

<b>The City of Cheney</b>	<b>Lodging Tax Use Application</b>	<b>RCW 67.28</b>
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609 2<sup>nd</sup> Street, Cheney, WA 99004      Phone: (509) 498-9200 Fax: (509) 498-9206

This application is a request to use lodging tax funds for tourism promotion as allowed under RCW Chapter 67.28. The sources of the funds are the lodging taxes collected for overnight stays in establishments within the City of Cheney.

**PROJECT**

Title or Event: Holiday Hoopla  
 Dates: Begin 12/4/20 End 12/4/20  
 Type: Holiday Festival  
 e.g. tourism promotion, acquisition, or facility operation

**APPLICANT**

Name: Douglas L Ben  
 Telephone: 509 1359 8052  
 E-mail: themasonjar101@gmail.com  
 Address: 101 F st  
Cheney WA 99004  
 Status:  Co-op  Non-Profit  Public  For Profit  Other

**PROJECT INFORMATION**

Describe event or project: We are creating a COVID safe driving tour and movie for Holiday Hoopla including a tree lighting, candy canes, Santa, an activity, a driving tour of lights and a selection of Holiday films.

Describe any historical significance: The Cheney Tree lighting has been a staple in the community for years and years. The addition of events, activities and festivities started two years ago as the CMA took over the dying tradition. This year it will be adapted for COVID conscious fun.

How will your event attract tourists? This event is a kickoff to the holiday season and as the growing number of people are trying to find safe activities for their families it will bring people out to Cheney to participate in a free and safe festival.

**STATUTORY REQUIREMENTS**

Assuming your event or project receives funding, estimate the following attendance for your event or project based on people traveling to the City of Cheney for business or pleasure:

Do you anticipate people will travel from their place of residence or business to stay overnight in paid accommodations in the City of Cheney? perhaps

How many people will travel from another county or state outside of their place of residence or their business? can not determine

\*If you receive funding for your event or project you hereby agree to provide the Lodging Tax Advisory Committee (LTAC) a report detailing the actual numbers to the above questions so that LTAC may make the report available to the local legislative body and the public. Your report must correlate your above estimated numbers to the actual numbers. This report must be provided to the LTAC within 30 days from the date your event or project ends.

**PROJECT IMPACT**

Describe benefit to local businesses and community.

This would give the community a wonderful way to gather together and be given a little taste of the magic of the season. It will take all aspects of the community from the businesses in CMA contributed timing and volunteerism as well as community members decorating and participating in the driving tour.

**PROJECT REQUEST (BUDGET)**

Project Budget: \$ 7475.28  
 Amount Requested: \$ 6475.28  
 \*Matching Funds: \$ 1000.00

\*WHILE MATCHING FUNDS ARE NOT REQUIRED, THE AMOUNT OF ADDITIONAL FUNDS, SUPPLIES, MATERIALS, AND LABOR HOURS AN ORGANIZATION BRINGS TO AN EVENT IS A GOOD MEASURE OF THAT ORGANIZATION'S COMMITMENT TO SUCCESS. ATTACHMENT A IDENTIFIES MATCHING FUNDS.

**BUDGET SHEET**

LIST ITEMS YOU REQUEST THE LODGING TAX ALLOCATION COMMITTEE (LTAC) CONSIDER FUNDING.

ITEM - REIMBURSABLES (\$)	LODGING TAX	MATCH	TOTAL
Xmas lights - <u>install &amp; storage \$ cost</u>	2875.00	—	2875.00
Cash prizes	100.00	500.00	600.00
Treats / Candy canes	—	500.00	500.00
Store front Window ART	500.00	—	500.00
Movie Projector Unit	1455.28	—	1455.28
Marketing Print Flyers/Maps	1450.00	—	1450.00
Insurance	95.00	—	95.00


**PROJECT TIME - IF APPLICABLE**

FOR MULTI WEEK EVENTS OR PROJECTS WHERE FUNDING WILL BE DISPERSED ON A SCHEDULE, PLEASE SET FORTH DATE(S) AND REQUESTED FUNDING. FOR EXAMPLE

JAN ~ ADVERTISE EVENT IN [MEDIA]

FEB ~ PRINT SCHEDULE, ETC.

Date	Funding Item
ASAP	All items

**PAST PERFORMANCE - IF APPLICABLE**

IF YOUR ORGANIZATION RECEIVED PAST FUNDING FROM THE LODGING TAX, OR IF YOU'VE ORGANIZED SIMILAR EVENTS OR PROJECTS IN THE PAST, PLEASE DESCRIBE.

The project? Holiday Hoopla

Budget? \_\_\_\_\_

Results? Wonderful turn out (was granted funds) Turn out was better than first year and was given great reception

I, THE UNDERSIGNED AFFIRM UNDER PENALTY OF PERJURY THAT THE ABOVE RESPONSES ARE MADE TRUTHFULLY AND TO THE BEST OF MY KNOWLEDGE. I FURTHER AFFIRM THAT IF MY APPLICATION IS APPROVED I WILL USE THE APPROPRIATED FUNDS FOR ONLY THE PURPOSES LISTED ON THIS APPLICATION AND IN ACCORDANCE WITH STATE LAW. IF I MAKE UNAUTHORIZED DISBURSEMENTS OF FUNDS I WILL BE RESPONSIBLE TO REPAY SUCH AMOUNTS.

SIGNATURE: [Signature]  
 DATE: 10/20/20

**LTAC Recommendation**  
**~For Office Use Only~**

COMPLETE APPLICATION: YES \_\_\_ NO \_\_\_

RECOMMEND FUNDING: YES \_\_\_ NO \_\_\_

REASON: \_\_\_\_\_

FUNDING AT WHAT LEVEL: \_\_\_\_\_

EXPLAIN \_\_\_\_\_

**NOTE: FOLLOWING APPROVAL OF THE APPLICATION, AN AGREEMENT PROVIDING FOR THE DISBURSEMENT OF FUNDS WILL BE SENT FOR REVIEW AND SIGNATURE.**