



## Lodging Tax Advisory Committee Meeting Agenda

May 8, 2025

10:00 a.m. – 12:00 p.m.

Notice is hereby given that the Lodging Tax Advisory Committee (LTAC) will meet on Thursday, May 8, 2025, starting at 10:00 AM in the City Council Chambers in City Hall located at 321 E. 5<sup>th</sup> Street, Port Angeles, WA. This meeting will be conducted as a hybrid meeting. In hybrid meetings, members of the public, Committee members, and City staff have the option to attend the meeting in person, at City Hall or remotely via telephone or video link.

**Audio only:** 1-844-992-4726

**Access code:** 2558 693 4680

**Webinar password:** 7C4MiTNmMT3 (72464866 when dialing from a phone or video system)

Once connected, press \*3 to raise your virtual hand if you wish to make a comment or public testimony. You will be notified when it is your turn to speak. This access code is good for the May 8, 2025 meeting only.

**Webex link:** <https://cityofpa.webex.com/cityofpa/j.php?MTID=ma16d70d48ce4e2cacbcc07ef1907b79b>

To make a public comment, please use the “raise your hand” feature in Webex. You will be notified when it is your turn to speak. The meeting is open to the public.

### I. CALL TO ORDER

### II. ROLL CALL

### III. APPROVAL OF MINUTES

Minutes of the March 20, 2025 Lodging Tax Advisory Committee meeting.

### IV. PUBLIC COMMENT

*The Lodging Tax Advisory Committee desires to allow the opportunity for Public Comment.*

*However, business must proceed in an orderly and timely manner. Visit*

*<https://www.cityofpa.us/984/Live-Virtual-Meetings> to learn how to participate during public*

*comment and or watch the meeting live. Written public comments can be submitted to*

*[lodgingtaxadvisorycommittee@cityofpa.us](mailto:lodgingtaxadvisorycommittee@cityofpa.us), comments will not be read aloud.*

### V. DISCUSSION/ACTION ITEMS

#### 1. **Discussion Item: Review of LTAC Funding Procedures Document**

Review of proposed changes to the current 2024 LTAC Policies and Procedures document and motion for any changes to be made by staff in preparation for a final review and recommendation by the LTAC to City Council for approval.

### VI. STAFF UPDATES

### VII. COMMITTEE MEMBER UPDATES

### VIII. ADJOURNMENT

# LODGING TAX ADVISORY COMMITTEE

## Special Meeting

Port Angeles, Washington

March 20, 2025

10:00 a.m.

*This meeting was conducted as a hybrid meeting.*

### **CALL TO ORDER**

Chair Carr called the meeting of the Lodging Tax Advisory Committee to order at 10:01 a.m.

### **ROLL CALL**

**Members Present:** Navarra Carr (Chair), Christine Loewe, Caitlin Sullivan, Sam Grello, Katie Bedard and David Mattern.

**Members Absent:** None.

**Staff Present:** Ben Braudrick, Aubrianna Winn, Courtney Bornsworth, Chris Cowgill and Sarina Carrizosa.

### **COMMITTEE MEMBER INTRODUCTIONS**

Chair Carr allowed each member of the Committee to introduce themselves and speak to any conflicts of interest they may have.

### **APPROVAL OF MINUTES**

**It was moved by Loewe and seconded by Grello to:**

Approve the November 13, 2024 minutes.

**Motion carried 6-0.**

### **PUBLIC COMMENT**

Jackson Melnick, residing outside city limits, spoke in favor of the funding amount directed to the North Olympic Baseball and Softball event.

David Melnick, residing outside city limits, spoke in favor of the funding amount directed to the North Olympic Baseball and Softball event.

Sydney Rubin, city resident, spoke to the Committees filled positions and the applications that are seeking funding.

Rose Thompson, city resident, spoke to the application and award process of the Lodging Tax fund.

Roger Oakes, city resident, spoke to the funding allocated to the North Olympic Winter Sports organization.

Howie Ruddell, city resident, spoke in favor of the Port Angeles Youth Basketball application for funding.

Laurel Cripe, city resident, spoke to using Lodging Tax funds for affordable housing and asked the Committee not to award funding to high season events.

