

December 20, 2016

**CITY OF NORTH BONNEVILLE
RESOLUTION NUMBER 493**

**A RESOLUTION OF THE CITY ON NORTH BONNEVILLE, WASHINGTON AUTHORIZING USE OF
LODGING TAX REVENUES TO FUND CERTAIN CITY SPONSORED PROJECTS**

WHEREAS, the North Bonneville Tourism Committee convened for the purpose of evaluating various tourism funded spending proposals and determined to recommend [6] of them to the North Bonneville City Council for funding consideration; and

WHEREAS, the North Bonneville City Council accepted all but one of the tourism committee's funding recommendations to include a City initiated tourism funding proposal relating to the installation and electrification of a billboard size sign to be located on the City's recently rezoned property known as S-43, located along State Route 14 east of Grenia Road; and

WHEREAS, the City Council is receptive to moving forward with this City sponsored action with guidance from the City Treasurer to assure these restricted lodging tax proceeds are spent appropriately and limited in scope to the deliverables and accompanying sums noted in the City's lodging tax funds application [attached Exhibit "A"]; and

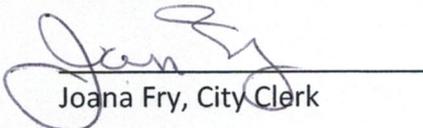
NOW THEREFORE BE IT RESOLVED BY THE CITY OF NORTH BONNEVILLE CITY COUNCIL THAT IT AUTHORIZES USAGE OF LODGING TAX PROCEEDS FOR SIGNAGE INSTALLATION AS DESCRIBED IN THE CITY'S LODGING TAX FUND APPLICATION AND PROVIDED THESE FUNDS ARE EXPENDED AND REPORTING REQUIRMENTS ARE CONCLUDED NO LATER THAN DECEMBER 31, 2017.

PASSED IN REGULAR SESSION this 10TH day of January, 2017



Mayor, Don Stevens

Attest:



Joana Fry, City Clerk

Approved as to Form:



Ken Woodrich, City Attorney

Exhibit "A"

APPLICATION FOR CITY OF NORTH BONNEVILLE LODGING TAX FUNDS

8/08/2016 Version

Note: those who are seeking lodging tax funds must provide the methodology they are reliant upon to demonstrate that the proposal will meet the tourism impact estimate measurement criteria established for their allocation. The applicant's application will be disqualified if it does not provide a plausible methodology for measuring results.

Amount of Lodging Tax Requested: \$3,500

Organization Name: City of North Bonneville

Federal Tax ID Number: 91-6001472

UBI Number: 309-00-528

Activity: Signage placement on a City owned land parcel for promotion and advertising purposes.

Contact Name and Title: Steven Hasson/City Administrator

Mailing Address P. O. Box 7 - North Bonneville, Washington 98639

Phone 509-427-81812 **Email Address** info@northbonneville.net

Check all service categories that apply to this application:

Tourism Promotion/Marketing

Operation of a Special Event/Festival designed to attract tourists

Operation of a Tourism Promotion Agency

Operation of a Tourism-Related Facility owned or operated or non-profit organization

Operation of a Tourism-Related Facility [product] owned by a municipality

Check which one of the following applies:

Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)

For-Profit

Public Agency or Special Purpose District

CERTIFICATION

I am an authorized agent of the organization applying for funding. I understand that:

- I am proposing a tourism-related service for 2017. If awarded, my organization intends to construct a public resolution.

- The City of North Bonneville will only reimburse those costs actually incurred by my organization and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My organization will be required to submit a report documenting economic impact results in a format determined by the City.
- My organization has valid State UBI number and Federal Tax ID Number.

Signature of Authorized Agent:

Date: September 1, 2016

Printed or Typed Name: Steven Hasson

Describe your tourism-related activity or event:

The City has a parcel of land known as S-43 that has more than 100 feet of visible frontage along SR-14 at a location just beyond the entranceway [to the east] into the Beacon Rock Golf Course. This land parcel was recently rezoned commercial and that action affords the placement of a large sign on the property without violating any City, State or Federal signage standards or restrictions. The location visibility is such that the sign message provides opportunity to capture a large attention share of passing motorist and their passengers who are traveling eastward on this highway. The location provides viewers sufficient time to digest a message before they hit the primary entryway into the City [where the Chevron Station is located].

The intent of this funding request is to place a sign at this location of a size and shape to attract the tourism target audience's attention and relying upon commercial billboard standards for that determination. Likely, the sign would be 13.3 feet wide x 10 feet in height. The sign could serve as the City's welcome sign and/or announce upcoming tourism events and/or promote City features such as disc golf, trails, library, senior center, Hamilton Creek to name a few. The sign would be lighted when power is available to the site to provide a 24 hour presence. The sign would also help call attention to our community and noting there are very few messages along the highway that now serve that purpose. Our present public presence along the highway is akin to the Twilight Zone. And without a presence they will not come.

In summary: the placement of a sign at this location has the prospects to facilitate tourism 24 hours a day and enhance the community's bragging rights.

