

Lodging Tax Advisory Committee (LTAC) 2024 Meeting Schedule

This document is a summary of the yearly approach to LTAC meetings and the development of the LTAC budget. LTAC meets on 2nd Tuesdays, from 3:00-5:00PM in odd months. The development of the LTAC budget is part of the development of the City of Port Townsend budget. This begins nearly 6 months before the start of the subsequent year and includes state-mandated statutory milestones and deadlines.



1. **January 10 – Contracting, Review, Call for Proposals.** The City initiates agreements with LTAC funding recipients in accordance with current-year budget, including terms, deliverables, insurance requirements, and scope of work. LTAC reviews previous year reporting and assesses current year projections. LTAC reviews the RFP for allocated grant funding.
2. **March 12 – Spring Grant Application Review.** Review first cycle applications for LTAC funding, including Q&A with funding applicants, and make decisions on grant funding. Depending on revenue forecasts and quality of proposal, LTAC may decide to hold funding awards until Fall Cycle. Advertise for new LTAC members (appointments through May on rolling cycle).
3. **May 14 - Budget Priorities and Plan/Project Review** – In the May/June time period, LTAC receives a call from Mayor/City Manager to LTAC (and all City advisory boards) for workplan items and budget request. Note that the overall LTAC budget is forecasted by the City Finance team; LTAC makes a formal recommendation to City Council for use of those funds. LTAC reviews progress on the 2024 workplan, reviews data, marketing, and project progress.
4. **July 9 - Call for Proposals, Budget Priorities.** The City, on behalf of LTAC, advertises a call for proposals for the second half of (or the remaining) allocated grant funding for the year. LTAC considers priorities for next fiscal year and suggests a preliminary LTAC budget. LTAC weighs a range of objectives within the scope of the criteria to determine a recommended budget.
5. **September 10 – Fall Grant Application Review, Budget Recommendation to City Council.** LTAC reviews proposals for the second half of the allocated grant funding of the year. LTAC votes on a budget and submits a recommendation to City Council in advance of a decision on the final City budget. City Council may choose to approve/incorporate or may send the recommendation back to LTAC for further discussion.
6. **November 12 – Annual Review.** LTAC reviews progress on the 2024 workplan, 2024 marketing and visitation data, hears from grantees, partners, and contractors on annual work, plans annual meeting schedule, plans 2025 grant deadlines, and ties up loose ends in discussion.

Attachment A: General LTAC Information

General Information

City of Port Townsend Lodging Tax Fund Overview

Port Townsend's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The fund has been used to market Port Townsend; construct and maintain tourism-related infrastructure like public restrooms, winter lighting and garbage facilities; offer sponsorships for events and organizations; pay fee waivers for use of City facilities; and pay debt service, among other things allowable by state law.

HIGH PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential to result in overnight stays by tourists in lodging establishments within the City of Port Townsend. Preference may be given to stays during shoulder season.
- Promote Port Townsend and/or events, activities, and places in the City of Port Townsend to potential tourists from outside Jefferson County.
- Have demonstrated or high potential to result in documented economic benefit to Port Townsend.
- Have a demonstrated history or success in Port Townsend or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- City Facilities are available on a first-come; first-serve basis. Please ensure that your selected dates are available by checking the City website. A facility-use scholarship will not give you priority to use your selected facility or bump another event from the reservation calendar.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities 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 marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.