

**COLVILLE CITY COUNCIL AGENDA ITEM  
BRIEFING SHEET**

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**Meeting Date:** September 11, 2018

**Contact:** Holly Pannell, City Clerk/Human Resources Manager  
Anne Lawson, Councilmember  
Nancy Foll, Councilmember

**Topic or Problem Statement:**

Request for Lodging Tax funding for the Washington State Senior Bowling Tournament.

**Type of Briefing:**

Information Only       Discussion Only       Decision Needed

**Background of Situation:**

The Northeast Washington/USBC Bowling Association has requested \$600.00 from the Lodging Tax Committee for the Washington State Senior Bowling Tournament event on October 6, 2018 through October 21, 2018 in Colville. Funding would cover copies, printing and promotional towels.

**Goals and Objectives: i.e., CFP, Comprehensive Plan, Safety, etc.**

Council Goals:

- #1 – Colville is a community where people want to live and work.
- #3 – Colville is a safe and healthy place to live.

Strategic Plan Goal:

- #1 Provide a high level of quality public services to the community.

**Evaluate Alternatives or Options/Consequences of Inaction:**

Consequences – No funding from Lodging Tax.

**Funding Needed and Recommended Source (BARS #):**

\$600 from Lodging Tax Fund – Fund #112.

Available balance in this fund is \$157,751.00

**Attachments:**

Lodging Tax funding application for Washington State Senior Bowling Tournament.

**Recommended Action with Justification:**

Approve the request of \$600.00 Lodging tax funding for copies, printing and promotional towels.

## Holly Pannell

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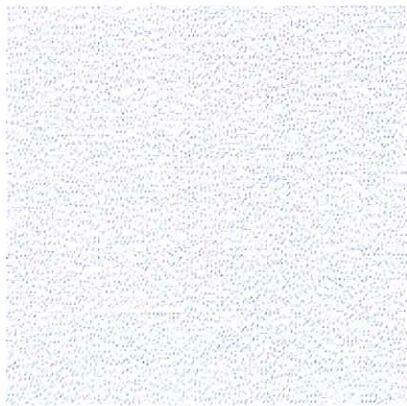
**From:** Nancy Foll  
**Sent:** Monday, August 20, 2018 11:40 AM  
**To:** Holly Pannell; Anne Lawson  
**Cc:** Mayor Janke  
**Subject:** Re: Lodging Tax - Bowling Tournament

I like this idea as it is something new & brings folks to town. I really like their idea about partnering with businesses for coupons etc.

I see that they say "advertise" tourney but don't see much advertising money on the budget. What I do see is promotional & goodie bag stuff. If that is an allowable expense we can pay for then I am ok with it - just not sure. Nancy

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**From:** Holly Pannell  
**Sent:** Monday, August 20, 2018 8:46 AM  
**To:** Anne Lawson; Nancy Foll  
**Cc:** Mayor Janke  
**Subject:** FW: Lodging Tax - Bowling Tournament



Event is October 6, 2018.

*Holly Pannell*

Holly Pannell, MMC, PFO  
City Clerk/Human Resources Manager



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LODGING TAX FUNDING APPLICATION FOR 2018

Project Title: Washington State Senior Bowling Tournament Date of Event: October 2018

Type of Project:  Cost of Tourism Promotion  
 Economic activity such as overnight lodging, meals, tours, gifts or souvenirs  
 Marketing & Operations of Special Events/Festivals  
 Tourism Facility  
 Operation of tourism-related facility

RECEIVED  
 AUG 13 2018  
 CITY OF COLVILLE  
 CITY CLERK

Organization: Northeast Washington/USBC Bowling Association

Address: 815 E. Forest Ave

City: Colville State: WA Zip Code: 99114

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Organization is:  Non-profit  Public Agency  For Profit  
 501(c)(3)  
 501(c)(6)

Has organization received Lodging Tax Funding in previous years:  Yes  No

Contact Person: Larry Bates

Telephone: (509) 680-4454 E-mail: larrybates815@outlook.com

Lodging Tax Funds Requested	Applicant's Match (or In-Kind)	Total Project Budget
\$ <u>600.00</u>	+ \$ <u>200.00</u>	= \$ <u>800.00</u>

Beginning Date: Oct. 6, 2018 Ending Date: Oct. 21, 2018

Short Summary: Please provide a short summary of how the Lodging Tax Funds will be used.

Lodging tax will be used to advertise the tournament. Funds will cover the cost of printing information about the local area and activities, as well as discount coupons for local merchants and promotional towels for participants with tournament name, year and location (Colville, WA). These will be provided to the participants upon registration,

## PROJECT DESCRIPTION AND SCOPE OF WORK

Describe your organization and a brief history of event (if any). Provide a concise summary of your request and what it will accomplish. If your request is part of a larger project briefly describe the overall project. However, please focus the majority of your comments on the specific element for which you are requesting funding. Include any partnerships. Fully describe the project. Limit your answer to this page.

- ✓ What is it you wish to do?
- ✓ Will it promote tourism, present an event, or build a tourism related facility?
- ✓ How and why will the community benefit?
- ✓ Brief history of event or organization.

This event will provide an opportunity to showcase our community, not only for bowling but also for all the various recreational opportunities that exist in our community. This event usually has over 200 participants every year. It is anticipated that most of the participants will stay 1-2 nights since each of the 3 competitive events lasts 3 hours. Participants usually spread these over the weekend. Participants will have plenty of free time to visit our community. Some of the local proprietors have agreed to provide specials for tournament participants. The tournament itself does not generate revenue for the local or state USBC associations. After expenses, revenues received is placed in a prize fund and awarded to participants on a 1 to 4 or similar formula. Our association was founded in 2005 when the American Bowling Association merged with the Women's International Bowling Congress. The purpose of our association is to promote the sport of bowling, represent our bowlers at the state and national level, and to support our youth bowlers. This years tournament will be the 52nd year for this event and the first year we have been able to host it.

