

TOURISM FUNDS AVAILABLE FOR COMMUNITY PROJECTS AND EVENTS

May 8, 2018

Yelm, WA — Reinvigorating the Lodging Tax Advisory Committee (LTAC), which awards funding to community organizations to promote tourism in Yelm, is one of Mayor Foster’s priorities and was supported in the 2018 City budget adopted by Council. The City of Yelm is excited to announce we are now accepting grant award applications for special events, projects and programs in 2018 and 2019 that measurably increase tourism.

The Mayor and City Council appointed members of the LTAC who will evaluate and approve grant applications for the following activities, as authorized by state law:

- Tourism marketing promoting the City of Yelm;
- Marketing and operations of special events and festivals designed to attract tourists;
- Projects and programs that attract and guide visitors to Yelm.

“In anticipation of great ideas coming from the community that meet the required state guidelines, we have set no limit for this one-time kick-off year of the LTAC,” said Margaret Clapp, owner of Prairie Park Properties and LTAC member.

Approximately \$230,000 in total funds is available in the LTAC account, which has accrued over the years and not been invested back in the community. For this first round of applications, no specific limit of funds has been set for 2018 and 2019. Going forward, the LTAC plans to allocate the entire annual collection of Lodging Tax Revenue for grant awards, minus ten-percent to create a reserve account that can be used to create a large event, facility, or venue of significant magnitude in the future. Approximately \$20,000 is generated each year.

“This is an exciting community venture promoting creativity in the City of Yelm,” said Cynthia Schmier, Real Estate Broker and LTAC member. “All ideas are welcome to market our incredible community and increase tourism.”

BACKGROUND

Cities are authorized by State law to collect lodging tax funding and invest the revenues in community projects, events and festivals that attract visitors and tourism dollars to the City of Yelm. Per RCW 67.28, lodging taxes must be used for activities, projects, programs, operations and expenditures that increase tourism. All Lodging Tax Funds are dispersed after the events, programs, and projects occur and not before.

APPLICATION DEADLINES

Applications for funds to be expended in 2018 must be received by June 15, 2018 at 4:00pm and applications for funds to be expended in 2019 must be received by August 31, 2018 at 4:00pm. Additional information and applications are available at www.yelmwa.gov; by e-mail from the Executive Department at danas@yelmwa.gov; in person at City Hall in the Finance Department at 105 Yelm Avenue West.