### **DISCUSSION/ ACTION ITEMS**

#### **1. Action Item: Unfunded and Underfunded 2025 Application Proposals**

Planning Supervisor Ben Braudrick gave background on the 2025 LTAX fund applications, the available LTAX budget and the December 3, 2024 City Council direction to consider utilization of excess reserves to fully fund any applications that were not previously recommended for full funding or were underfunded.

Committee discussion followed.

LODGING TAX ADVISORY COMMITTEE – March 20, 2025

Hearing consensus, Chair Carr assigned Committee member Sam Grello to act as Chair when there was a need for Chair Carr to recuse herself.

**It was moved by Carr and seconded by Sullivan to:**

Fully fund Lincoln Street Block Party in the full amount of \$8,920.

**Motion carried 6-0.**

Due to a conflict of interest related to the next matter of business, Chair Carr recused herself by leaving the Council Chambers at 10:42 a.m. During this time Committee member Grello acted as Chair.

**It was moved by Grello and seconded by Sullivan to:**

Fully fund Peninsula Regional Regatta, Fall Development Regatta, and Spring Development Regatta at the amounts requested.

Peninsula Regional Regatta	\$4,260
Fall Development Regatta	\$4,140
Spring Development Regatta	\$4,140

**Motion carried 5-0, with Carr abstaining.**

Chair Carr returned to the Council Chambers at 10:45 a.m.

**It was moved by Grello and seconded by Loewe to:**

Fully fund Elwha Bridge Run in the requested amount of \$3,000.

**Motion carried 5-1, with Sullivan opposed.**

**It was moved by Grello and seconded by Bedard to:**

Fully fund Spruce Railroad run in the requested amount of \$3,000.

**Motion carried 5-1, with Sullivan opposed.**

**It was moved by Loewe and seconded by Grello to:**

Fully fund Port Angeles Community Player in the amount of \$23,602.

After Committee discussion took place, Committee member Loewe asked to withdraw the motion. After Committee consensus was heard, the motion was withdrawn and the Committee moved on to other business.

Due to a conflict of interest related to the next matter of business, Committee member Loewe recused herself by leaving the Council Chambers at 10:53 a.m.

**It was moved by Grello and seconded by Carr to:**

Fully fund the Port Angeles Fine Arts Center at the requested amount of \$42,000.

**Motion carried 3-2, with Sullivan and Mattern opposed, and Loewe abstaining.**

Committee discussion took place before the vote.

Committee member Loewe returned to the Council Chambers at 11:08 a.m.

**It was moved by Carr and seconded by Grello to:**

Fully fund Hurricane Ridge Winter Sports at the requested amount of \$39,680.

**Motion carried 5-1, with Sullivan opposed.**

Committee Discussion took place before the vote. Roger Oakes answered Committee questions on behalf of the Hurricane Ridge Winter Sports application.

**It was moved by Grello and seconded by Loewe to:**

Fully fund the Port Angeles Rowing Series at the requested amount of \$7,000.

**Motion failed 1-4, with Carr, Sullivan, Mattern, and Bedard opposed and Loewe abstaining.**

Significant Committee discussion took place before the vote.

**It was moved by Carr and seconded by Grello to:**

Fully fund Port Angeles Youth Basketball at the requested amount of \$90,000.

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**Motion carried 5-1, with Sullivan opposed.**

Committee discussion took place before the vote. Howie Ruddell answered Committee questions on behalf of the Port Angeles Youth Basketball application.

**It was moved by Grello and seconded by Mattern to:**

**After the motion was made and amended, the final motion was considered:**

Fund the North Olympic Baseball and Softball (NOBAS) at 50% of the requested amount of \$25,000.

**Motion carried 5-1, with Sullivan opposed.**

Committee discussion took place before the vote. David Melnick answered Committee questions on behalf of the application.

**It was moved by Grello and seconded by Bedard to:**

Extend the meeting by 15 minutes.

**Motion carried 6-0.**

**It was moved by Grello and seconded by Bedard to:**

Fully fund the Port Angeles Marathon Association at the requested amount of \$15,000.

**Motion carried 4-2, with Sullivan and Carr opposed.**

Significant Committee discussion took place before the vote.

