

# 2025 Request for Proposal Packet

## Lodging Tax/Tourism Promotion

This packet is for the 2025 TOURISM PROMOTION SERVICE PROPOSALS to be funded by the Jefferson County Lodging Tax. Under Jefferson County guidelines, you must be a NON-PROFIT or GOVERNMENTAL AGENCY to be eligible to be funded by the Jefferson County Lodging Tax.

**The Jefferson County Lodging Tax Advisory Committee may only consider complete and signed proposals that include all of the requested information and documents, and that are submitted by the deadline:**

**FRIDAY OCTOBER 4, 2024 by 4:30 pm**

Digital Delivery only for Proposals to [afmcknight@co.jefferson.wa.us](mailto:afmcknight@co.jefferson.wa.us)

## 2025 Proposal Guidelines: Tourism Promotion Activities

The Jefferson County Lodging Tax Advisory Committee (LTAC) is accepting proposals from government agencies and non-profit organizations for **tourism promotion** to be provided during calendar year 2025 and paid for from the County's lodging tax fund. The Committee will make recommendations to the Jefferson County Commissioners within one month following the proposal deadline. All decisions for use of the lodging tax will be made by the Jefferson County Commissioners.

- **Proposals from government agencies or non-profit organizations are to be for tourism promotion during calendar year 2025. Please refer to Section 1 of this packet for examples of eligible tourism promotion activities for this funding round.**
- At the time of implementation, tourism related activities within proposals **must comply with federal, state, and county laws and requirements, including county Public Health direction.** **NOTE:** Jefferson County may not use public funds in any way that can be construed as a gift to an individual or organization.
- Proposals must completely address the questions, and all requested supplemental information must be provided. **Incomplete proposals may not be considered by LTAC.**
- To be considered, a **fully completed and signed digital application (digital signatures acceptable)** must be received at [afmcknight@co.jefferson.wa.us](mailto:afmcknight@co.jefferson.wa.us) by the deadline listed above.
- The preferred format for a digital application is a single PDF file attached to an email. If necessary, multiple files in either PDF or Microsoft Word may be attached to a single email as a complete digital application.
- All documents filed with the County are public records, potentially eligible for release.

**Jefferson County is committed to the non-discriminatory treatment of all Persons in the employment and delivery of services and resources.**

# 2025 Proposal Checklist for Tourism Promotion Activities

Organization Name Tourism Coordinating Council

Event Name, if different \_\_\_\_\_

Proposed Contract Amount: \$125,000

**Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete or late proposals may not be considered by the Jefferson County LTAC.**

To be eligible for consideration, your application must be signed, dated, and include the following items **in the listed order**.

Check each item submitted:

- \_\_\_\_\_ Signed and Dated Proposal Summary Sheet
- \_\_\_\_\_ Section 1 - Itemized list of proposed services and estimated costs.
- \_\_\_\_\_ Section 2 - Proposal Questions.
- \_\_\_\_\_ Section 3 - Proposed 2025 promotion, facility, event or activity budget.
- \_\_\_\_\_ Section 3 – 2024 budget and year-to-date income and expense statement(s).
- \_\_\_\_\_ Section 3 - List of names and addresses of the organization's current Board of Directors.  
Name and contact information for event chairperson, if applicable.
- \_\_\_\_\_ Section 3 - Optional work samples such as season brochures, promotional materials, reviews, news/magazine articles, etc. (maximum of 5 separate pieces)

To be considered, **a fully completed and signed original application with supporting documents** must be electronically received and date stamped at the Jefferson County Administrator's Office, to Adiel McKnight @ [afmcknight@co.jefferson.wa.us](mailto:afmcknight@co.jefferson.wa.us) by **FRIDAY OCTOBER 4, 2024**.

**Documents submitted to the County are public records, potentially eligible for release.**

# 2025 Proposal Checklist for Tourism Promotion Activities

**Proposal Deadline:** FRIDAY OCTOBER 4, 2024 at 4:30 pm (received, not postmarked)  
**Electronically to Email Address:** [afmcknight@co.jefferson.wa.us](mailto:afmcknight@co.jefferson.wa.us)

Please type (10 point or larger) or legibly print in ink. To be considered: all questions must be answered; all requested documents provided; this form must be signed and dated.

