

Application for Funding



2026 Lodging Tax Funds

SUBMITTAL INSTRUCTIONS

Please **return only the Application portion of this packet (pages 3-10)**. Email, mail or deliver to:

City of Burlington
Attn: Kristen Bachhuber, HR & Admin Manager
833 S. Spruce Street, Burlington, WA 98233
Email: kristenb@burlingtonwa.gov

Schedule:

- **Application deadline** **August 31, 2025 at 5:00 PM**
- Oral presentations of proposals to LTAC: September 2025 (date to be announced)
- LTAC Funding recommendations to City Council: October 2025
- City Council approves 2026 funding: Prior to December 31, 2025

City Administration Department
833 South Spruce Street, Burlington, WA 98233
(360) 755-0531

2026 Lodging Tax Funds – General Information & Instructions

Each year the City of Burlington distributes lodging tax funds to eligible non-profit and government organizations to promote tourism projects, activities and events in Burlington (for-profit businesses are not eligible to receive lodging tax funds). State law requires that applications for funding be evaluated by the Burlington Lodging Tax Advisory Committee (LTAC). The LTAC consists of seven (7) regular voting members [three (3) members representing lodging tax generators (hoteliers), three (3) members representing potential recipients of lodging tax funds (non-profit organizations), and a City Council member who serves as chair], plus three (3) non-voting alternate members for a total of ten (10) members whom are appointed by the Burlington City Council. The LTAC reviews applications and makes recommendations to the City Council for final funding awards. The City Council may only grant lodging tax awards for projects, activities and events that have been recommended for funding by the LTAC.

Application requirement:

The City is required to report to the State Joint Legislative Audit and Review Committee (JLARC) on an annual basis about those projects, activities and events that have received lodging tax funds from the City, and how many tourists were attracted as a result. As part of the application process, applicants must complete and submit the attached form titled “**2026 Burlington Lodging Tax JLARC Reporting Form**” (page 10 of this application).

Allowable Uses of Lodging Tax Funds:

- Tourism promotion and marketing.
- Operating and marketing special events and festivals to attract tourists.
- Operating costs and capital expenditures for tourism-related facilities owned or operated by government entities or nonprofit organizations.

Definitions:

Tourism means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotion means activities 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 marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility means real or tangible personal property with a usable life of three (3) or more years, or constructed with volunteer labor and used to support tourism, performing arts, or to accommodate tourist activities.

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.

Reporting requirements for lodging tax fund recipients: After a funded 2026 project/activity/event is complete, all recipients of lodging tax funds must provide a report to the City describing the actual number of people traveling for business or pleasure on a trip:

- (A) away from their place of residence or business and staying overnight in paid accommodations.
- (B) to a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or
- (C) from another country or state outside of their place of residence or their business.

Reports are due with the final request for payment from the City.

Project Management: The City of Burlington will issue contracts for approved projects, reimburse expenses and monitor contract compliance. A condition of every lodging tax grant award is that Burlington hotels/motels, including address, phone number and website, must be named in advertising products and on the festival or organization website. Approval for dispersing of funds will require providing copies of advertising and organization/ festival website address that clearly demonstrates compliance.

Other Information:

Insurance: As part of its contract for performance, the City requires contractors to maintain liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 in the aggregate and name the City as an additional insured on its liability insurance policy.

Contract: After Council adoption of the 2026 Budget, a contract/agreement will be sent to you for signature. Following return of the signed contract/agreement, it will be scheduled for final approval by City Council.

Payment: Normally, payments are processed twice per month for reimbursement of expenses. The last date to submit documents for reimbursement of 2026 Lodging Tax Funds will be noon the first Friday in January, 2027.

Application: This packet will be available on the City website <http://burlingtonwa.gov>. It can be found under City Spotlight. If you have questions regarding the application form or process, please call Kristen Bachhuber at 360-755-2390.

City of Burlington

APPLICATION FOR 2026 LODGING TAX FUNDING

(Recommend that no more than two (2) additional pages of materials be submitted with application)

Name of Organization: _____

Organization Mailing Address: _____

Organization Contact Person & Title: _____

Organization/Contact **Phone:** _____
 Email: _____
 Fax: _____

Organization Website: _____

Federal Tax ID Number: _____ **UBI Number:** _____

Organization is a (select one): _____ Government Entity
 _____ 501(c)3
 _____ 501(c)6
 _____ Other _____

(note: you must submit 501(c)3 or 501(c)6 approval documentation if not previously submitted)

Title of Tourism Project, Activity or Event: _____

Amount of Funding Requested from the City of Burlington \$_____

1. Describe the Tourism Project, Activity or Event. Please include the event schedule and date(s).

2. If you are awarded lodging tax funds, how and why will your event increase the number of people traveling to Burlington and result in overnight stays – specifically from outside Skagit County.

3. Describe in detail how the requested funds would be used to promote tourism. Be very specific. If funded, you will be held to this plan by written contract.

4. Does your organization collaborate with other organizations to encourage tourism Will your organization apply for funding from sources other than the City of Burlington? If no, why not? If yes, list the amount requested on the budget sheet.

5. **Tourism Seasons:** From the list below, what season will your project/event occur.

	<u>Season:</u>	<u>Months:</u>
___	Year-round	(January – December)
___	Off-season	(November – February)
___	Shoulder season	(October or March – May)
___	Near Peak season	(June, September)
___	Peak season	(July - August)

6. **Have you received Burlington Lodging Tax previously** _____

7. **Other information – is there other information that might be helpful for the Committee to understand your request and/or your organization and how the event/activity proposed will be beneficial to Burlington.**

Project/Activity/Event Budget:

Revenues/Income

List below all revenue from all sources for your event/activity so the ranking committee can understand how your lodging tax request fits into your organization's overall event budget.