**It was moved by Carr and seconded by Grello to:**

Send recommended funding requests that were approved by the Lodging Tax Advisory Committee to City Council for approval.

**Motion carried 5-1, Sullivan opposed.**

**COMMITTEE MEMBER UPDATES**

No reports were given.

**ADJOURNMENT**

Chair Carr adjourned the meeting at 12:16 p.m.

\_\_\_\_\_  
Navarra Carr, Chair

\_\_\_\_\_  
Aubrianna Howell, Acting Clerk



**Date:** May 8, 2025  
**To:** Lodging Tax Advisory Committee  
**From:** Ben Braudrick, *Planning Supervisor*  
**Subject:** Proposed Lodging Tax Funding Guidance Document Revisions

**Summary:** The Lodging Tax Advisory Committee (LTAC) has a working Vision, Goals, and Priorities document that is reviewed by the Committee each year. Based upon the Committees prior requests and awardee feedback staff has made amendments to create a new Lodging Tax Advisory Committee Funding and Disbursement Work Plan.

**Funding:** The enhanced policy will ensure a balance approach to funding of lodging tax eligible expenditures. The changes will provide a better funding guidance through revisions of the funding categories, priorities, and scoring criteria.

**Recommendation:** Staff recommends the Lodging Tax Advisory Committee review staff recommended changes and provide guidance on a final document that will be presented at a future LTAC meeting.

### **Background / Analysis:**

At the November 11, 2024 Lodging Tax Advisory Committee (LTAC) meeting the Committee made its recommendation on the 2025 budget to City Council, staff became aware of several deficiencies in the procedures and funding guidance document (City Council Resolution 11-24) that created confusion in the funding award process for both Committee members and applicants. Based on the long discussion that ensued at that meeting, Council guidance at their November 19 and December 3, 2024 meetings; feedback from the January 9, 2025 joint meeting hosted by Clallam County between countywide LTAC leadership; and written feedback from past Lodging Tax (LTAX) funding awardees; staff has made several major amendments to the document to ensure:

1. Funding priorities and decision criteria provide greater clarity for the LTAC and applicants; and
2. Match that of the state RCW 67.28.1816 and Clallam County guidance.

The following changes are recommended by staff:

- Addition of a “Definitions Section” that includes several RCW 67.28.080 definitions.
- Combining funding into two categories: (1) Capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district, and (2) Tourism-related marketing; the marketing and operations of special events and festivals designed to attract tourists; and supporting the operations of tourism-related facilities owned or operated by nonprofit organizations.
- Combining funding priorities into a single section.
- Adding priorities for the support of various types of marketing and a visitor center.
- Removing event funding caps.
- Adding a list of high priorities in line with Clallam County’s guidance for Committee members.
- Changing the application review criteria and scoring to reflect the changes to the new funding categories.
- Providing applicant guidance on specific requirements for prevailing wage and reporting

### **Attachments:**

Attachment 1 – Line In/Line Out LTAC Funding and Disbursement Plan and Procedures

Attachment 2 – Clean Draft Version of the LTAC Funding and Disbursement Plan and Procedures



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**Port Angeles Vision, Goals, and Priorities for Lodging Tax**  
**Advisory Committee**  
**Funding and Disbursement Work Plan Plan and Procedures**  
**Programs**

**Vision:**

To best utilize lodging tax funds to create a welcoming and inviting community with facilities and activities that increase tourism-related revenue through a sustainable visitor experience.

**Goals:**

1. Foster and maintain a healthy and diverse tourism sector that continues to thrive.
2. Fully utilize and promote creative uses of existing facilities.
3. Improve the quality of experience and relationships for tourist and residents while diminishing any negative impacts from tourism-related activities and traffic.
4. Promote partnerships and increase tourism by concentrating on priorities identified by both residents and the tourism industry.
5. Focus on our unique Port Angeles assets that make us a premier destination for environmentally and fiscally sustainable recreation and tourism.
6. Encourage collaboration recognizing that Olympic Peninsula-based tourism supports and benefits all communities.

