



152 W. Cedar Street, Sequim, WA 98382  
PH (360) 683-4139 FAX (360) 681-3448

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## City of Sequim Tourism Enhancement Grant Fund

### Grant Program Guidelines:

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- Funds Available
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- Application Guidelines
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- Selection Process
- Conditions of Funding Disbursement
- Request for Payment
- Recap

### Applications and Forms:

- Grant Application
- Bill Submission Form
- Project Recap Form

If awarded a grant, contact Barbara Hanna for logo requirements [bhanna@sequimwa.gov](mailto:bhanna@sequimwa.gov) or 681-3422.

### Objective:

The City of Sequim receives funding from room tax revenues generated in the City of Sequim and bears an obligation to promote and enhance lodging nights in Sequim. The Tourism Enhancement Fund is designed to encourage tourism-related projects/events that attract overnight destination guests.

### Funds Available:

The City of Sequim has funds available for investment in Tourism Enhancement projects/events and activities for the calendar year 2023. In order to facilitate as many projects/events as possible, grant funding usually be between \$1000 and \$5000 per project/event. Due to new legislation and reporting requirements, any organization requesting funding from the Lodging Tax Fund must complete a grant application and follow-up paperwork even if they have a contract with the City to support their event or project.

### **Appropriate Uses:**

The Washington State Legislature sets the hotel/motel tax rules. The Legislature has indicated that these funds are to be used **solely** for tourism promotion, support and operations of special events, and for the acquisition and/or maintenance of tourism-related facilities.

### **Application Guidelines:**

- Grant applications will be reviewed quarterly until all funding is spent.
- Grant applications must be submitted for consideration on the fifteenth day of the month preceding a scheduled review meeting, usually the first Monday of March, June, August, and December. \*Note – the August meeting is held earlier to accommodate the City Budget Calendar.
- The Project Director will be notified if his/her attendance is required at the Committee meeting where the application will be reviewed.
- Applicants should be aware that the full requested amount may not be funded.
- Handwritten proposals or proposals submitted by electronic media such as facsimile or e-mail will not be accepted.

### **Evaluation Criteria:**

The Lodging Tax Advisory Committee will select grant recipients by considering, among other points, the following criteria:

- Completed application
- Appropriate use of funds
- Goal to attract overnight destination guests to Sequim and the Sequim-Dungeness Valley
- Projects/events marketed off the North Olympic Peninsula and to local communities will be considered
  - PRIORITY may be given to those attracting overnight destination guests with marketing off the North Olympic Peninsula.
- Projects/events of any type of media promotion will be considered.
  - PRIORITY may be given to those using print materials, ads, and website promotion.
- Projects/events occurring anytime of the year will be considered
  - PRIORITY may be given to those occurring September 1 through June 30.
- Projects/events must take place in the Sequim-Dungeness Valley
  - PRIORITY may be given to those taking place in the City of Sequim
- Project/events of any length of time will be considered
  - PRIORITY may be given to those lasting two or more days
- Projects/events must conclude by December 8, 2023.