

<h2 style="margin: 0;">The City of Cheney</h2>	<h2 style="margin: 0;">Lodging Tax Use Application</h2>	<h2 style="margin: 0;">RCW 67.28</h2>
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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: Cheney Mayfest  
 Dates: Begin 05/12/2023      End 05/13/2023  
 Type: Festival

e.g. tourism promotion, acquisition, or facility operation

**APPLICANT**

Name: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_

Status:     Co-op     Non-Profit     Public     For Profit     Other

**PROJECT INFORMATION**

Describe event or project: Downtown Festival with live music, art, childrens activities, car show, vendors, informational booths, petting zoo, face painting and more.

Describe any historical significance: This has been Cheney's largest community festival for the past 10 yrs.

How will your event attract tourists? Our event is promoted through social media and news outlets (ie: The Inlander) and is a much anticipated event for our entire region.

**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? yes

How many people will travel from another county or state outside of their place of residence or their business? 20

\*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.

Mayfest brings all aspects of our community together with its wide variety of attractions. It helps promote local businesses and brings revenue to the city through retail and restaurant sales.

**PROJECT REQUEST (BUDGET)**

Project Budget: \$ 31,783.22  
 Amount Requested: \$ 23,923.22  
 \*Matching Funds: \$ 7860.-

\*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
<u>Please See Attached Budget Sheet</u>			


**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
	As soon as possible as deposits for
	Bands
	Rides
	Inflatables
	Promotional materials and further
	activities.

**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? \_\_\_\_\_

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

Results? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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: Leather W. Gerard

DATE: 03/02/2023

**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.**

# Mayfest 2023 Budget

**Sheet1**

Sheet2

Sheet3

Item	Revenue	Expenditure	Lodging Tax	Match	
Vendor Booth Fees	\$2,400.00				\$40x 60 non tumbull vendors
Sponsorship/Donations	\$4,500.00				
Corn Hole Tournament	\$400.00				\$20 per team x 20
Activity Income	\$600.00				\$10/bouquet x 40 + \$200 for tshirts \$10 x 20 :
Band (Friday Night)		\$3,500.00		\$3,500.00	
Flower Vendor		\$850.00	\$850.00		
Corn Hole Prizes		\$225.00	\$225.00		(50, 75 & 100)
Allstar Jump - kids zone		\$3,846.22	\$3,846.22		
American Onsite (porta potties)		\$300.00		\$300.00	
Marketing - Website/Social Media		\$450.00	\$450.00		website (hosting \$150/yr + 300.00)
Marketing Design		\$800.00	\$800.00		
Tents for Art Alley (5)		\$545.00		\$545.00	
City of Cheney - power		\$120.00		\$120.00	
Postage		\$60.00		\$60.00	
Car Show Marketing Expenses		\$450.00	\$450.00		200 marketing 250 prizes(\$150 peoples choi
T shirts		\$1,665.00	\$1,665.00		125 shirts @ \$12.23 per shirt.
Lamar Sign (5 weeks)		\$1,250.00	\$1,250.00		
Spokane Aerials		\$577.00	\$577.00		
Corn Hole Marketing		\$300.00	\$300.00		Save the date cards for cornhole and street d
Posters/Flyers		\$960.00	\$960.00		
Event Insurance		\$800.00		\$800.00	
Bands (Saturday)		\$2,500.00		\$2,500.00	
Friday night - LiteFeet		\$250.00	\$250.00		
Petting Zoo		\$500.00	\$500.00		
Art Supplies & marketing for Art Alley		\$600.00	\$600.00		
Newspaper Advertising		\$1,800.00	\$1,800.00		
Treasure Hunt		\$500.00	\$500.00		
Stage & Sound - Saturday		\$3,200.00	\$3,200.00		
Street Marketing/décor		\$1,200.00	\$1,200.00		
Vinyl Banners for Events/sponsors/stagefront		\$360.00	\$360.00		
Event Application		\$35.00		\$35.00	
Sparkle Face Paint		\$900.00	\$900.00		
Traffic Control - digital reader board marketing		\$3,240.00	\$3,240.00		
<b>Total</b>	<b>\$7,900.00</b>	<b>\$31,783.22</b>	<b>\$23,923.22</b>	<b>\$7,860.00</b>	