation held at the WSU Brelsford Visitor Center on May 6, 2014, attended by approximately 70 people from the university and community (<https://www.youtube.com/watch?v=bcvkf3ult0A>), as well as a presentation to the annual WSU Center for Civic Engagement Campus Community Forum on May 15, 2014, attended by approximately 45 people. More publicity listed below:

Tina Hilding, “May 6: Students to Unveil Pullman Walking Tour,” *WSU News*, 30 April 2014.
<https://news.wsu.edu/2014/04/30/may-6-students-to-unveil-pullman-walking-tour/#.U2NNc4FdW8C>.

“Pullman Walking Tour Presentation,” *WSU Calendar* (May 6, 2014).
<http://calendar.wsu.edu/event/pullman-walking-tour-presentation/>

Bill McKee, “WSU Students Create Pullman Walking Tour Brochure,” *Moscow-Pullman Daily News* (April 25, 2014): 1.
http://dnews.com/local/article_190f34e8-2eae-50d1-a77f-374c8c49c4a9.html?_dc=304713963763.7883

“Class Offers Students Real-World Experience by Updating Downtown Tour,” *Daily Evergreen* (Washington State University), 5 February 2014.
http://www.dailyevergreen.com/news/article_da8ccfc8-8e05-11e3-b443-001a4bcf6878.html

Amanda Roley, “WSU Students Updating Pullman’s Walking Tour,” *PullmanRadio.com*, 3 February 2014. <http://pullmanradio.com/ws-students-updating-pullmans-walking-tour/>. Aired live on KQQQ FM 104.7 / AM 1350 on 4 February 2014.

Featured in “Students Updating Pullman Walking Tour,” *WSU News*, 29 January 2014.
<http://news.wsu.edu/2014/01/29/students-updating-pullman-walking-tour/#.UvC7CGJdWf5>.

Featured in “WSU Students to Revamp Walking Tour,” *Moscow-Pullman Daily News* (September 10, 2013): 3A.

3) Is the Lodging Tax money your sole source of funding for this event/activity? Please include this information and amounts (including in-kind or trade values) if not already reflected in your attached budget (see #1).

At the moment, the Lodging Tax money is our sole source of funding. The owner and client of the brochure, the Historic Preservation Commission of the City of Pullman, has a small operating budget and is unable to finance the 1,000 brochures.

4) What is your estimate for the number of people traveling for business or pleasure for this event, away from their place of residence, fifty miles or more one way and staying overnight in paid accommodations? Estimate how many visitors will be from out of the state.

This is difficult to estimate, as it is unrealistic at this stage to assume that people would travel to Pullman solely for the walking tour. Rather, the walking tour is something that provides an additional attraction for tourists once they arrive in the city (perhaps motivated by a different event). The number of visitors likely would wax and wane over the years with other events that bring visitors into town—particularly those at WSU. Obviously, major events such as the Lentil Festival (which coincides with WSU’s Week of Welcome); Mom’s Weekend and Dad’s Weekends; Cougar football Saturdays; and Fall and Spring Commencement bring an influx of visitors. Brochure racks around town may need replenishing following these events. A

5) The City of Pullman will not promote an event/activity that fails to demonstrate excellence to tourists. Since each event/activity’s success is due to executing a well-laid plan, please outline the event/activity’s foreseeable tasks and projects, and forecast to the best of your ability the necessary completion dates for each detail, along with any progress that you may have already made in planning this event/activity.

The draft brochure for the Pullman Walking Tour is unique, and demonstrates excellence on several fronts. It features original color sketches, a professional layout, and a site selection focusing upon representative themes of the city’s history. The brochure is thus unlike conventional urban walking tours and demonstrates a high-quality project befitting of the major land-grant research institution in the city’s midst (Washington State University). It is nonetheless entirely accessible to the casual tourist, with just enough information about the various sites to pique visitor interest without overwhelming readers with cumbersome or fleeting data.

The brochure is essentially complete and ready for printing either as an Adobe InDesign file or Adobe Acrobat PDF. Slight changes (e.g. incorporating approximate addresses for each of the sites) may be requested following review and final approval by the Historic Preservation Commission (HPC) of the City of Pullman, but major changes are not forecasted at this time. The draft brochure was completed on May 6, 2014. Barring major revision, the final brochure could be ready for printing by August 1, 2014.

The brochure was produced as part of the Spring 2014 Architecture 494/520 seminar in the School of Design and Construction at WSU, in conjunction with the HPC and the WSU Center for Civic Engagement. The seminar was planned and taught by Phil Gruen and Robert Franklin (instructors), with assistance from Matthew Root as the principal client representative and Allison Munch-Rotolo as the

alternate client representative. Ten students, including the two aforementioned instructors, conducted original research on the twenty sites included in this self-guided tour. They prepared for this project by reading and discussing histories and theories about tourism, the American West, the Pacific Northwest, the state of Washington, the Palouse region, and the city of Pullman.

