



LODGING TAX FUND APPLICATION FORM

Event: _____

Estimated number of tourists traveling over fifty miles to the festival or event: _____

Name of Organization: _____

Mailing Address: _____

Contact Person: _____ Phone: (____) _____ E-Mail: _____

Amount Requested: \$ _____ Total Event Cost: \$ _____

Lodging tax funds provided to community organizations are for advertising and/or promotional expenses associated with events, festivals or other activities designed to attract overnight or day visitors. Marketing can include radio, TV and print advertising. All marketing efforts supported by lodging tax funds should include a statement acknowledging the City of Camas's financial support.

IN ADDITION TO THIS FORM, APPLICANTS MUST SUBMIT THE FOLLOWING:

- (1) A brief budget including all income and expenses for the event (including matching funds and in-kind contributions) and clearly showing which expenses lodging tax dollars will be used for.
- (2) A detailed advertising budget including types of media (radio, newspaper, posters, etc), dollar amount anticipate to be spent on each type of advertising and specifics on which media outlets will be used (Columbian, Oregonian, etc). Priority is given to events whose marketing plan reflects the goal of attracting tourists from outside the Portland/Camas metro area.
- (3) On a maximum of two pages, please describe the proposed project and explain how it will assist in building tourism and/or promoting events that will bring visitors to the City of Camas. In addition to the two pages, a limited amount of promotional brochures, flyers, etc may be included.

CRITERIA FOR SELECTION OF LODGING TAX FUND RECIPIENTS:

- Event can demonstrate, through surveys, event registration information, hotel registration information or other method, that it brings overnight visitors who stay in Camas lodging establishments.
- Event leverages funds from other sources, both cash and in-kind. Priority will be given to projects where lodging tax funds are not the sole source of revenue.
- Event has growth potential and organizer has a plan for increasing attendance.
- Organization or event promoter has a successful track record of organizing community events. This is especially important for proposed new events.

STATE REQUIREMENTS

Beginning with the 2008 calendar year, local jurisdictions are now required to provide annual reports to the Department of Commerce on the expenditure of lodging tax funds. The report must include:

- 1) The list of festival, special events or non-profit organizations that receive lodging tax funds
- 2) The amount of lodging tax funding expended on each festival or special event sponsored by a non-profit

Information for requirements #1 and #2 should be provided as part of this application process. The City requests that all events or activities receiving lodging tax funds provide, to the best of their ability, the estimated total number of attendees, the estimated total number attendees who are tourists (defined as traveling more than fifty miles) and any information regarding overnight stays that is available. For events held in the following year information will be due to the City by **March 31, 2012**

If you have further questions, contact the Camas Finance Department at (360) 834-2462.

Signature of Authorized Representative:

Date: