

City of Lava Hot Springs: Tourism Enhancement Proposal

#1 - Background: The Tourism Enhancement Proposal Program

Tourism Tax Fund

The City of Lava Hot Springs Ordinance No. 2007-8 established a 1% bed tax to be used for “tourism development and promotion”.

City Council - The Tourism Enhancement Proposal Program

The governing body of the city, known as City Council shall generate a "Call for Tourism Enhancement Proposals", and City Council shall review and award proposal funding to qualifying requests that best serve:

- tourism development
- promotion
- the community as a whole

#2-Program Objectives: Proposal Criteria

Mission Statement

The mission of the Lava Hot Springs, Idaho Tourism Enhancement Proposals shall be to expand and enhance the tourism industry to make the City of Lava Hot Springs one of the region’s premier destinations through the use of the 1% local option tourism tax.

Goals and Criteria:

Through disbursement of the 1% local option tourism tax monies, the goal will be to:

- Increase: number of tourists in off-season, number of first-time visitors to Lava Hot Springs, and number of return trips of current visitors.
- The length of visitor stays.
- Benefit the community as a whole.
- Generate significant research-based return-on-investment for the City of Lava Hot Springs residents and businesses.
- Expand the visiting public’s awareness of Lava Hot Springs unique history, events, activities, and amenities.
- Reflect a planning process that includes group decision making.

Applicant Eligibility:

- Organizations and Non-Profits,
- Non-religious groups,
- Non-political groups,
- Located in or near the City of Lava Hot Springs, within the zip code of 83246

Successful applicants must complete a contract with the City of Lava Hot Springs. The City will contract directly with a person or service provider responsible for providing the service requested by funded proposals. The City will retain ownership of items paid for using any portion of city or local option funds.

A business and/or individuals that have sales or local option taxes in arrears may not be considered. Applicants that did not complete the follow up to a previous proposal award may not be considered. Applicants that fail to properly complete proposal application, and all questions, may not be considered in the funding period.

Definitions:

- **Tourism:** economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, recreation, gifts or souvenirs.
- **Tourism Promotion:** 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 and funding marketing of special events and festivals designed to attract tourists.
- **Tourist:** a person who travels from a place of residence to a different town, city, county or state for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

Eligible Proposals: The Lava Hot Springs 1% Local Option Proposal program is used to fund activities, events, festivals, or projects that increase tourism to the City. These projects should encourage overnight stays in Lava Hot Springs with immediate impact on the tourism economy. Tourism Development Funds are derived from taxes collected on overnight stays in the City of Lava Hot Springs and may only be used for the purpose of promoting tourism, tourism related activities, as well as to benefit the community as a whole.

Available Funding: The City of Lava Hot Springs fiscal year is October 1 – September 30. The City of Lava Hot Springs will determine the amount of the 1% local option tourism tax available for distribution no later than October 1st each year. The City Council will meet, review proposals and make recommendations to applicants on a quarterly basis, beginning in January 2010.

Unawarded Funds - Any 1% Local Option Tourism Tax revenue not awarded will be held in reserve and distributed in following years.

Funding Levels - The City Council reserves the right to fund a project partially, or in full.

Reserve Funds - 10% of each funded proposal will be held by the City until the contracted work is completed and reported to the City. The City Council may choose to designate 10% of funded proposals for administrative purposes.

Responsibilities of the City Council

- The City Council will review proposals and will make recommendations to the Applicant based on the proposals ability to fulfill Program Objectives outlined in 2 above.
- Applications should be reviewed in terms of feasibility of proposal, ability to achieve goals, etc.
- The City Council should review applications for completeness, as incomplete applications will be rejected.
- Upon meeting and review of applications, the City Council will rank proposals and suggest a funding level. Proposals may be funded in full or partially, at Councils discretion.
- The City Council will make final determination and Proposal awards and send notices of funding or non-funding to the Applicant.
- The City Council reserves the right to recommend a proposal to be funded in a future quarter.

The Tourism Enhancement Proposal Application Deadline is the 15th day of the last month of each quarter (March, June, September & December). The Council will review the submitted Proposal Applications in a special council meeting held the month following the application deadline.

Narrative:

Please repeat questions with responses, maximum 3 typed pages, #12 Font, Double spaced.
Please answer all questions. If you wish to have this form emailed to you, please contact City Hall at (208)776-5820.

- **Budget, additional information, and contractor’s references can be separate from the 3 page Narrative.**

Total Proposal Cost: _____

Amount Requested: _____

1. State Name of Organization, contact address and phone number. Describe how it is governed. List the governing members and provide contact information.

2. What is the mission of your organization? What are the long range goals identified by your organization?

3. Briefly describe your project. Include anticipated project goals, implementation process, starting and completion dates.

4. How will your proposal benefit Tourism Enhancement?
 - 4a. If your proposal includes an event, how will logistics be handled: advertising, time (start and end), traffic, parking, etc.?

 - 4b. Who will be contracted to implement this Proposal? Please include a separate addendum that describes selected contractor's qualifications, history of projects and partnerships, and references.

5. Describe the planning process used to develop your proposal request.

6. How does your proposal support your organizations goals?

7. How does your proposal benefit the community as a whole?

8. How will the success of your request be measured? Who will be responsible for compiling measurements related to this proposal?

Budget: (Can be separate from 3 page narrative.)

9. Describe your project budget and events in detail. How will requested funds be used? Please include any proposed Matching Funds and In-Kind Donations (Volunteer time, printing, mailings, travel, etc).

Questions:

Please call Cathy Sher @ 776 5407.

Please Submit Proposal to: Lava Hot Springs City Clerk, Canda Dimick,

Due by the 15th day of the last month of each quarter (March, June, September & December).