



# The City of Sunnyside

City Clerk's Office

Advertisement for

## LTAC General RFP for 2018

Date issued: August 21, 2017

Notice Published:

- Daily Sun News August 22, September 5 and 19
- Website August 21 through October 9

Contact person: Deborah Estrada, City Clerk  
509.836.6310  
[destrada@sunnyside-wa.gov](mailto:destrada@sunnyside-wa.gov)

Submission deadline: October 9, 4 p.m.

Submit to: Deborah Estrada, City Clerk  
City of Sunnyside  
818 E. Edison Avenue  
Sunnyside, WA 98944



# Request for Proposals

2018 Lodging Tax Funding Application  
**DUE – October 9, 2017 by 4:00 p.m.**

## RFP Purpose

(Excludes Information Center, Cinco de Mayo, and Lighted Farm Implement Parade)

Each year the City of Sunnyside receives funds from the lodging tax imposed upon hotels and motels located within the City, as provided by Ordinance No. 1973. Proposals for use of a portion of these funds are now being solicited by the City.

All proposals that comply with the guidelines established herein will be evaluated by the Lodging Tax Advisory Committee (LTAC) as defined by Sunnyside Municipal Code, Chapter 2.50.120, and the Revised Code of Washington, Chapter 67.28. LTAC will then submit its funding recommendations to the Sunnyside City Council for final review and adoption.

## Project Description

Activities eligible for assistance include, but are not limited to, those that: increase tourism by advertising, publicizing, and distributing information for the purpose of attracting and welcoming tourists; develop strategies to expand tourism; operate tourism promotion agencies; construct tourism-related facilities, and fund and market events and festivals designed to attract tourists.

The expected outcome of such activity will accomplish one or more of the following:

- Increase hotel occupancy in Sunnyside by extending length and frequency of overnight stays.
- Increase overnight stays during the off season (October - April).
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to Sunnyside and thereby generate additional business for hotels and motels.
- Improve the City's overall image to stimulate positive customer awareness.

Each project should be submitted as a separate document, thereby allowing for a clear understanding of each project. The specific amount of the applicant's proposal is open, to be defined by the applicant. As a recommendation, the applicant may wish to define alternate levels of funding, indicating as their first priority the maximum amount desired and, as a second priority, the minimum acceptable amount. Some definition of the differences in the level of services to be provided under the two priorities should be included. The establishment of alternate funding levels will allow the City some latitude in approving projects reviewed and recommended by LTAC without the necessity of rejecting one or more projects due to a potential lack of funds.

## RFP Schedule

---

(With the exception of the RFP due date, dates may be adjusted to meet unexpected circumstances.)

### **Publication and Due Date**

---

Public notice advertised – Daily Sun News	August 22, September 5 and 19
Notice published on the City Website	August 21 through October 9
RFP package available for pickup	August 21, 2017
RFP responses due	<b>October 9, 2017 by 4 p.m.</b>

### **Review Process**

---

LTAC review of proposals	October 19, 2017 at 4 pm
Recommendation to City Council	October 23, 2017

### **Funding Notification**

---

Award notices mailed	November 2017
Contracts issued (if required)	December 2017/January 2018

### **Term**

---

Project funding available	January 1, 2018 through December 31, 2018
---------------------------	--

***Funds not expended by December 31, 2018 will be forfeited. NO EXCEPTIONS.***

## Project Management

---

The City Clerk's Office will coordinate the RFP process, publicize, and receive the RFP in accordance with the advertised timeline, and respond to applicant questions as appropriate. The City Clerk's Office will then issue contracts for approved projects, and monitor contract compliance. All contracts will require the submission of appropriate written reports regarding the use of allocated funds. The City Clerk's office, in cooperation with the Finance Department, will process bills, reimburse expenses, and ensure that proper measures are taken to insure compliance with the Washington State Auditor's Office.

## Selection Process

---

Each application will be reviewed by LTAC based upon several criteria; eligible activities, effectiveness of proposed project in meeting the expected outcomes, need, and funding requirements. Upon completion of LTAC's review of the written applications, LTAC may request that the applicants make an oral presentation in order to more fully understand the proposed project. The attached Evaluation form (page 9) will be used as a scoring guide in assisting LTAC members in their evaluation of the individual proposals. However, regardless of the methods employed by LTAC, their recommendations will not be subject to review or challenge by the applicant. Once reviewed by LTAC, those recommendations will be forwarded to the City Council for final decision.

