

**COLVILLE CITY COUNCIL AGENDA ITEM
BRIEFING SHEET**

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**Meeting Date:** December 11, 2018

**Contact:** Mayor Lou Janke and Lodging Tax Committee

**Topic or Problem Statement:**

Possible approval of Lodging Tax funding for the Tiger-Tri.

**Type of Briefing:**

Information Only     Discussion Only     Decision Needed

**Background of Situation:**

The Lodging Tax Committee has reviewed the application for 2019 Lodging Tax funding. We are recommending funding for the Tiger-Tri in the amount of \$7,000.00.

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

City Council Goal #2: Colville manages its finances through a combination of active investments and sustainable revenue with realistic projections and expenditures.

City Council Goal #5: Colville City encourages transparency and communication with its residents.

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

If funding is not granted this event will likely not happen.

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

\$7,000 from the Lodging Tax Fund 112-000-000-508-10-02-00. Current available balance is \$121,847.

**Attachments:**

Application for funding from Colville Tiger-Tri.

**Recommended Action with Justification:**

Council motion to approve the request for 2019 Lodging Tax funds for Colville Tiger-Tri in the amount of \$7,000.

LODGING TAX FUNDING APPLICATION FOR 2019

Project Title: Tiger-Tri Date of Event: 7/20/2019

- 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**  
NOV 16 2018

CITY OF COLVILLE  
CITY CLERK

Organization: City of Colville Recreation Department

Address: 356 E. Dominion Ave

City: Colville State: WA Zip Code: 99114

Telephone: 684-6037 Website: www.colville.wa.us  
+ www.tigertri.com

- 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: Jillian Marshall

Telephone: 684-6037 E-mail: jmarshall@colville.wa.us

| Lodging Tax Funds Requested | Applicant's Match (or In-Kind) | Total Project Budget  |
|-----------------------------|--------------------------------|-----------------------|
| \$ <u>7,000.00</u>          | + \$ <u>7,907.00</u>           | = \$ <u>14,907.00</u> |

Beginning Date: Jan. 2019 Ending Date: July 20, 2019

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

Funds will be used to market, promote and help with operational cost of the tiger tri. Advertising, awards and shirts are just a few items that will promote Colville's Tiger Tri.

## 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.

The 2019 Tigu-Tri will be the 29<sup>th</sup> annual event. This event is enjoyed by locals, family, friends and some very serious endurance athletes. The 40k bike course from Beaver Lodge to Colville is always a favorite among all the participants. Last year we had 53 participants travel to Colville from areas of 50+ miles. Some find lodging, many stay with friends and family but most of them need to eat and enjoy shopping or visiting favorite locations. The Tigu Tri will be making some changes to draw in more avid triathletes, and the locals with small variations to the run course and finish line. We are asking for funding to continue this fun event that brings persons to our community for a fun and healthy event. Funding will support timing, advertising and enjoyment.

**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.                                                        | 110              |
| Attendance, 50+ Miles                         | Enter the number of people who travelled greater than 50 miles predicted to attend this activity                           | 65               |
| Attendance, Out of State, Out of Country      | Enter the number of people from outside the state and country predicted to attend this activity.                           | 10               |
| Attendance, Paid for Overnight Lodging        | Enter the number of predicted to attend this activity and pay for overnight lodging.                                       | 30-50            |
| Attendance, Did Not Pay for Overnight Lodging | Enter the number of predicted to attend this activity and without paying for overnight lodging.                            | ~80              |
| Paid Lodging Nights                           | Total projected number of paid lodging nights. (One lodging night = one or more persons occupying one room for one night.) | 50               |

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

Funding will allow for expanded marketing to areas such as Spokane, CDA, Boise and hopefully B.C.

**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?

Sponsorships and donations along with Parks and Recreation budget. Volunteers give a total of 175 hours each year, if not more.

**PROJECT TIME LINE**

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

Beginning date: Nov. 2018

Key interim dates: Dec will award timing company bids.

Jan. 2019 - open registrations, July 20 event day.