Organization Name Tourism Coordinating Council

Organization Address PO Box 1220 Port Townsend, WA 98368

Contact Name Greg Brotherton

Contact Address \_\_\_\_\_

Day Phone 360-385-9101 Evening or Cell Phone \_\_\_\_\_

E-Mail Address gbrotherton@co.jefferson.wa.us

Facility/Event (if applicable) \_\_\_\_\_

Total Lodging Tax Request: \$: \$125,000

Estimated 2025 org. operating budget (Incl. Lodging Tax funds) \$: 125,000

|                                                                                                                                                                                                             |  |               |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|---------------|
| If asking for funds for a specific event, list other cash funding sources and dollar amounts budgeted for this project.<br>Note: This section is only due for specific event and festival funding requests. |  | Dollar Amount |
|                                                                                                                                                                                                             |  | \$            |
|                                                                                                                                                                                                             |  | \$            |
|                                                                                                                                                                                                             |  | \$            |
|                                                                                                                                                                                                             |  | \$            |
|                                                                                                                                                                                                             |  | \$            |
|                                                                                                                                                                                                             |  | \$            |
| Total Project Revenue Budget                                                                                                                                                                                |  | \$            |

Did your organization receive Lodging Tax Funds from the County in 2024? yes ☒ no

*I understand that if my organization's proposal for tourism promotion activities is approved by the County that my organization will enter into a contract with the County to provide the contracted services up to the maximum contract amount. I understand that the proposal herein is a public record potentially eligible for public release.*

Sign Name: \_\_\_\_\_ Date: \_\_\_\_\_

Print Name and Title: \_\_\_\_\_

## 1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: \_\_\_\_Tourism Coordinating Council\_\_\_\_\_

*In the following space or on a separate sheet of paper, please specify each proposed tourism promotion, facility, event or activity, including quantities and costs (see examples at bottom of page).*

**Jefferson County is adding County staff to administer and support both the Jefferson County Destination Marketing Organization, the Tourism Coordinating Council and the Lodging Tax Advisory Council**

**Examples of how to list your proposed tourism promotion services or event (please be as specific AS POSSIBLE about the services, quantities, the tourism market, distribution method, and cost):**

10,000 promotional rack cards for I-5 corridor from Portland to Bellingham, April - June 2018.....\$1,835

The rack cards will promote an event/hotel/restaurant promotional package.

Design and printing..... \$1,250

Distribution by XYZ Company..... \$ 500

5 hours of staff time at \$17.00 per hour to write copy, edit and proof the cards.....\$ 85

1/3 page black and white event promotional advertisement in XYZ Magazine, July 2018 edition..... \$1,500

XYZ Magazine has 250,000 subscribers in western and northwest states. This 1/3-page ad

will be part of a full-page advertisement being coordinated by the VCB. XYZ Magazine will match

the value of the advertisement with a feature article on Jefferson County and the event in the same edition.

## **2. Proposal Questions**

*Please confine your answers to no more than one page for each question.*

- 1. Tell us about your promotion, facility, event or activity and why you think it will increase tourists traveling to and staying in Jefferson County.** Include a general description of the promotion, facility, event or activity including its purpose, history, etc.), and describe your organization's track record.
- 2. If this is a continuing promotion, facility or event, how is it different than in the past?**
- 3. Describe how you intend to market/promote your promotion, facility, event or activity to potential tourists who reside outside Jefferson County.**
  - a) If an event, the date of the event:
  - b) The timeline for the tourism promotion activity you are proposing (e.g. May through July, 2025)
  - c) Target Audience
  - d) Promotion methods you intend to use to reach the target audience.
  - e) Describe how you will promote overnight stays at Jefferson County lodging establishments.
  - f) If you intend to collaborate with another agency or non-profit to provide these services, please state the name of the organization and describe the nature of the collaboration:
- 4. How will you measure the effectiveness of your promotion, facility, event or activity?**

**Also, describe how you will document and report to the County the economic impact from your event/facility.** (State law requires the County to report annually to the State Department of Community Development and Economic Trade about the number of lodging stays and economic benefit from tourists generated by use of Lodging Tax proceeds for tourism promotion.)

**5. What economic impact can we expect in Jefferson County from your proposed promotion, facility, event or activity?**

- a.) Actual or estimated number of tourists at your event/facility last year (2024):
- b.) Estimated number of tourists who will attend your event/facility this year (2025):
- c.) Projected economic impact in Jefferson County from your event/facility (e.g. number of tourists who will stay overnight in Jefferson County-based lodging establishments; economic impact for Jefferson County restaurants, community facilities, amenities, events, and businesses).

**6. Describe your organization's area of expertise. Do you provide a unique service?**

### **3. Background Information about Your Organization**

**Attach the following items to your proposal in the order listed:**

(Note: To be considered by the Committee, all of the listed information must be included with your proposal.)

