



# **Request for Proposals**

2009 Lodging Tax Funding Application  
**DUE – Tuesday, September 30, 2008 by 5:30 p.m.**

## **RFP Purpose**

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Each year the City of Sunnyside receives funds from the lodging tax imposed upon hotels and motels located within the City, as provided by Ordinance No. 1973. Proposals for use of a portion of these funds are now being solicited by the City.

All proposals that comply with the guidelines established herein will be evaluated by the Lodging Tax Advisory Committee (LTAC) as defined by Sunnyside Municipal Code, Chapter 2.54, and the Revised Code of Washington, Chapter 67.28. LTAC will then submit its funding recommendations to the Sunnyside City Council for final review and adoption as part of the 2009 Budget.

## **Project Description**

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Activities eligible for assistance include, but are not limited to, those that: increase tourism by advertising, publicizing, and distributing information for the purpose of attracting and welcoming tourists; develop strategies to expand tourism; operate tourism promotion agencies; construct tourism-related facilities, and fund and market events and festivals designed to attract tourists.

The expected outcome of such activity is to increase economic activity in the City of Sunnyside during the year 2009 through overnight lodging of tourists (“heads in beds”), providing meals, the sale of gifts, souvenirs, and other items.

Each applicant must develop and outline one project, which meets these requirements and provides an economic benefit to the City of Sunnyside. The specific amount of the applicant’s proposal is open, to be defined by the applicant. As a recommendation, the applicant may wish to define alternate levels of funding, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount. Some definition of the differences in the level of services to be provided under the two priorities should be included. The establishment of alternate funding levels will allow the City some latitude in approving projects reviewed and recommended by LTAC without the necessity of rejecting one or more projects due to a potential lack of funds.

Specific questions are included in the attached response form to assist the applicant in delineating those matters which are of concern to LTAC and which will be part of the selection criteria.

Each project should be submitted as a separate document, thereby allowing for clear understanding of each project.

## RFP Schedule

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(With the exception of the RFP due date, dates may be adjusted to meet unexpected circumstances.)

### **Publication and Due Date**

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Public notice advertised – Daily Sun News	September 9, 16, and 23, 2008
RFP package available for pickup	September 4, 2008
RFP responses due	<b>Tuesday, September 30, 2008 by 5:30 p.m. NO EXCEPTIONS</b>

### **Review Process**

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LTAC review of proposals	October 2008
Recommendation to City Council	October/November 2008
Council budget hearings	November 2008
Budget approval	December 2008

### **Funding Notification**

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Award notices mailed	December 2008
Contracts issued (if required)	January 2009

### **Term**

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Project funding available	January 1, 2009 through December 31, 2009
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***Funds not expended by December 31, 2009 will be forfeited. NO EXCEPTIONS.***

## Project Management

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The City Manager's Office will coordinate the RFP process, publicize, and receive the RFP in accordance with the advertised timeline, and respond to applicant questions as appropriate. The City Manager's Office will then issue contracts for approved projects, and monitor contract compliance. All contracts will require the submission of appropriate written reports regarding the use of allocated funds. The City Manager's office, in cooperation with the Finance Department, will process bills, reimburse expenses, and insure that proper measures are taken to insure compliance with the Washington State Auditor's Office.

## Selection Process

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Each application will be reviewed by LTAC based upon several criteria; eligible activities, effectiveness of proposed project in meeting the expected outcomes, need, and funding requirements. Upon completion of LTAC's review of the written applications, LTAC may request that the applicants make an oral presentation in order to more fully understand the proposed project. The attached Evaluation form (page 9) will be used as a scoring guide in assisting LTAC members in their evaluation of the individual proposals. However, regardless of the methods employed by LTAC, their recommendations will not be subject to review or challenge by the applicant. Once reviewed by LTAC, those recommendations will be forwarded to the City Council for final decision.

## Other Information

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**Contract:** The City will utilize its standard contract for City-funded activities.

**Payment:** Payment will be provided in accordance with the contract.

**Legibility and Additional Materials:** Only two (2) additional pages of materials in addition to the RFP package are allowed. Any additional materials will be disregarded. All information provided should be legible and typed in a 10 or 12 point type.

**Performance:** **\*IMPORTANT NOTICE\*** Washington State law (RCW 67.28.1816(2), amended 2008) now requires that the City of Sunnyside submit an annual report detailing, by event, lodging tax revenue expended, the estimated number of tourists that attended, and estimated lodging stays (heads in beds). Recipients of lodging tax revenue will be required to collect and provide timely submission of this information.

Future allocations of Tourism Funds to agencies that have received funds previously will be subject to an evaluation of past performance.

## Proposal Submittal

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Please deliver two (2) sealed copies of the proposal response (Pages 4 through 7 of this RFP) and any additional information (not to exceed two (2) single pages) to:

Deborah A. Estrada, City Clerk  
City of Sunnyside  
818 E. Edison Avenue  
Sunnyside, WA 98944

**SUBMISSION DEADLINE - NO LATER THAN 5:30 PM, SEPTEMBER 30, 2008.**

*Proposals received after that time, even if mailed earlier, will NOT be accepted.*

# PROJECT PROPOSAL

*(Only two (2) additional pages of materials will be accepted with each application.)*

## Project Title and Type

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Project Title \_\_\_\_\_

Type of Project:

- Tourism Promotion:**
  - Advertising, publicizing, information distribution
  - Develop strategy to expand tourism
  - Operate tourism promotion agency
  - Fund a special event or festival (marketing and/or operations)
  
- Tourism-related Facility** (must be owned by a public entity, 501(c)(3) or 501(c)(6))

## Organization

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Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

Form of Organization: (If funded, information identified on the *Attachments* page may be required.)