## Other Information

---

**Contract:** The City will utilize its standard contract for City-funded activities.

**Payment:** Payment will be provided in accordance with the contract.

**Legibility and Additional Materials:** Only two (2) additional pages of materials in addition to the RFP package are allowed. Any additional materials will be disregarded. All information provided should be legible and typed in a 10 or 12 point type.

**Performance:** **\*IMPORTANT NOTICE\*** Washington State law (RCW 67.28.1816(2), amended 2008) requires that the City of Sunnyside submit an annual report detailing, by event, lodging tax revenue expended, the estimated number of tourists that attended, and estimated lodging stays (heads in beds). Recipients of lodging tax revenue will be required to collect and provide timely submission of this information within 30 days of event date.

Future allocations of Tourism Funds to agencies that have received funds previously will be subject to an evaluation of past performance.

## Proposal Submittal

---

Please deliver **seven (7) copies** of the proposal response (Pages 4 through 8 of this RFP) and the required documentation identified on page 9 (Attachments) in a sealed envelope and any additional information (not to exceed two (2) single pages) to:

Deborah Estrada, CMC, City Clerk  
City of Sunnyside  
818 E. Edison Avenue  
Sunnyside, WA 98944

**SUBMISSION DEADLINE - NO LATER THAN 4 PM, OCTOBER 9, 2017.**

*Proposals received after that time may be considered if funding is available.*

# PROJECT PROPOSAL

*(Only two (2) additional pages of materials will be accepted with each application.)*

**PROPOSALS MUST BE TYPED**

## Project Title and Type

Project Title \_\_\_\_\_

Type of Project:

**Note** - Marketing efforts must target tourists from a different town, city, county, state, or country. The City's lodging tax fund exists because visitors stay overnight in a Sunnyside lodging establishment and pay the tax.

- Tourism Promotion:
  - Advertising, publicizing, information distribution
  - Develop strategy to expand tourism
  - Operate tourism promotion agency
  - Fund a special event or festival (marketing and/or operations)

"Tourism promotion" means activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists. (RCW 67.28.080 (6))

"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. (RCW 67.28.080 (8))

- Tourism-related Facility (must be owned by a public entity, or by a nonprofit organized under section 501(c)(3) or owned by a 501(c)(6)

"Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities. (RCW 67.28.080 (7))

**Organization** (check one)     Non-profit     Public Agency     For Profit

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Website \_\_\_\_\_

## Contact Person

---

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

## New or Continuing Activity/Service

---

Is this a new  or continuing  activity/service?

Was this project previously funded by lodging tax funds? Yes  No   
If yes,

How much? \_\_\_\_\_ How long? \_\_\_\_\_ (years)

Do you expect this project to be an annual activity/service that will require continued lodging tax funds?  
Yes  No

If yes, what is your anticipated time frame for accomplishing this activity/service?

Short Term (1 Yr)  Intermediate Term (2 to 3 Yrs)  Long Term 4+ (Yrs)

## Scope of Project

---

Please be specific in describing details of the proposed project and how it benefits Sunnyside tourism and/or economic development.

Date/Time of event: \_\_\_\_\_

Does this event conflict with another event? If so, which one? \_\_\_\_\_

Does this event compliment another project? If so which one? \_\_\_\_\_

How does this project attract, serve, and facilitate overnight tourism in the City of Sunnyside?

