



# Request for Proposals

## 2025 Lodging Tax Funding Application

**DUE – August 30, 2024 BY 4 PM**

### RFP Purpose

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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

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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. If the project can operate with a reduced funding award, the applicant must indicate the minimum acceptable amount and specify the differences in the level of services to be provided under the reduced award. 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 24 and 31, 2024
Notice published on the City Website	July 22 – August 23, 2024
RFP package available for pickup	July 22 – August 30, 2024
<b>RFP responses due</b>	<b>August 30, 2024 by 4 PM</b>

### Review Process

LTAC 1 <sup>st</sup> review of proposals	September 20, 2024 at 1 PM
LTAC 2 <sup>nd</sup> review and recommendations	October 2, 2024 at 4 PM
Council review of LTAC recommendations	October 14, 2024

### Funding Notification

Award notices mailed	October 15, 2024
Contracts issued (if required)	December 2024/January 2025

### Term

Project funding available	January 1, 2025 through December 31, 2025
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***Funds not expended by December 31, 2025 will be forfeited. All reimbursement requests must be received within 60 days of the completion of the project. NO EXCEPTIONS.***

## Project Management

The Administrative Services Office coordinates the RFP process, and will assist applicants with questions and receive completed applications. Once projects are funded, the City Clerk's Office will issue the contracts. All contracts will require the submission of financial reports and tourism impact reports for the approved project. Funds are released on a reimbursement basis only and will not be paid in advance, unless otherwise negotiated and clearly stated in the contract. All payments to vendors must be compliant with the requirements of the Washington State Auditor's Office, and all records are subject to public disclosure unless prohibited by law.

## Selection Process

Applications are reviewed by LTAC based upon eligible activities, effectiveness of proposal in meeting expected outcomes, need, and funding requirements. Following initial review, applicants may be requested to make an oral presentation to LTAC prior to funding recommendations. LTAC's recommendations are not subject to review or challenge by the applicant. Recommended projects will be forwarded to the City Council for final decision. City Council may decline to fund any project, or may return the applications to the LTAC for further review. City Council cannot fund a project not recommended by LTAC, change the use of funding on a project, or change the amount of funding on a project, unless the proposed adjustments have been submitted to the LTAC for comments at least 45 days prior to any final action or passage by the City Council.

## Other Information

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**Contract:** The City will utilize its standard contract for City-funded activities.

**Payment:** Payment will be provided in accordance with the contract.

**Additional Materials:** Only two (2) pages of materials in addition to the RFP package are allowed. Any additional materials will be disregarded.

**Completeness and Legibility:** Incomplete or illegible application packages will not be reviewed by LTAC or considered for funding. Applicants with accessibility assistance requirements should contact the Administrative Services Department for assistance.

**Performance Reporting:** Washington State law RCW 67.28.1816(2) requires that the City of Sunnyside submit an annual report detailing the use of lodging tax revenue for each award, including the estimated number of tourists that attended, estimated lodging stays, and the estimated distances traveled. Recipients of lodging tax revenue will be required to collect and provide the required data within 60 days of event date.

Financial reports are required to include full project revenue and expense reporting, including those not funded with Lodging Tax funds. The full project will be defined within the contract, and may be determined by each approved project. Financial reports are required to be submitted with the final reimbursement request, or within 60 days of the completion of the event, whichever is sooner.

Future allocations of Tourism Funds to agencies that have received funds previously will be subject to an evaluation of past performance and compliance.

## Proposal Submittal

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Please submit the complete proposal package (Pages 4 through 8 of this RFP and all required attachments, and any additional information not to exceed 2 pages) to:

Jamison Horner, LTAC Liaison  
City of Sunnyside  
818 E. Edison Avenue  
Sunnyside, WA 98944

or electronically at: [jhorner@sunnyside-wa.gov](mailto:jhorner@sunnyside-wa.gov)

**SUBMISSION DEADLINE - NO LATER THAN 4 PM ON August 30, 2024**

*Proposals received after that time may be considered at a future LTAC meetings, if funding is available.*

## PROJECT PROPOSAL

(Only two (2) additional pages of materials will be accepted with each application.)