**Attachments:**

- Proposed 2025 promotion, facility, event or activity budget including income and expenses.
- 2024 Budget and Actual income and expense year to date statement(s).
- List of names and addresses of the organization's Board of Directors as of the date the proposal is filed. Also, if the proposal is for the marketing of an event and there is a chairperson for the event (either volunteer or paid), list that individual's name, address and phone number.
- If you desire, you may provide samples of promotion materials such as brochures or promotional materials (maximum of five).

**Note:** Staff will verify Incorporation status of the non-profit agencies who submit service proposals by checking the Washington Secretary of State's on-line corporation records.

## **2025 LTAC Opportunity Information**

### **1. Jefferson County's Proposal Process -**

The Jefferson County LTAC solicits service proposals each year. The proposal form is attached, posted on the County's website, [www.co.jefferson.wa.us](http://www.co.jefferson.wa.us) and may also be requested by calling the Jefferson County Commissioner's Office at the Courthouse, (360) 385-9102.

This year, the Committee will review proposals on OCTOBER 17, 2024 from 11:00 a.m. to 2:00 p.m. Applicants are asked to attend the OCTOBER 17, 2024 meeting beginning at 11:00 a.m. The County will provide meeting information for all complete applications. At that meeting, each proposing agency will answer questions from the Committee regarding their proposal. The Lodging Tax Advisory Committee will make a recommendation to the Board of County Commissioners regarding which proposals to fund, and at what funding levels within available revenues.

The review of the LTAC recommendations and final decision about how to use the lodging tax monies is made by the County Commissioners. Each agency will be notified of the status of their proposal. Contracts are prepared by the County and sent to agencies.

### **2. Available Funding for 2025**

Organizations submitting proposals should be aware that a total of approximately \$900,000 in lodging tax awards will be available for allocation to eligible tourism promotion activities through this RFP. This amount also includes \$5,051 in staff administrative costs to manage the grants and to process invoices.

County Ordinance 02-0622-98 provides for distribution of Lodging Tax as follows:

- The lodging tax funds are to be used for targeted and/or regional promotion, the operation and maintenance of organizations operating tourist related facilities and their costs for local promotional activities.
- Not more than 25% for the development of tourism related facilities.

### **3. Definitions -**

By state law, lodging tax funds may only be used for tourism promotion and the acquisition and/or operation, including maintenance, of tourism-related facilities. The following definitions are copied verbatim from RCW 67.28.080. Note: State law changed in 2007 to include “operation” of tourism events in the definition of “tourism promotion.”

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

"Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

"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 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.

## **4. Proposal Evaluation Criteria –**

### **Jefferson County Policy Statement for Use of the Lodging Tax.**

Jefferson County’s Lodging Tax Fund will be the primary source of county funding for activities, operations, and expenditures designed to increase tourism. The County does not make any multi-year commitments with Lodging Tax funds. However, service providers are not limited or prohibited from making repeat annual requests of the same nature. The County intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year. The Jefferson County Commissioners have created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for the County Commissioners consideration. Jefferson County will only consider proposals for use of the Lodging Tax from public and non-profit agencies.

The Fund will ONLY be used for the following purposes:

1. The promotion of emerging or on-going tourism events, facilities, and activities by government or non-profit agencies so as to attract and draw tourists to unincorporated Jefferson County from outside Jefferson County.
2. Operation of a tourism promotion agency (such as a visitor and convention bureau);
3. The marketing of special events and festivals designed to attract tourists to unincorporated Jefferson County from outside Jefferson County.
4. Capital and/or operating costs for tourism facilities owned by a public entity or a non-profit organization as defined in State law RCW 67.28.080.1(7) – *Tourism Related Facility*.



5. Administrative costs to support tourism events, facilities and activities.

**Other Criteria.**

**HIGH PRIORITY** will be given to tourism activities that ~

- Promote Jefferson County and/or events, activities, and places in the County to potential tourists from outside Jefferson County.
- Have demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the unincorporated areas Jefferson County.
- Have demonstrated potential or high potential from the Committee's perspective to result in documented economic benefit to Jefferson County.
- Have a demonstrated history of success in Jefferson County, 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 County-owned tourism facilities or infrastructure.

