



Request for Proposals

2024 Lodging Tax Funding Application

DUE – JULY 26, 2023 BY 4 PM

RFP Purpose

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 – Sunnyside Sun	July 12 and 19, 2023
Notice published on the City Website	July 5 - July 26, 2023
RFP package available for pickup	July 5 - 26, 2023
RFP responses due	July 26, 2023 by 4 PM

Review Process

LTAC review of proposals	August 2, 2023 at 12 PM
Council review of LTAC recommendations	August 28, 2023

Funding Notification

Award notices mailed	September 2023
Contracts issued (if required)	December 2023/January 2024

Term

Project funding available	January 1, 2024 through December 31, 2024
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Funds not expended by December 31, 2024 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. LTAC’s 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) 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) color 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:

Jacqueline Renteria, City Clerk
City of Sunnyside
818 E. Edison Avenue
Sunnyside, WA 98944

When submitting your proposals please do not bind the packets in anything other than paper clips or binder clips and do not add page separators as they will be removed.

SUBMISSION DEADLINE - NO LATER THAN 4 PM ON JULY 26, 2023

Proposals received after that time may be considered at a future LTAC meeting, 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

- 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)

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" 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

- Non-profit
- Public Agency
- For Profit

Name

Address

City

State

Zip

Phone

Website

Contact Person

Name Title

Phone Email

Fax

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)

Please provide a sample of advertising previously published.

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)

Statement of Qualification

The following outline is the format that is to be used in your proposal. Please respond to the inquiries in this order:

Experience – List events similar in scope and size that you or your firm (under its present name) have completed within the last three years and describe in detail your ability to meet the Scope of Work outlined in this RFP.

Personnel – Provide an organizational chart showing your project team, including any companies you propose to contract with. Include brief resumes (1 to 3 sentences) of all individuals that will be utilized on this project.

Project Approach/Vision – Describe strategies that you or your firm will employ that will help ensure that this project will be successfully completed.

References – Provide a minimum of three (3) references, including name, address, and telephone number of the persons who will attest to your event experience and ability to manage your event.

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 (attached separate spreadsheet if needed)

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	\$
TOTAL REVENUE	\$

Expenses (attached separate spreadsheet if needed)

Expenses	
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
TOTAL EXPENSES	\$

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

Proposals received without the required attachments will be considered incomplete and returned to the organization for corrections and can be submitted for LTAC consideration at a future meeting, if funding is available.

NON-PROFITS

- Statement of Qualification (see page 5)
- Copy of state certificate of non-profit incorporation
- Copy of federal exemption status 501c(3) or 501c(6)
- Copy of current Form 990n
- IRS Tax ID number
- Itemized Budget which shows all costs to complete all tasks as described in the project scope
- Copy of articles of incorporation
- Copy of most recent approved and proposed budgets of the overall organization
- If previously funded, provide a copy of the prior year's event income statement
- List of members of the organization's board of directors and principal staff
- Proof of insurance (must be in non-profit name)

PUBLIC AGENCIES

- Copy of meeting minutes approving project and authorization of application or a letter or resolution indicating official approval of project and application
- Statement of Qualification (see page 5)
- Proof of insurance

FOR PROFIT

- Statement of Qualifications (see page 5)
- Articles of incorporation
- Ownership statement
- Current business license
- IRS Tax ID number
- State UBI number
- If previously funded, provide a copy of that year's event income statement
- Proof of insurance
- List of managers or principal officers/directors

If funded, the Lodging Tax Advisory Committee requires a completed detailed financial report at the end of your event presented to the Committee.