## COMMUNITY ECONOMIC IMPACT

Please fill out the following chart with the number of people predicted to attend the event/activity. If funds are received, a follow-up report will need to be completed after the event/activity containing the actual numbers for the following categories.

Category	Explanation	Predicted Number
Overall Attendance	Enter the total number of people predicted to attend this activity.	200 +
Attendance, 50+ Miles	Enter the number of people who travelled greater than 50 miles predicted to attend this activity	150
Attendance, Out of State, Out of Country	Enter the number of people from outside the state and country predicted to attend this activity.	30 / 120
Attendance, Paid for Overnight Lodging	Enter the number of predicted to attend this activity and pay for overnight lodging.	100 - 150
Attendance, Did Not Pay for Overnight Lodging	Enter the number of predicted to attend this activity and without paying for overnight lodging.	50
Paid Lodging Nights	Total projected number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night.)	200 - 250

How will moneys received result in increases in the number of people traveling for business or pleasure on a trip:

*As a new location we hope to attract as many bowlers to the tournament as possible, provide the interest to the bowlers to experience what Colville and Stevens County has to offer and consider bringing their families.*

### RESOURCES AVAILABLE FOR EVENT OR FACILITY

What alternatives to using Lodging Tax Funding have been explored in the last 12 months and what were the results?

*None. Most of our associations fund raisers are to support our youth bowling program.*

### PROJECT TIME LINE

In the space provided below, please provide a project schedule, identifying relevant milestones.

Beginning date: *January 6, 2018 tournament awarded to NEW/USBC.*

Key interim dates: *March 2018 WA USBC sends out entry forms to bowling and associations. June 2018 print poster boards to place in bowling centers, August - September print coupons from local merchants for event discounts, and purchase and print towels.*

Ending date: *October 21, 2018 association reviews event.*

What measures will you apply to evaluate the project's success? *Determine number of participants and compare to estimated levels and past participation. Contact local merchants to determine if they benefitted from the event. Solicit feedback from the participants about the event and community.*

# PROJECT BUDGET

Please detail the budget for your project. While matching funds are not required, the amount of additional funds, supplies, materials and staff/volunteer time an organization brings to an event is a good measure of that organization's commitment to success.

Projected Expenses:	Lodging Tax Request	+	Applicant's Match (or In-Kind) =	=	<u>Total Expenses</u>
<i>Personnel (salary+benefits)</i>					
<u>Volunteers</u>	\$ 0	+	\$ 400 man hrs	=	\$ 0
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
<i>Advertising (list each type)</i>					
<u>Facebook</u>	\$ 0	+	\$ 0	=	\$ 0
<u>WA USBC Web Site</u>	\$ 0	+	\$ 0	=	\$ 0
<u>NW Bowlers Site</u>	\$ 0	+	\$ 0	=	\$ 0
_____	\$ _____	+	\$ _____	=	\$ _____
<i>Contract services</i>	\$ 0	+	\$ 0	=	\$ 0
<i>Copies/printing</i>	\$ 200.00	+	\$ 200.00	=	\$ 400.00 <del>\$ 200.00</del>
<i>Equipment</i>	\$ 0	+	\$ 0	=	\$ 0
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
<i>Postage</i>	\$ 0	+	\$ 0	=	\$ 0
<i>Rental space costs</i>	\$ 0	+	\$ 0	=	\$ 0
<i>Supplies</i>	\$ 0	+	\$ 0	=	\$ 0
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
<i>Travel</i>	\$ 0	+	\$ 0	=	\$ 0
<i>Utilities</i>	\$ 0	+	\$ 0	=	\$ 0
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
<i>Other (name)</i>					
<u>Promo Towels (250)</u>	\$ 400.00	+	\$ 0	=	\$ 400.00
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____
_____	\$ _____	+	\$ _____	=	\$ _____

**TOTAL EXPENSES** \$ 600.00 + \$ 200.00 = \$ 800.00  
**Must match Total Project Budget amounts on page 1**

(Project Budget continued from previous page)

**Projected Revenue:**

	<u>Lodging Tax Request</u>	+	<u>Applicant's Match (or In-Kind)</u>	=	<u>Total Revenues</u>
Dues			\$ <u>0</u>	=	\$ <u>0</u>
Fundraising			\$ <u>0</u>	=	\$ <u>0</u>
Government					
City (your requested \$)	\$ <u>600.00</u>			=	\$ _____
County			\$ _____	=	\$ _____
State			\$ _____	=	\$ _____
Other (list)					
<u>NEW/USBC</u>			\$ <u>200.00</u>	=	\$ _____
_____			\$ _____	=	\$ _____
_____			\$ _____	=	\$ _____

**TOTALS REVENUE** \$ 600.00 + \$ 200.00 = \$ 800.00

**Must match Total Expenses on bottom of page 4  
and  
Total Project Budget amounts on page 1**

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The undersigned acknowledges that he or she is acting on behalf of the named organization and the organization is a legal entity of the State of Washington. He or she also certifies that the information contained in this application is true, correct and complete to the best of his or her knowledge and belief. The undersigned will also be available to supply any additional information as desired by the Mayor and/or City Council in considering this application.

Larry J. Bates  
Signature

8/13/2018  
Date

Larry J. Bates  
Print Name

NEW/USBC Asso. President  
Title