**RESPONSIBILITIES:**

- On or before January 31; April 30; July 31; October 31, 2025; and January 31, 2026, provide to the COUNTY:
  - A quarterly report of the use, services, programs and activities of organization for the prior quarter under this Agreement;
  - A quarterly financial statement detailing revenues, expenses and cash balances for the prior quarter; and for the final quarter report, the financial statement shall also include a detailed financial statement for all 2025.
- 1. On or before January 31, 2025 OR upon execution of this agreement, whichever is later, provide to the COUNTY:
  - A billing invoice requesting payment of Hotel-Motel Funding for the first half of the current year.
- 2. For a minimum of six (6) years, maintain documented proof of payments made, contracts executed, and other expenditures authorized under this Agreement. Upon reasonable notice, provide access to County or State representatives to audit those records.
- 3. Funding provided by this Agreement may only be expended on the services described in Section 1 of this Agreement. Any monies used for other services or purposes shall be refunded to Jefferson County Hotel/Motel Fund. Any monies under-expended of the total funding allocated under this Agreement shall be refunded to Jefferson County by January 31, 2025.
- 4. By **February 28<sup>th</sup>** of each year provide the following information by reference for the previous year.
  - a. Each festival, event, or tourism facility owned and/or operated by organization.
  - b. The amount of lodging tax revenue allocated for expenditure (whether actually expended or not) by organization on each festival, event or tourism facility.

- c. Estimated number of tourists served at each festival, event or tourism facility. (“Tourist” includes persons traveling more than 50 miles to the location of the event, festival or facility and overnight stays in the area).
- d. Estimated lodging stays. (“Lodging” refers to commercial lodging such as hotels, motels, resorts, bed and breakfasts, or commercial campgrounds).
- e. Measurements that demonstrate the impact of increased tourism attributable to the event, festival or facility.

## 5. Scheduled Site Visits

## **LODGING TAX ADVISORY COMMITTEE REVIEW CONSIDERATIONS ~**

In developing its recommendations, the Committee considers:

- The estimated amount of lodging tax receipts for the coming year provided by the County Administrator’s Office.
- Operational adaptations or pivots that ensure future organizational success of tourism related activities and promotion.
- Thoroughness and completeness of the proposal.
- The relationship of proposed services to the areas of high priority identified by the Committee.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Jefferson County Lodging Tax funded proposal if any.
- Projected economic impact within the unincorporated Jefferson County, in particular projected overnight stays to be generated in lodging establishments in the unincorporated areas of Jefferson County.
- Requirements in State law for use of the tax, and the definitions in State RCW 67.28.080 for “tourism,” “tourist,” “tourism promotion,” and “tourism-related facility.”
- The applicant’s history of promotion success, reporting history and financial stability.
- Committee member general knowledge of the community and tourism-related activities.

## **NOT CONSIDERED are requests for ~**

- Services to be provided beyond calendar year 2025.
- Proposals from for-profit businesses (however, a government or nonprofit agency contracting with the County may itself contract with for-profit businesses as third-party vendors).

- Promotional activities that reach a target audience solely located within Jefferson County.

**NOTE:**

1. On February 2, 2006, the State of Washington Attorney General's Office issued Opinion #AGO 2006 #4, which clarifies that a municipality may **NOT provide advance payment** to private organizations for tourism promotion. Payment must occur after the services have been performed and documentation in keeping with the contract is submitted to the County.
2. The County may not pay for donated or volunteer services or pay more than the actual cost incurred by the contracting agency to provide the service.

## **5. Background Information –**

### **Jefferson County's Lodging Tax.**

The Lodging Tax is an excise (sales) tax authorized by State law in RCW 67.28, *Public Stadium, Convention, Arts and Tourism Facilities*.

In 1998, the State Legislature amended Chapter 67.28 of the Revised Code of Washington (RCW) to allow local governments to assess an additional 2% tax on lodging for tourism promotion and/or tourism-related facilities (sometimes referred to as "the new 2%"). In April 1999, the County Commission, by Ordinance, increased the County's Lodging Tax from a 2% to a 4% tax as allowed by RCW 67.28.

### **Jefferson County's Lodging Tax Advisory Committee.**

Per RCW 67.28.1817, the State requires that local governments collecting the Lodging Tax establish a Lodging Tax Advisory Committee consisting of at least five (5) members:

The Chair – a member of the County Commission or their designee

2 members – representing the lodging industry

2 members – representing activities authorized to be funded by said tax

The Committee's role is advisory in nature, with the Committee's purpose being to advise the County Commissioners. The Committee must select the candidates from amongst the applicants applying for use of revenues and provide a list of such candidates and recommended amounts of funding to the County Commissioners for final determination.

In 1998, the Jefferson County Commissioners created such a Committee, and asked the Committee to establish an annual process to solicit and review proposals for tourism services eligible for lodging tax funding. Committee members are appointed by the County Commissioners as part of the County's regular advisory committee appointment process.

### **For additional information, contact ~**

County Administrator's Office  
Jefferson County Courthouse  
1820 Jefferson Street  
PO Box 1220

Port Townsend, WA 98368  
Ph: 360-385-9102; Fax: 360-385-9382  
e-mail: [afmcknight@co.jefferson.wa.us](mailto:afmcknight@co.jefferson.wa.us)

- END -