**Definitions:**

- “Events or Festivals” are held on specific dates related to programming for entertainment, competition, education, arts and culture, and celebration. Events are not required to occur within city limits but must demonstrate support of tourism-related facilities and/or lodging facilities within Port Angeles.
- “Operation” includes, but is not limited to, operation, management, and marketing.
- “Peak tourism season” is defined by the period of the year where lodging tax revenue is at its peak in the months of June through September.
- “Tourism” means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- “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 the 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 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) 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.

### **General Annual Funding Disbursement:**

The expected outcome of the funded activities is to increase economic activity in Port Angeles through the overnight lodging of tourists, through tourism-related expenditures, and construction of tourism-related facilities in accordance with RCW 67.28.1816

Funding categories and their percentage of annual expenditure should approximate:

- ~~Tourism related capital facilities – 20% plus 5% reserved. Reserves are to be taken from the initial annual projected available revenues prior to LTAC consideration of expenditure allocation and budget for the annum. Capital Facility expenditures are to be used for:~~
  - ~~New construction~~
  - ~~Improvement and renovation~~
- ~~Tourism-related marketing – 25%~~
- ~~Tourism-related non-profit business operations – 33%~~
- ~~Events and festivals designed to attract tourists – 12%~~
- ~~LTAC Priorities – 5%~~

### **Funding Priorities – ~~Non events:~~**

- Lend support to a diverse range of sustainable tourism activities to encourage visitors to enjoy longer stays and return often.
- Support the increase of tourism capacity, where capacity is defined as the broad number activities within the community a visitor can attend, visit, or take part in when staying overnight.
- Assist the maintenance establishment tourism-related capital facilities including:
  - Wayfinding and interpretative signage
  - Public restrooms
  - Public art
  - Transportation facilities,
  - Passive recreational park facilities (benches, walkways, pedestrian scale lighting, landscaping etc.)
  - Active recreational facilities (ball fields, trails, playgrounds, wheel-based recreation, water-based recreation, etc.).
- Support efforts to improve information on attractions and facilities.
- Support Port Angeles as its own destination marketing organization.
- Support regional Olympic Peninsula-wide collaborative tourism marketing.
- Support a long-term established visitor center facility.
- Fund proposals that encourage and enhance tourism during the off-peak season (October-May).~~time as stated below.~~
- Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- Develop key community assets that function as destinations or venues for multipurpose events and festivals on a year-round basis.
- Create partnerships and synergies with existing organizations to develop and promote attractions and events for visitors.
- Develop innovative opportunities that improve the tourist/resident relationship
- Improve effectiveness of coordinated transportation and trail linkages.
- Support of organizations and projects that promote coordination and cooperation in tourism activities.

### **Funding Priorities – Events:**

- ~~Event Funding is capped at \$10,000 per year per event for new events (events in operation for 5 years or less).~~
- ~~Event funding is capped at \$5,000 per year per event for legacy events (events in operation 6 years or more).~~
- ~~Review events also based upon intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure.~~
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Encourage events to become self-sufficient or demonstrate innovative techniques in marketing, event expansion, or extending participant stays in Port Angeles.
- Encourage the creation of new events and festivals in the off-peak seasons that drive an increase in lodging tax.
- Encourage the potential growth of existing events. Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Support the development Develop of innovative opportunities that improve the tourist/resident relationship.
- Support ~~events~~ operations that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support projects that demonstrate a clear marketing strategy and business goals.

### **HIGH PRIORITY may be given to tourism activities that:**

- Have a demonstrated potential or high potential from the Committee’s perspective to result in overnight stays by visitors in lodging establishments for projected nonpeak periods in Port Angeles.
- Promote Port Angeles events, activities, and places in Port Angeles to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee’s perspective to result in documented economic benefit to Port Angeles.
- Have demonstrated history of success or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

### **Annual Funding Disbursement:**

The expected outcome of the funded activities is to increase economic activity in Port Angeles through the overnight lodging of tourists, through tourism-related expenditures, and construction of tourism-related facilities in accordance with RCW 67.28.1816.

