

GUIDELINES - 2025 funding

- OBJECTIVE:** City of Edmonds Lodging Tax Advisory Committee (LTAC) awards contracts for services to promote cultural/art events/programs that contribute to economic vitality through attracting audience from outside of Edmonds. This objective is accomplished through funding provided to the Edmonds Arts Commission by the City of Edmonds Lodging Tax Fund per City Council Resolution 630. Generally, no more than \$2,800 is awarded to any one organization and eligible expenses are reimbursable through the grant. Allocations are approved by LTAC and City Council as part of the annual City budget approval process. **Funded projects are required to include the following credit on all promotion materials: "Funded in part by Edmonds Arts Commission Tourism Promotion Award through City of Edmonds Lodging Tax Funds."**
- ELIGIBILITY:** **Projects/programs/activities presented in 2025** by not-for-profit arts and culture organizations that include promotion to attract visitors to Edmonds are eligible. Promotion can include advertising, publicizing, or distribution of information on activities or events for the purpose of attracting and welcoming visitors to Edmonds. **Proposals that are exclusively for an organization's membership or other exclusive group will not be considered.**
- DEADLINE:** **Applications are due Wednesday, May 29, 2024.** Incomplete or late applications will not be considered.
- APPLICATION REVIEW PROCESS:** Applications are reviewed by the Edmonds Arts Commission and awards are voted on at the regular June Commission meeting. The grant amounts are then recommended to the Lodging Tax Advisory Committee for review and inclusion in the 2025 City budget. Grants are approved by City Council as part of the City budget approval process. Applicants will be notified by the end of January, 2025. Award recipients are required to submit a Final Report by January 10, 2026.
- PROCEDURES:** **Applications must be submitted on the attached form.** We do not anticipate you will need more space than the amount allowed to answer questions. Cover letters may be added but will not substitute for an application form. **Please email a PDF of your completed application to: eac@edmondswa.gov by 5 pm Wednesday May 29, 2024.**
- QUESTIONS:** Contact the Cultural Arts Office, Frances Chapin, Edmonds Arts Commission staff liaison, 425-771-0228, or frances.chapin@edmondswa.gov

REVIEW CRITERIA

In awarding these contracts for services to promote cultural tourism the Edmonds Arts Commission recommendations are generally based on the following criteria to evaluate the applicant organization:

- (40%) 1. Promotion of artistic quality: the degree of professionalism exhibited in events/programs sponsored by the organization; the extent to which these events/programs attract diverse visitors to the community and improve the community's reputation for and appreciation of the arts.
- (15%) 2. Community Cultural Plan: the extent to which the organization supports the goals or implements strategies of the Community Cultural Plan or the Creative District. A copy of the plan can be downloaded at www.edmondsartscommission.org under Cultural Planning.
- (15%) 3. Public participation: the degree to which the public is involved in organizing, implementing and evaluating the projects of the organization; attendance by the public.
- (15%) 4. Financial management: the demonstration of financial need is reflected in the budget, reasonable ratio of program expenditures to administrative costs and information about other funding sources, i.e. donations.
- (15%) 5. Management capabilities: demonstration of the ability to complete and evaluate the project successfully, i.e. board resources, skilled personnel, previous successful programs. Previous year recipients of EAC Tourism Promotion Awards will be reviewed contingent on submission of a satisfactory Final Report.

1. Applicant Organization

LEGAL NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____

ZIP: _____

ORGANIZATION CONTACT: _____

PHONE: _____

EMAIL: _____

BOARD PRESIDENT: _____

INCORPORATION DATE: _____

IRS DETERMINATION # _____

GRANT PREPARED BY: _____

EMAIL or PHONE: _____

2. Organization Profile: Briefly describe the mission and goals of your organization and your programs and services.**3. Event/Program Information:** Describe the specific event(s) or program(s) you plan to promote with this funding (e.g. one play or a season of plays; a concert series or a special concert). Promotion of a series or season of events is encouraged.

PROGRAM/EVENT: _____

PROGRAM START DATE: _____

PROGRAM END DATE: _____

4. Description of funded components: What promotional component(s) will these funds be used (For example, radio advertising, print advertising, social media, over the street banner, etc.)?

TOTAL REQUEST \$ _____ (awards generally do not exceed \$2,800)
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5. Project Evaluation: Please answer the following questions with regard to the specific promotional component(s) for which you are requesting funds (e.g. brochure, radio ads, poster etc.). Include additional information on your overall program if applicable.**5a.** Explain how the promotional component will encourage visitors to Edmonds.**5b.** How will you evaluate and report the effectiveness of the promotional component in attracting diverse visitors to Edmonds?

5c. How are volunteers and the greater public involved in organizing, implementing and evaluating the proposed event/program that is being promoted? (boards, community groups, collaborations etc.)

5d. How does your promotional component, as well as your overall program, further the goals of the 2014 Community Cultural Plan (A copy of the plan is available at www.edmondsartscommission.org)?

6. Estimated Attendance Information: You are required to answer these questions to the best of your ability. The State recognizes the technical difficulty of determining actual tourism impact figures, but please provide your best estimates. In some instances, good faith estimates of actuals can be reported, provided applicants and users of funds indicate how those estimates will be developed.

NOTE: All information, including descriptions of how actual impacts were estimated, will be available for public review. **The Final Report after your event asks for both predicted # from your application and actual numbers.**

6a. Overall Attendance: Enter the total number of people predicted to attend this program activity or event. Select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6b. Attendance, 50+ miles: Enter the number of people who travel greater than 50 miles predicted to attend this activity and select the method used to determine the attendance (this number will also include people from out of state/out of country).

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6c. Attendance, Out of State, Out of Country: Enter the number of people from outside the state and country predicted to attend this activity and select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6d. Attendance, Paid for Overnight Lodging: Enter the estimated number predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6e. Attendance, Did not pay for overnight lodging: Enter the number predicted to attend this activity without paying for overnight lodging and select the method used to determine the attendance.

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

6f. Paid Lodging Nights: Total estimated number of paid lodging/room nights (e.g. if a couple attending your program from out of town booked a hotel room, then that would equal **one** Lodging Night).

Predicted: _____

Method: direct count__ indirect count__ representative survey__ informal survey__ structured estimate__ other__ N/A__ (please explain "other" and "n/a"):

Additional Notes:

Provide any additional information regarding the **local impact** of the festival, events, or tourism-related facility using lodging tax funds (example: attendees eating at an Edmonds restaurant, or shopping, etc.) _____

Describe how you use **social media** to promote your events _____

7. Organization Budget Overview

Organization's Fiscal year starting & ending dates: From:		To:
Most recently completed fiscal year actuals	Revenue:	Expense:
Current fiscal year projected	Revenue:	Expense:

8. Please provide the following supportive documentation with your application:

- ___ 1. **I.R.S. Determination Letter** (501(c)(3) Status) **or** WA State non-profit designation
- ___ 2. A current copy of your **approved Operating Budget**
- ___ 3. **Current Board List (with contact information)**
- ___ 4. **Three letters of support for the project.** These letters may be from up to two board members, plus participants and/or recipients of your program/services attesting to the value/need of your proposal and your ability to complete the project.

___ **Scan as a PDF and email the completed application and supporting materials to eac@edmondswa.gov.**
If you are unable to email a scanned PDF copy (no photos/jpgs) please mail or deliver a hard copy by the due date.

>> NOTE: incomplete grant requests will not be considered <<