6) What are the risks you may encounter in planning and facilitating this event/activity, and how will you deal with these potential scenarios?

There is no foreseeable risk, save for the conventional risk pedestrians may encounter walking in any city (crossing streets at crosswalks; awareness of other pedestrians, etc.) and no copyright infringements regarding icons currently being used on the draft brochure (specifically, that of the Northern Pacific Railroad, Union Pacific Railroad, and Washington State University). Sites are all visible from public rights-of-way and the tour does not encourage trespassing.

7) What are the required permits and insurance needs for this event/activity, in accordance to all city and state codes? Have these needs been fulfilled?

There may be some restrictions as to where these brochures could be displayed, so brochure distribution might require some initial investigation (or phone calls) to ensure compatibility with city and state laws (e.g. ensuring that brochures are kept in covered containers should they be made available to public in outdoor locations, thus preventing unintentional littering). We envision that the city of Pullman, the Pullman Chamber of Commerce, and city businesses would nonetheless wish to display these brochures for free public distribution on their own accord.

8) What does this event/activity have to offer to tourists, and why will this bring tourists to Pullman?

The walking tour brochure offers visitors an approximately two-hour stroll through and around Pullman's downtown core. Tourists are encouraged to explore a handful of sites that we believe offer an excellent cross-section of the city's history and significance—past and present. The tour is unique because it is designed to provide tourists with a thematic sense of the principal factors shaping the city over time (commerce, agriculture, transportation, recreation, tourism). In this fashion, the tour does not have an obvious focus on particular buildings or sites that could otherwise be interpreted as promoting the businesses that currently occupy them.

We also feel that the original sketches, clutter-free layout, and the informative—yet brief—site descriptions would be appreciated by visitors. That the professional-looking brochure was generated by college students is a potential attraction in itself, and this brochure has the further opportunity to promote the city and region once tourists have arrived—thereby offering a favorable impression and encouraging repeat visits.

9) Why should this event/activity receive Tourism Grant funding from the City of Pullman? In your answer, please address how this event/activity meets 3 or more of the outlined selection criteria. (Preference will be given to applications that fit selection criteria #1 or #2). Previously awarded grants do not guarantee funding for future grants.

Put simply, this project should receive funding because it promotes the city of Pullman. The brochure is entitled "Pullman: A Walking Tour," is located entirely within city limits (**criteria #8**), and is written and illustrated in such a way to ensure that the *city* and its history is what is being promoted—not necessarily any of the current businesses or establishments featured in the brochure (although the current, 2014 use of the businesses are mentioned).

Nonetheless, the project could have a positive effect on area businesses regardless of their inclusion in the brochure; tourists taking the self-guided tour may pass by other businesses and attractions and be encouraged to linger—or consume—in the city (**criteria #5**). Thus, the walking tour could provide a

long-term, positive economic impact for area businesses and the city tax base. Although we consider the city of Pullman is an attractive place already, we believe that this brochure will further improve the city's image to visitors, encourage repeat visits, and potentially stimulate other organizations to choose Pullman as a great location to hold events and conferences (**criteria #6 and #7**).

Importantly, the brochure is intended for year-round use—indeed, this is one of its strengths (**criteria #1**). While weather conditions during the winter will hinder comfortable touring, the brochure would remain accessible for any visitor (or resident). We hope, too, that the brochure would be available in area hotels for longer-term out-of-town visitors (**criteria #2**) as well as other establishments (e.g. Pullman-Moscow Regional Airport; Chamber of Commerce; City Hall; Brelsford WSU Visitor Center). We think an initial print run of 2,000 brochures (and how quickly they disappear) will allow us to make reasonable estimates about the size of the target audience and to fulfill statutory reporting requirements (**criteria #3 and #4**); also see answer to question #10, below.

10) How will you measure the success of this event/activity? How will you make available the information needed for the statutory reporting requirements tied to the use of these funds?

The walking tour has an intangible value that will be difficult to measure in measurable dollar amounts. That said, following distribution (which should include a list of how many were distributed and to whom), annual counts of brochures remaining in area racks, businesses, and public establishments could provide one objective measure of success made available to the Lodging Tax Advisory Committee. Other measures of success could include formal or informal surveys or conversations with city officials, business owners, and visitors; the numbers of “hits,” “likes,” or comments on the Pullman Walking Tour Facebook page; and unsolicited email correspondence.

11) If there is anything else you wish to communicate to the Lodging Tax Advisory Committee regarding the event/activity, please do so below, or you may submit a 1-page narrative along with the completed application and questionnaire.

Attached to this questionnaire is the draft brochure, currently undergoing revision with the Historic Preservation Commission. Electronic submissions of this grant application will include a pdf of the draft brochure. A hard copy submission of the questionnaire will include either an unfolded, 8 ½ x 11 printout of the draft brochure, or a folded, stapled sample of the brochure.