

TOWN LODGING TAX FUND URGENT GRANT REQUEST

Applicant Information		
Applicant/Organization Name:		
Contact Person:	Email:	Phone:
Mailing Address:		
Proposal Information		
Title of Proposal:	Amount Requesting:	
Brief Description of Proposal:		
Reason for Emergency		
<p>Check all that apply:</p> <div style="display: flex; justify-content: space-between;"> <div> <input type="checkbox"/> Funding for a critical and urgent need is unavailable <input type="checkbox"/> Loss of an event or reduction in critical staff is imminent <input type="checkbox"/> Other: _____ </div> <div> <input type="checkbox"/> Exceptionally valuable marketing opportunity is expiring <input type="checkbox"/> Participation in most recent annual LTAC cycle was not possible </div> </div>		
Explain reason(s) listed above and why this request cannot wait until the next LTAC cycle.		
What happens if you do not receive the requested funds? How will tourism be affected?		
Explain how you determined the dollar amount of the request and what percentage of your Proposal budget this represents.		
How will you measure the amount of visitor traffic generated by your marketing and/or event?		
What assurances can you give that this will be a one-time-only request?		
Have you received LTAC and/or urgent funding from the Town in the past? List most recent year, amount, and purpose.		
Print Name and Title of person with signing authority.		
<input type="checkbox"/> I have read and understood the Lodging Tax Fund Urgent Grant Request Policy. Signature:		Date:
Submit completed form, projection report, and formal request letter to: Town of Friday Harbor Administrator 60 Second Street, PO Box 219, Friday Harbor, WA 98250 (360)378-2810 dkulseth@fridayharbor.org		

**Complete and submit this ATTENDANCE PROJECTION REPORT with your
Urgent Grant Request.**

(Recipients will be required to complete a similar report showing actual attendance figures after the completion of their event.)

TOWN OF FRIDAY HARBOR VISITOR ATTENDANCE REPORT (PROJECTIONS ONLY)

YOUR ORGANIZATION: _____

NAME of Event, Facility, or Marketing Proposal: _____

DATE(S) your activity will occur: From _____ through _____

AMOUNT you are requesting from Lodging Tax Fund: \$ _____

	<u>Projected</u>	<u>Methodology* and Explanation</u>
1. Total anticipated attendance: # of people at your event, using your facility, or brought to the island due to your mktg efforts	_____ People	<i>Choose the method you intend to use from the list below, then explain how data will be collected.</i> Method _____ Explain _____
2. How many visitors will come from over 50 miles away?	_____ People	Method _____ Explain _____
3. How many visitors will come from another state or country?	_____ People	Method _____ Explain _____
4. How many overnight visitors will stay with family/friends?	_____ People	Method _____ Explain _____
5. (a) How many overnight visitors will stay at PAID accommodations?	_____ People	Method _____ Explain _____
(b) This will result in how many total paid lodging nights?		Method _____ Explain _____
(Consider multiple nights, double occupancy, etc.) _____ Nights		Explain _____

- ★ **Direct Count** – e.g., paid admissions, head count, chair or vehicle count, figures collected from a hotel/restaurant/tour guide.
- ★ **Indirect Count** – e.g., raffle tickets sold, redeemed coupons, brochures handed out, police requirements for crowd control, visual estimate.
- ★ **Representative Survey** – Highly structured data collection based on random sample survey that includes a margin of error and confidence level which allows the results to be reliably projected over all attendees.
- ★ **Informal Survey** – Unstructured survey with results that cannot be reliably projected over all attendees. For example, information is taken only from volunteer participants, or it's only offered at one time/place rather than throughout the event.
- ★ **Structured Estimate** – Figure is based on computing known information about an event or location such as the maximum legal occupancy (one person per three square feet).
- ★ **Other** – Please describe.