Funding categories and their percentage of annual budgeted expenditures should approximate:

- 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. Reserves are to be taken from the initial annual projected available revenues prior to LTAC consideration of expenditure allocation and budget for the annum. – 20% plus 5% reserved
- Tourism-related marketing; the marketing and operations of special events and festivals designed to attract tourists; and supporting the operations of tourism-related facilities owned or

operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended. – 75%

**Scoring Criteria for Legacy Event Grant proposals – 100 possible points:**

- ~~1. Demonstrates a proven track record to result in overnight stays by tourists in lodging establishments within the City. (25 pts.)~~
- ~~2. Demonstrates ability for continued increase in overnight stays by tourists in lodging establishments within the City. (25 pts.)~~
- ~~3. This project occurs in non-demand periods. (20 pts)~~
- ~~4. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance). (20 pts.)~~
- ~~5. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.). (10 pts.)~~

**Scoring Criteria for Capital Expenditures and Public Facilities Districts ~~or Non-Event Proposals (Capital Facilities/Projects)~~ – 30-25 possible points:**

1. There is evidence provided that this project will help increase opportunities for tourism sustainable activities.
2. There is evidence provided that the ~~project expenditure~~ will encourage visitors to enjoy longer stays and return.
3. ~~The project plan is~~ The proposal provides a clear with a timeline for action defined and the proposal reflects enough detail to effectively determine potential for success.
4. The budget provided reflects a clear understanding of the costs associated with this project and there is evidence that this budget is based on market research, structured estimates, or estimates provided by contractors.
- ~~5. The project supports LTAC priorities to increase transportation, quality of city infrastructure, wayfinding, or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.~~
- ~~5. The project proposal will support our local economy through local contracts, retail purchases, or partnerships.~~

**Scoring Criteria for ~~Non-Event Proposals~~ Tourism Marketing, Tourism-related Operations, and Events (Operations & Marketing) – 25 possible points:**

1. There is evidence provided that ~~organization or project~~ the proposal will help increase or sustain opportunities for tourism related activities.
2. There is evidence provided that this organization or ~~project-proposal~~ will encourage visitors to enjoy longer stays or engage in return visits.
3. The proposal provides clear evidence that this organization can successfully draw tourists.
- ~~4. This project supports LTAC priorities to improve transportation, quality of city infrastructure, or wayfinding or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.~~
4. ~~This project~~ The proposal clearly reflects how the funds will be used to help sustain a tourism-related business.
5. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance).

Each criterion will be evaluated on the following spectrum:

- Strongly Agree – 5 pts

- Agree – 4 pts.
- Neutral – 3 pts.
- Disagree – 2 pts.
- Strongly Disagree – 1 pt.
- Did not answer – 0 pts.

#### **Meeting Procedures and Workplan**

- Regular LTAC meetings are two hours long.
- Meetings are held on the second Thursday of the month.
- The LTAC regularly holds ~~five~~ four open public meetings per year and requests for LTAX Fund application proposals once per year:
  - March: New business, LTAC and LTAX fund orientation, Guidance document review.
  - April or May: Old business, Committee member and staff recommended items.
  - June: Recommended revisions to guidance document, Destination Marketing Presentation.
  - September: Annual LTAX Fund RFP Application Published
  - ~~September: Annual overall budget review and recommendation to City Council.~~
  - October or November: Annual LTAX Fund RFP award recommendation to City Council.

#### **LTAX Fund RFP Application Procedures**

- The annual application window will open the Friday after City Council approves the annual budget recommendation.
- The RFP application window is at minimum 14 days.
- Applications must be sent to [ced@cityofpa.us](mailto:ced@cityofpa.us) on or before 5:00 PM of the closing date. Late applications will not be accepted.
- Applications requesting funding for events must be for events that have not yet taken place.
- The City Attorney's office will review all applications and determine whether the request is eligible for funding prior to LTAC review.
- Events requesting operations funding must demonstrate annual service and operational impact to the LTAX Fund.
- All Committee application criteria scoring will be compiled and made available in the meeting agenda packet.

#### **Please note:**

- All capital requests on city owned property or within city right of way requires explicit City permission that may include City Council approval.
- Public works as defined by RCW's 39.04.010 and 39.12.020 require prevailing wage for reimbursement.
- All LTAX Fund recipients must provide a final report detailing the results of the LTAX Award expenditures that includes information for the State Joint Legislative Audit Review Committee.



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## Port Angeles Lodging Tax Advisory Committee Funding and Disbursement Workplan

### Vision:

To best utilize lodging tax funds to create a welcoming and inviting community with facilities and activities that increase tourism-related revenue through a sustainable visitor experience.

