



Vision, Goals and Priorities for Lodging Tax Funding 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.

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 tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Assist the maintenance establishment tourism related capital facilities including:
 - Wayfinding and Interpretative Signage,
 - Public Restrooms
 - Transportation facilities, and
 - Passive recreational park facilities (benches, walkways, and lighting).
- Support efforts to improve information on attractions and facilities.
- Fund proposals that encourage and enhance tourism during the off-peak 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 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.
- Fund projects for up to five years, after which funding is capped at \$1,000.
- Starting in 2022, all established events older than 5 years will have a cap of \$5,000 with an annual reduction to \$1,000 in 2026.
- 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.
- Encourage the creation of new events and off-peak 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.
- Develop innovative opportunities that improve the tourist/resident relationship.
- Support events that demonstrate countywide benefit.
- Support events that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support Projects that demonstrate a clear marketing strategy and business goals.

Scoring Criteria for Event Grant proposals:

1. Demonstrates a high potential, or a proven track record, to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. Occurs within non-demand periods of the year. **(25 pts.)**
3. Overall tourism impact to the City/Region. **(15 pts.)**
4. Demonstrates high value to community and/or significant local revenue and tax generation. **(15 pts.)**
5. Achieves the LTAC priorities. **(10 pts.)**
6. Age of event–1 year = 5 pts, 1-2 years = 4 pts, etc. **(10 pts.)**

Scoring Criteria for Non-Event proposals:

1. Overall tourism impact to the City/Region. **(30 pts.)**
2. Demonstrates a high potential, or a proven track record, to result in overnight stays by tourists in lodging establishments within the City. **(25 pts)**
3. Achieves the LTAC priorities. **(10 pts.)**
4. Demonstrates high value to community and/or significant local revenue and tax generation. **(20 pts.)**
5. Demonstrates strong relationship to supporting activity within non-demand periods of the year. **(15 pts.)**