Total Revenue/Income	Source(s):
\$	1. Revenue from Burlington Lodging Tax
\$	2. Revenue from Other City Lodging Tax
\$	3. Revenue from County Lodging Tax
\$	4. Revenue from Admissions Fees
\$	5. Revenue from Participant Fees
\$	6. Revenue from Sponsorship(s)
\$	7. Revenue from Merchandise Sales
\$	8. Revenue from Other – List Below
\$	a.
\$	b.
\$	c.
\$	d.
\$	e.
\$	f.
\$	g.
\$ _____	Total Revenue/Income from all sources

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Project/Activity/Event Budget:

Expenses

List below all expenses for your event/activity so the ranking committee can understand the extent to which Lodging Taxes help support your event/activity.

Expense Category	Amount
Personnel and Administration:	
Salaries and Benefits:	\$ _____
Office Supplies and Equipment:	\$ _____
Copy/Printing/Email Expenses:	\$ _____
Consultants/Professional Services:	\$ _____
Volunteer Expenses (T-shirts, other)	\$ _____
Advertising (social media, tv/radio, print, direct mail)	\$ _____
Equipment Rentals	\$ _____
Traffic Control Expenses	\$ _____
Presenter/Performer Fees	\$ _____
Signage	\$ _____
Travel & Lodging	\$ _____
Permit Fees	\$ _____
Other Expenses (specify)	\$ _____
Other Expenses (specify)	\$ _____
Other Expenses (specify)	\$ _____
TOTAL EXPENSES FOR PROJECT/EVENT	\$ _____

Application Certification:

I hereby state and certify on behalf of _____ that:

Organization/Agency Name

- I acknowledge, that I have reviewed and will follow the requirements specified in the Revised Code of Washington (RCW) 67.28. If it is found that the Recipient is NOT eligible, the Recipient agrees to return awarded funds to the City.

Tourism Promotion Activities or Tourism-Related Facilities:

- This is an application for a contract with the City of Burlington and, if awarded, my organization/agency intends to enter into an Agreement with the City of Burlington.

Events/Festivals:

- The applicant has, or can obtain, general liability insurance in an amount commensurate with the exposure of the event/festival.
- I understand the City of Burlington will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a Request for Reimbursement form has been submitted to the City, including copies of invoices and payment documentation.

The applicant here certifies and affirms:

1. 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 race, creed, color, age, sex, national origin, families with children, sexual orientation, religious belief, marital status, honorably discharged veteran or military status, or the presence of any sensory, mental or physical disability, or the use of a trained dog guide or service animal by a person with a disability;
2. That it will abide by all relevant local, state and federal laws and regulations and;
3. That it has read the information contained in the Instructions on pages 2 and 3 and understands and will comply with all provisions thereof.

Certified By: (signature) _____

(print name) _____

Title: _____

Date: _____

Evaluation and Ranking Criteria

The Burlington Lodging Tax Advisory Committee will review the applications, hear applicant presentations and make recommendations to the City Council for funding allocations. In the review of applications, the Lodging Tax Advisory Committee will recommend preference be given to those proposals that (1) demonstrate potential to increase visits to Burlington and overnight lodging during the “shoulder-season” and/or “off-season”, as opposed to the peak tourist season, (2) increase overall tourism in, and visitors to, Burlington, and/or (3) demonstrate measurable return on investment, and the potential for future self-sufficiency. The LTAC has ranked prior applications based upon whether a project/activity/event encourages overnight stays, encourages visitors from more than fifty (50) miles away or out of state/country, promotes lodging during off peak times, attracts new visitors to Burlington, pursues funding from multiple sources, and/or is a well-structured application. The LTAC may use these or other similar criteria to evaluate 2026 funding applications.

Considerations:

- Lodging tax funds can be used for the following purposes: Tourism promotion and marketing of festivals, events and attractions designed to bring tourists and visitors to Burlington.
- Operation of special events and festivals designed to attract tourists and visitors to Burlington.
- Operation and/or capital project expenses associated with tourism-related facilities owned by a government entity or non-profit agency.

Recipients of lodging tax funds must submit a report to the City of Burlington detailing the impact of funded activities on visits and/or tourism in Burlington. The City will use your report to compile a City report to the State of Washington regarding all 2026 lodging tax activities & events that were awarded Burlington Lodging Tax funds.

**2026 Burlington Lodging Tax
JLARC REPORTING FORM
(submit this form with your Application for 2026 Lodging Tax Funding)**

1. Project/Activity/Event Title: _____

2. Projected total attendance at Activity/Event: _____

a. Method of estimating #2 above:

3. Projected attendees who are estimated will travel greater than fifty (50) miles to attend the activity/event:

a. Method of estimating #3 above:

4. Projected attendees who are estimated will travel from another state or country to attend the activity/event: _____

a. Method of estimating #4 above:

5. Projected attendees who are estimated will stay in:

a. paid overnight accommodations: _____

b. unpaid overnight accommodations: _____

c. Method of estimating #5a and #5b above:

6. Projected number of paid Hotel/Motel/Lodging rooms:

a. Method of estimating #6 above:

7. How do you propose to measure/evaluate the actual attendance at the proposed activity or event?