Describe why tourists will travel to North Bonneville resulting from this signage:

If you wish to draw tourists into your community for investment purposes it is necessary to provide them with ample advertising and promotions to capture their attention and create an interest. This sign will assist in this effort by virtue of its presence and placement.

2.

2017 Tourism-Impact Estimate and 2016 Actual Report		
<i>(2016 actual must be completed by those who had an North Bonneville Lodging Tax Contract in 2016)</i>		
As a direct result of your proposed tourism-related service, provide:	2017 Estimate	2016 Actual
a. Overall attendance at your event/activity/facility	4,380	
b. Number of people who travel more than 50 miles for your event/activity	1,095	
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	273	
d. Of the people who travel more than 50 miles, the number of people who stay overnight in North Bonneville	50	
e. Of the people staying overnight, the number of people who stay in PAID accommodations in North Bonneville	50	
f. Number of paid lodging room nights resulting from your event/ activity/ facility	50	
<i>(example: 5 paid rooms on Friday and 12 paid rooms on Saturday = 17 paid lodging room nights)</i>		

3. **What methodology did you use to calculate the 2017 estimates?**

The City assumed 1 person per hour will be drawn into North Bonneville for tourism related purposes and for 12 hours a day 365 days a year based on the signage presence. It is believed these numbers should increase when the sign is lighted to broadcast a 24 hours per day message. The City assumed that 25 percent of the captured tourism market will have traveled 50 miles minimum to reach our community and noting the Columbia Gorge is very attractive to those living in the Vancouver/Portland Area [weather providing].

The City further assumed that 25 percent of the captured market traveling 50 or more miles will investigate our City [25% of 25%] or 6.25% with tourism related intentions. The city speculated that one person per week will determine to pursue an overnight accommodate by virtue of this sign's presence through direct and indirect causal agents. Additionally, it is believed the sign's placement should help capture some of the City of Stevenson's tourism market as well as that of other cities to the east.

Our belief in the power of signage is boosted by the daily revenue collections we receive from the disc golf donation box due to its placement next to the first golf tee that did not occur until the signs were installed.

4. What methodology did you use to calculate / document the 2016 actual numbers?

N/A

5. Is there a host hotel for your event (yes or no)? If yes, list the host hotel.

Possibly – and depending on message content

6. Describe the prior success of your event/activity/facility in attracting tourists.

The City of NB has continued to develop strategies to entice visitors into the community

7. Describe you target tourist audience (location, demographics, etc).

Driver's driving on Highway 14 eastward and their passengers and based on the mythology noted above

8. Describe how you will promote your facility to attract tourists.

A large presence visual communication intended to pique interest in our community.

9. Describe how you will promote lodging establishments and businesses located in the City of North Bonneville.

Either directly or indirectly based on message content - the sign is intended as a social magnet.

10. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, list the other jurisdiction(s) and amount(s) requested.

No. The City's intent is to assure we are tourism competitive.

What is the overall budget for your facility? What percent of the budget are you requesting from North Bonneville Lodging Tax Fund?

\$3500 - that sum represents approximately 5% of the expected tourism budget to be complemented by a yet unknown contribution from other City revenue sources. The City intends to construct and design [if approved] a majority of this signage with City staff and equipment. One thing that factors into the signage cost has to do with a need to engineer the sign to accommodate various loading forces on its surfaces and upon the supporting earth [due to elemental forces and weight distributions].

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

The City is thankful for any amount provided and will make due the best we can with what we receive.

Application Deadline: Friday, September 02, 2016, 5:00 p.m. – received at North Bonneville City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline.

The North Bonneville Tourism Committee will review proposals at a public meeting in October (date to be set) at North Bonneville City Hall located at 214 CBD. The City Council will review the Committee's recommendations as part of its annual budget process.

Submit original AND 5 copies (application and attachments) to:

City of North Bonneville Lodging Tax Advisory Committee

c/o Steven Hasson, City Administrator

PO Box 7; North Bonneville, WA 98639

Email: steve@northbonneville.net

City Hall Street Address: 214 CBD, North Bonneville, Washington 98639

- **You must complete and sign the cover sheet with this packet.**
- **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**
- **Please number each page in your packet, except for the optional brochures/information.**

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of North Bonneville.
3. For Non-Profit submittals provide a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
4. A copy of your agency's City of North Bonneville business license.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.

The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of all or parts of the proposals and attached documents.

City of North Bonneville Policy Statement for Use of the Lodging Tax Fund

North Bonneville Lodging Tax Fund will be the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City 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 North Bonneville City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of North Bonneville.
- Promote events, activities, and places in the City of North Bonneville to potential tourists from outside Skamania County or Oregon State.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to North Bonneville.
- Have a demonstrated history of success in North Bonneville, 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.

North Bonneville Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City Treasurer.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Projected economic impact within the City of North Bonneville, in particular projected overnight stays in North Bonneville lodging establishments.
- The applicant's history of tourism promotion success.
- The applicant's general knowledge of the community and tourism-related activities.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitor's bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. 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

d. 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) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities 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 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, and used to support tourism, performing arts, or to accommodate tourist activities.
- "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.