

Chelan County Lodging Tax Grant Criteria

RCW 67.28.1816 requires that lodging tax revenues be used exclusively for the following:

1. Tourism marketing.
2. The marketing and operations of special events and festivals designed to attract tourists.
3. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality.
4. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations.

Criteria for Tourism Related Events and Marketing Grants

- The extent the event/program demonstrates the ability to attract visitors from 50 miles or more away and generate overnight stays.
- The extent the event/program improves the city's overall image by providing a positive visitor experience and/or promoting the area's existing attractions, such as the waterfront.
- The extent the event/program will generate a positive economic impact by increasing visitor expenditures in the jurisdiction.
- The extent the applicant has a track record in implementing a successful event/program including contract and permit compliance.
- The ability of the event to secure additional funding sources beyond City tourism funding.
- The applicant partners and collaborates with other City events and organizations in leveraging resources and marketing efforts.
- The applicant provides measurable outcome performance indicators, i.e. how they will track tourism
- Duration of the activity, i.e. multi-day events.
- Preference for projects that leverage award funds with matching funds or donations
- Events that take place in the shoulder season (January through June)

Criteria for Tourism Related Capital Facilities Grants

- The extent the project could demonstrate future ability to attract visitors from 50 miles or more away and generate overnight stays.
- The project will assist with infrastructure improvements for tourism in the "off-season" or winter months.
- The project will generate a positive economic impact by increasing visitor expenditures in the jurisdiction.
- The extent the project improves the city or County's overall image by providing a positive visitor experience and/or promoting the area's existing attractions, such as the waterfront.
- The extent the applicant has a track record in implementing a successful event/program including contract and permit compliance.
- The ability of the event to secure additional funding sources beyond County tourism funding.
- The applicant partners and collaborates with other City events and organizations in leveraging resources and marketing efforts.
- The applicant provides measurable outcome performance indicators, i.e. how they will track tourism in regard to this project