Project Title Sunnyside Marketing

Applicant Organization City of Sunnyside

### 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)

\*"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))

**Note** - Marketing efforts must target tourists from a different town, city, county, state, or country, RCW 67.28.080 (8)

- ☐ Tourism-related Facility\*

\*"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))

### Organizational Information

Name Mike Gonzalez ☐ Non-profit ☒ Public Agency ☐ For Profit

Address 818 E. Edison Avenue

City Sunnyside State WA Zip 98944

Phone 509-836-6300 Website www.sunnyside-wa.gov

WA UBI \_\_\_\_\_ IRS EIN \_\_\_\_\_

### Project Contact Person

Name Mike Gonzalez Title City Manager

Phone 509-836-6300 Email mgonzalez@sunnyside-wa.gov

## Project Information

**Project Title** Sunnyside Marketing Project **Funding Requested \$** 100,000

**Project Date(s)** 01/01/2025-12/31/2025 **Activity Time(s)** \_\_\_\_\_

Describe the project and associated activities, and the specific use of the funds requested:

The City Manager's Office is requesting that Lodging Tax (LTAC) dollars be allocated to the City of Sunnyside's Communications Department to provide tourism marketing services for the city. These funds will be used to promote Sunnyside as a destination, highlighting local events, attractions, and businesses to drive tourism and economic activity. By utilizing LTAC dollars in this manner, the city can implement a strategic and cohesive marketing approach to enhance visitor engagement and showcase all that Sunnyside has to offer. See attached comprehensive marketing plan.

☒ This is a NEW project

☐ This is an ESTABLISHED project

Date Established March 1, 2025 Number of Continuous Years Ongoing

Was this project previously funded by lodging tax funds? Yes ☐ No ☒

If yes, amount awarded \_\_\_\_\_ Number of years awarded \_\_\_\_\_

Is the project expected to continue for multiple years? Yes ☐ No ☐

If yes, expected timeframe

☐ Short Term (1 Yr)

☐ Intermediate Term (2 to 3 Yrs)

☐ Long Term (4+ Yrs)

☒ Continuous/On-going

Does the project rely on the award of Lodging Tax funds? Yes ☐ No ☐

Does this event conflict with another known tourism event? Yes ☐ No ☐

If yes, describe \_\_\_\_\_

Does this event compliment another tourism project? Yes ☐ No ☐

If yes, describe \_\_\_\_\_

How does this project attract, serve, and facilitate overnight tourism in the City of Sunnyside?

See attached comprehensive marketing plan

Does the project provide for special overnight lodging or will visitors utilize paid lodging establishments like hotels and campgrounds? Please describe.

~~Yes, see attached marketing plan~~

Does the project provide meals or dining or will visitors utilize existing restaurants and stores within the City of Sunnyside? Please describe.

~~Yes, see attached marketing plan~~

Does the project provide for the sale of gifts, souvenirs, or other items? Please describe.

~~No~~

Does the project provide activities or entertainment for tourists? Please describe.

~~Yes, see attached marketing plan~~

Describe the ways in which the project will provide short-term and/or long-term economic benefits to the City of Sunnyside.

~~Yes, see attached Marketing plan.~~

Provide any other details that demonstrate the ways the project will promote tourism.

~~See attached marketing plan~~

## **Tourism Estimates**

Estimate the following numbers for the amount of tourists and lodging nights for the project.