### Goals:

1. Foster and maintain a healthy and diverse tourism sector that continues to thrive.
2. Fully utilize and promote creative uses of existing facilities.
3. Improve the quality of experience and relationships for tourist and residents while diminishing any negative impacts from tourism-related activities and traffic.
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### Funding Priorities

- Lend support to a diverse range of sustainable tourism activities to encourage visitors to enjoy longer stays and return often.

- Support the increase of tourism capacity, where capacity is defined as the broad number activities within the community a visitor can attend, visit, or take part in when staying overnight.
- Assist the maintenance establishment tourism-related capital facilities including:
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- Support efforts to improve information on attractions and facilities.
- Support Port Angeles as its own destination marketing organization.
- Support regional Olympic Peninsula-wide collaborative tourism marketing.
- Support a long-term established visitor center facility.
- Fund proposals that encourage and enhance tourism during the off-peak season (October-May)
- Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- Develop key community assets that function as destinations or venues for multipurpose events and festivals on a year-round basis.
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- Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
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- Encourage the creation of new events and festivals in off-peak season that drive an increase in lodging tax.
- Encourage the potential growth of existing events. Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Support the development of innovative opportunities that improve the tourist/resident relationship.
- Support-operations that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support projects that demonstrate a clear marketing strategy and business goals.

**HIGH PRIORITY may be given to tourism activities that:**

- Have a demonstrated potential or high potential from the Committee’s perspective to result in overnight stays by visitors in lodging establishments for projected nonpeak periods in Port Angeles.
- Promote Port Angeles events, activities, and places in Port Angeles to potential visitors from outside the County.

- Have demonstrated a high potential from the Committee’s perspective to result in documented economic benefit to Port Angeles.
- Have demonstrated history of success or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance City-owned tourism facilities or infrastructure.

**Annual Funding Disbursement:**

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- Tourism-related marketing; the marketing and operations of special events and festivals designed to attract tourists; and supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended. – 75%

**Scoring Criteria for Capital Expenditures and Public Facilities Districts – 25 possible points:**

1. There is evidence provided that this project will help increase opportunities for tourism sustainable activities.
2. There is evidence provided that the expenditure will encourage visitors to enjoy longer stays and return.
3. The proposal provides a clear-timeline for action defined and the proposal reflects enough detail to effectively determine potential for success.
4. The budget provided reflects a clear understanding of the costs associated with this project and there is evidence that this budget is based on market research, structured estimates, or estimates provided by contractors.
5. The proposal will support our local economy through local contracts, retail purchases, or partnerships.

**Scoring Criteria for Tourism Marketing, Tourism-related Operations, and Events – 25 possible points:**

1. There is evidence provided that the proposal will help increase or sustain opportunities for tourism related activities.
2. There is evidence provided that this organization or proposal will encourage visitors to enjoy longer stays or engage in return visits.
3. The proposal provides clear evidence that this organization can successfully draw tourists.
4. The proposal clearly reflects how the funds will be used to help sustain a tourism-related business.
5. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance).

Each criterion will be evaluated on the following spectrum:

- Strongly Agree – 5 pts

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- The annual application window will open the Friday after City Council approves the annual budget recommendation.
- The RFP application window is at minimum 14 days.
- Applications must be sent to [ced@cityofpa.us](mailto:ced@cityofpa.us) on or before 5:00 PM of the closing date. Late applications will not be accepted.
- Applications requesting funding for events must be for events that have not yet taken place.
- The City Attorney's office will review all applications and determine whether the request is eligible for funding prior to LTAC review.
- Events requesting operations funding must demonstrate annual service and operational impact to the LTAX Fund.
- All Committee application criteria scoring will be compiled and made available in the meeting agenda packet.

#### **Please note:**

- All capital requests on city owned property or within city right of way requires explicit City permission that may include City Council approval.
- Public works as defined by RCW's 39.04.010 and 39.12.020 require prevailing wage for reimbursement.
- All LTAX Fund recipients must provide a final report detailing the results of the LTAX Award expenditures that includes information for the State Joint Legislative Audit Review Committee.