\_\_\_\_\_  
\_\_\_\_\_

Does it lodge or feed tourists? If yes, please provide detail: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Does it promote tourism? If yes, please provide detail: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Does it provide for the sale of gifts, souvenirs, or other items? If yes, please provide detail: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Will it provide programs/entertainment for tourism? If yes, what type(s)? \_\_\_\_\_

---

---

Does it provide other short or long range economic benefits? \_\_\_\_\_

---

Please provide responses to the following bullet points:

- of overnight stays in paid accommodations: \_\_\_\_\_ #
- of overnight stays in unpaid accommodations traveling more than 50 miles: \_\_\_\_\_ #
- of visitors staying for the day only and traveling more than 50 miles: \_\_\_\_\_ #

*Responses **MUST** be specific; proposals with vague unclear responses will be reviewed last and possibly not funded at all.*

# PROJECT BUDGET

*(Note – This budget should represent the proposal and not the entire agency budget.)*

**PROPOSALS MUST BE TYPED**

## Funding Request

Amount Requested \$ \_\_\_\_\_

Can you operate this activity/service with reduced funding? Yes  No

If yes, list priorities below:

**Reduced Amount** - partial funding (no less than) \$ \_\_\_\_\_

## Income

If you are anticipating receiving partial funding for this activity from others sources, please list the approximate amounts, sources, and status of funding.

Revenues		
	Lodging Tax Funds	\$
	Sponsors (projected or confirmed)	\$
	Vendors	\$
	Carnival	\$
	Other	\$
	Other	\$
	Other	\$
<b>TOTAL REVENUE</b>		\$

## Expenses

Expenses		
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
		\$
<b>TOTAL EXPENSES</b>		\$



## Other Budget Items

Describe and explain the differences in Amount Requested and Reduced Amount.

---

---

---

---

---

What percentage of your budget does your request for lodging funds represent? \_\_\_\_\_%

How will you fund this project if the City of Sunnyside's lodging funds are not available?

---

---

---

---

## PROPOSAL CERTIFICATION

The applicant organization hereby certifies and affirms the following:

- The governing body of the applicant organization has approved this application.
- The undersigned is authorized to sign this application on behalf of the applicant organization.
- The information contained in this application is true, correct, and complete and the applicant organization understands and will comply with all provisions thereof.
- That applicant organization will abide by all relevant local, state, and federal laws and regulations.
- That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap, and

Certified by:

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Print Name)

\_\_\_\_\_  
Title

\_\_\_\_\_  
Date

## Attachments

Required information must be submitted with proposal.

### Non-Profits

- Copy of state certificate of non-profit incorporation – **REQUIRED**
- Copy of federal exemption status 501c(3) or 501c(6) – **REQUIRED**
- Copy of current Form 990n - Required
- IRS Tax ID number - **REQUIRED**
- Copy of articles of incorporation
- Copy of most recent approved and proposed budgets of the overall organization – **REQUIRED**
- If previously funded, provide a copy of the prior year's event income statement - **REQUIRED**
- List of members of the organization's board of directors and principal staff - **REQUIRED**
- Proof of insurance (must be in non-profit name) - **REQUIRED**

### Public Agencies

- Copy of meeting minutes approving project and authorization of application or a letter or resolution indicating official approval of project and application - **REQUIRED**
- Proof of insurance - **REQUIRED**

### For Profit

- Articles of incorporation
- Ownership statement
- Current business license - **REQUIRED**
- IRS Tax ID number - **REQUIRED**
- State UBI number – **REQUIRED**
- If previously funded, provide a copy of the prior year's event income statement. - **REQUIRED**
- Proof of insurance - **REQUIRED**
- List of managers or principal officers/directors

# Lodging Tax Advisory Committee EVALUATION

Project Title \_\_\_\_\_

Project Description \_\_\_\_\_

**A. Application Complete:** Is the application complete and addresses all pertinent issues and questions identified in the RFP package? Yes  No

*(If the answer is no, the application will not be considered).*

**B. Application Review:** Score each application based on its responses to the specific questions set forth in the application. Circle the appropriate score and total the score at the bottom.

**1. Does the activity/service serve Community needs?**  
 0            4  
 No            Yes

**2. Will the activity/service attract, serve, and facilitate overnight tourists?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**3. Proposed use of funds is cost effective?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**4. Does the proposal provide for adequate evaluation?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**5. Proposal demonstrates benefit to tourism?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**6. Proposal is clear and specific?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**7. Activities/services are likely to be accomplished within the year?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**8. Does project meet the vision on LTAC?**  
 0            1            2            3            4  
 No    Minimally    Average    Good    Excellent

**Total Score:** \_\_\_\_\_

Are there any questions or recommendations you have for this applicant?

\_\_\_\_\_  
 \_\_\_\_\_