- Total number of expected participants and/or attendees: NA
- Number of expected participants and/or attendees from 50+ miles: NA
  - Of those traveling 50+ miles, estimate the following:
    - Number staying for the day only: \_\_\_\_\_
    - Number of expected paid accommodation nights: \_\_\_\_\_
    - Number of expected unpaid accommodation nights: \_\_\_\_\_

## PROJECT FUNDING

**Project Title** Comprehensive Marketing Strategy **Funding Requested \$** 100,000

Can you operate this activity/service with reduced funding? Yes ☐ No ☐

If yes, minimum funding amount needed to operate \$ 100,000

What changes would be required for the project to operate with reduced funds?

### PROJECT BUDGET

#### Revenues \*Include all revenues, including non-Award funds

	Line #	
Beginning Cash	1	
Grants, Sponsors, & Donations		
LTAC Award	2	
Sponsors	3	
Donations	4	
Other	5	
	6	0.00
<b>Total Awards</b> (sum of lines 2 through 5)		
Cash Revenue		
Registration, Entry, & Ticket Fees	7	
Vendor Fees	8	
Sale of Goods and Services	9	
Non-Sales Revenue	10	
Other	11	
	12	0.00
<b>Total Cash Revenue</b> (Sum of lines 7 through 11)		
<b>Total Project Funds</b>	13	0.00
(sum of lines 1, 6, and 12)		

#### Expenses \*Include all expenses, including those not funded by Award

Cash Payments		
Licenses, Permits, & Application Fees	14	
Advertising	15	
Purchased Goods	16	
Equipment Rental	17	
Professional Services	18	
Entertainment	19	
Organizer/Staff Fees	20	
Outgoing Awards, Donations, Winnings	21	
Other	22	
	23	0.00
<b>Total Cash Expenses</b> (sum of lines 14 through 22)		
In-Kind Donations		
<b>Donor</b>	<b>In-Kind Goods or Services</b>	<b>Value</b>
		24
		25
		26
		27
<b>Total In-Kind</b> (sum of lines 24 through 26)		
<b>Total Project Cost</b>	(sum of lines 23 and 27)	28 0.00
<b>Program Profit(Loss), includes In-Kind</b>	(line 13 minus line 28)	29 0.00
<b>Retained Earnings - Ending Cash, excludes In-Kind</b>	(line 13 minus line 23)	30 0.00

## Required Attachments

*NOTE-Proposals without required attachments are considered incomplete and will not be submitted for LTAC consideration.*

### Statement of Qualification

Attached

Provide a document containing the following required components:

☐

**Experience** – List projects similar in scope and size that your organization (under its present name) have completed within the last three years and describe in detail your ability to meet the requirements of the project outlined in this RFP.

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

**Project Approach/Vision** – Describe strategies that your organization will employ that will help ensure that this project will be successfully completed.

**References** – Provide a minimum of three (3) references, including name, address, email address or website, and telephone number of the persons who will attest to your relevant experience and ability to manage your project. These references should not be individuals or companies named as personnel for your project.

**Required Documents** – All documents must be issued in the name of the applicant organization

Attached

- IRS Form W-9 for the current year ☐
- Proof of insurance coverage with liability limits at a minimum of \$2,000,000 ☐
- Current active Washington State Business License with City of Sunnyside endorsement ☐
- If previously funded, a copy of the most recent year's financial report ☐
- **Additional Items for Non-Profits**
  - Articles of Incorporation ☐
  - State Certificate of Non-Profit Incorporation ☐
  - Federal Exemption status 501c(3) or 501c(6) ☐
  - Most recent IRS Form 990 ☐
  - Most recent approved budget for the overall organization ☐
  - List of the organization's Board of Directors and/or principal staff ☐
- **Additional Items for For-Profit Business**
  - Articles of Incorporation ☐
  - Most recent IRS tax filing ☐
  - List of managers or principal officers/directors ☐
- **Additional Items for Public Agencies**
  - Authorization of project application (meeting minutes, letter, or resolution) ☐

## PROPOSAL CERTIFICATION

The applicant organization hereby certifies and affirms the following:

- 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.

Certified by:

**Mike Gonzalez**

**Sunnyside City Manager**

Printed Name

Title

Signature

Date