

Chelan County Lodging Tax Grant Criteria

RCW 67.28.1816 requires that lodging tax revenues be used exclusively for the following:

1. Tourism marketing
2. The marketing and operations of special events and festivals designed to attract tourists
3. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality
4. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations

Evaluation for Tourism-Related Events and Marketing Grants

- The event/program demonstrates the ability to attract visitors from 50 miles or more away and to generate overnight stays.
- The event/program improves the County's overall image by providing a positive visitor experience and/or promoting the area's existing attractions.
- The event/program will generate a positive economic impact by increasing visitor expenditures in the jurisdiction.
- Does the applicant have a track record in implementing a successful event/program including contract and permit compliance?
- The ability of the event to secure additional funding sources beyond County tourism funding.
- How well does the applicant partner and collaborate with other County events and organizations in leveraging resources and marketing efforts?
- The applicant provides measurable outcome performance indicators, i.e., how they will track tourism.
- Duration of the activity, i.e., multi-day events.
- Preference for projects that leverage award funds with matching funds or donations.
- Does the event take place in the shoulder season (November through May)?

Evaluation for Tourism-Related Capital Grants

- The improvement must be owned or operated by a municipality.
- The project will generate a positive economic impact by increasing visitor expenditures in the jurisdiction.
- The project improves the County's overall image by providing a positive visitor experience and/or promoting the area's existing attractions, such as the waterfront.
- Does the applicant have a track record in implementing a successful event/program including contract and permit compliance?
- The ability of the event to secure additional funding sources beyond County tourism funding.
- How well does the applicant partner and collaborate with other County events and organizations in leveraging resources and marketing efforts?
- The applicant provides measurable outcome performance indicators, i.e. how they will track tourism in regard to the project.