Ending date: July 20, 2019

What measures will you apply to evaluate the project's success? Sustained or improved participation

## 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.

| <b>Projected Expenses:</b>          | <b>Lodging Tax Request</b> | <b>+</b> | <b>Applicant's Match (or In-Kind) =</b> | <b>Total Expenses</b> |
|-------------------------------------|----------------------------|----------|-----------------------------------------|-----------------------|
| <i>Personnel (salary+benefits)</i>  |                            |          |                                         |                       |
| <u>Flaggers</u>                     | \$ _____                   | +        | \$ 1,100.00 =                           | \$ 1,100.00           |
| <u>Volunteers</u>                   | \$ _____                   | +        | \$ 2,000.00 =                           | \$ 2,000.00           |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <i>Advertising (list each type)</i> |                            |          |                                         |                       |
| <u>KCVL Radio</u>                   | \$ _____                   | +        | \$ 240.00 =                             | \$ 240.00             |
| <u>Print/Magazines</u>              | \$ 2,000.00                | +        | \$ _____ =                              | \$ 2,000.00           |
| <u>Online</u>                       | \$ 800.00                  | +        | \$ _____ =                              | \$ 800.00             |
| <u>Endurance Event Marketing</u>    | \$ 500.00                  | +        | \$ 100.00 =                             | \$ 600.00             |
| <u>Contract services</u>            | \$ 3,700.00                | +        | \$ _____ =                              | \$ 3,700.00           |
| <u>Copies/printing</u>              | \$ _____                   | +        | \$ 100.00 =                             | \$ 100.00             |
| <i>Equipment</i>                    |                            |          |                                         |                       |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <u>Postage</u>                      | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <u>Rental space costs</u>           | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <i>Supplies</i>                     |                            |          |                                         |                       |
| <u>Finisher Food</u>                | \$ _____                   | +        | \$ 200.00 =                             | \$ 200.00             |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <u>Travel</u>                       | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <i>Utilities</i>                    |                            |          |                                         |                       |
| <u>Toilet Rental</u>                | \$ _____                   | +        | \$ 575.00 =                             | \$ 575.00             |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| _____                               | \$ _____                   | +        | \$ _____ =                              | \$ _____              |
| <i>Other (name)</i>                 |                            |          |                                         |                       |
| <u>Shirts + Awards/Flags</u>        | \$ _____                   | +        | \$ 2,400.00 =                           | \$ 2,400.00           |
| <u>Housing</u>                      | \$ _____                   | +        | \$ 500.00 =                             | \$ 500.00             |
| <u>Bus</u>                          | \$ _____                   | +        | \$ 320.00 =                             | \$ 320.00             |
| <u>Ambulance</u>                    | \$ _____                   | +        | \$ 372.00 =                             | \$ 372.00             |
| <b>TOTAL EXPENSES</b>               | <b>\$ 7,000.00</b>         | <b>+</b> | <b>\$ 7,907</b>                         | <b>= \$ 14,907.00</b> |

**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>6,500.00</u>                    | = | \$ <u>6,500.00</u>    |
| Fundraising (goal)          |                            |   | \$ <u>400.00</u>                      | = | \$ <u>400.00</u>      |
| Government                  |                            |   |                                       |   |                       |
| City (your requested \$)    | \$ <u>7,000.00</u>         |   |                                       | = | \$ <u>7,000.00</u>    |
| County                      |                            |   | \$ _____                              | = | \$ _____              |
| State                       |                            |   | \$ _____                              | = | \$ _____              |
| Other (list)                |                            |   |                                       |   |                       |
| <u>Donations/Volunteers</u> |                            |   | \$ <u>1,007.00</u>                    | = | \$ <u>1,007.00</u>    |
| _____                       |                            |   | \$ _____                              | = | \$ _____              |
| _____                       |                            |   | \$ _____                              | = | \$ _____              |


**TOTALS REVENUE** \$ 7,000.00 + \$ 7,907 = \$ 14,907.00

**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.

  
Signature

11/16/18  
Date

Jillian Marshall  
Print Name

Park + Rec. Director  
Title