- Non-profit (**Proof of non-profit status required**)
- Public Agency
- For Profit

## Contact Person

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Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_



## PROJECT BUDGET

*(Note – This budget should represent the proposal and not the entire agency budget.)*

### Funding Request

Amount Requested \$ \_\_\_\_\_

Can you operate this activity/service with reduced funding?      Yes       No   
If yes, list priorities below:

**Priority 1** - full funding \$ \_\_\_\_\_      **Priority 2** - partial funding (no less than) \$ \_\_\_\_\_

### Income

If you are anticipating receiving partial funding for this activity from others sources, please list the approximate amounts, sources, and status of funding.

	Amount	Source	Projected or Confirmed
	\$ -		
	\$ -		
	\$ -		
	\$ -		
	\$ -		
	\$ -		
<b>TOTAL</b>	<b>\$ -</b>		

### Expenses

Activity	Lodging Funds	Other Funds	Total
<b>Personnel</b> (salaries & benefits)	\$ -	\$ -	\$ -
<b>Administration</b> ( Operating expenses including copies, rent, utilities, phone, taxes, office supplies, etc)	\$ -	\$ -	\$ -
<b>Marketing/Promotion</b>	\$ -	\$ -	\$ -
<b>Travel</b>	\$ -	\$ -	\$ -
<b>Consultants</b>	\$ -	\$ -	\$ -
<b>Construction</b>	\$ -	\$ -	\$ -
<b>Other Activities</b>	\$ -	\$ -	\$ -
<b>TOTAL</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>

## Other Budget Items

Describe and explain the differences in Priority 1 funding and Priority 2 funding.

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What percentage of your budget does your request for lodging funds represent? \_\_\_\_\_%

How will you fund this project if the City of Sunnyside's lodging funds are not available?

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## PROPOSAL CERTIFICATION

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap, and

Certified by:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

## Attachments

Proof of the following information may be required prior to funding.

### Non-Profits

- Copy of state certificate of non-profit incorporation and/or federal copy of 501(c)(3) - **REQUIRED**
- IRS Tax ID number
- Copy of articles of incorporation
- Copy of most recent approved and proposed budgets of the overall organization
- List of members of the organization's board of directors and principal staff
- Proof of insurance

### Public Agencies

- Copy of meeting minutes approving project and authorization of application or a letter or resolution indicating official approval of project and application
- Proof of insurance

### For Profit

- Articles of incorporation
- Ownership statement
- Current business license
- IRS Tax ID number
- State UBI number
- Proof of insurance
- List of managers or principal officers/directors

## Lodging Tax Advisory Committee EVALUATION

Project Title \_\_\_\_\_

Project Description \_\_\_\_\_

**A. Application Complete:** Is the application complete and addresses all pertinent issues and questions identified in the RFP package? Yes  No

*(If the answer is no, the application will not be considered).*

**B. Application Review:** Score each application based on its responses to the specific questions set forth in the application. Circle the appropriate score and total the score at the bottom.

**1. Does the activity/service serve City needs?**

0            4  
No            Yes

**2. Will the activity/service attract, serve, and facilitate overnight tourists?**

0            1            2            3            4  
No    *Minimally*    *Average*    *Good*    *Excellent*

**3. Proposed use of funds is cost effective?**

0            1            2            3            4  
No    *Minimally*    *Average*    *Good*    *Excellent*

**4. Does the proposal provide for adequate evaluation?**

0            1            2            3            4  
No    *Minimally*    *Average*    *Good*    *Excellent*

**5. Proposal demonstrates benefit to tourism?**

0            1            2            3            4  
No    *Minimally*    *Average*    *Good*    *Excellent*

**6. Proposal is clear and specific?**

0            1            2            3            4  
No    *Minimally*    *Average*    *Good*    *Excellent*

**7. Activities/services are likely to be accomplished within the year?**

0            1            2            3            4  
No    *Minimally*    *Average*    *Good*    *Excellent*

**Total Score:** \_\_\_\_\_

Are there any questions or recommendations you have for this applicant?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

EXHIBIT "A"

**Jurisdiction Lodging Tax Reporting Form – To Be Submitted to CTED no later than May 1<sup>st</sup> each year**

PART A

*All jurisdictions are required to fill this out per state law (RCW 67.28.1816(2), amended 2008)*

1. Jurisdiction \_\_\_\_\_ Year \_\_\_\_\_ Total Lodging Tax Revenue Received . . . \$ \_\_\_\_\_
2. Amount used by the jurisdiction for tourism purposes.
3. Amount used by non-profit organizations exempt from taxation under IRS 501 (c)(3) or 501(c)(6) codes . . . . . \$ \_\_\_\_\_
4. List of organizations receiving lodging tax from this jurisdiction (please attached list or use separate sheet of paper to list).

PART B

*Jurisdictions funding festivals, special events and tourism-related facilities owned or sponsored by non-profit organizations or the local jurisdiction are required to complete this section of the form.*

Festival, Event, Tourism Facility owned by a non-profit organization or by the local jurisdiction.	Lodging Tax Revenue Expended (\$)	Estimated Number of Tourists*	Estimated Lodging Stays**	Measurements that demonstrate the impact of increased tourism attributable to the event, festival or facility (optional)
<b>TOTAL</b>				

Person preparing report \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

\* Include tourists, persons traveling more than 50 miles to the location of the event, festival or facility, and overnight stays in the area.

\*\* "Lodging" refers to commercial lodging such as hotels, motels, resorts, bed and breakfasts, or commercial campgrounds.