

PORT OF WALLA WALLA
RESOLUTION NO. 01-26-17

A RESOLUTION OF THE COMMISSION OF THE PORT OF WALLA WALLA
ADOPTING A TOURISM POLICY AND SUPERSEDING AND REPLACING RESOLUTION NO. 03-27-14
(CURRENT PORT TOURISM POLICY)

WHEREAS, the Port of Walla Walla has the authority to promote tourism per RCW 53.08.255; and,

WHEREAS, the Commission of the Port of Walla Walla believes tourism promotion is an important economic development activity; and

WHEREAS, Visit Walla Walla has been designated the lead agency for tourism promotion and is the recipient of the majority of the hotel/motel tax receipts dedicated to tourism promotion; and

WHEREAS, the Port finds that providing a modest amount of tourism funding to local groups with events that attract out-of-county visitors to Walla Walla can provide incremental economic benefits to Walla Walla County, while also complementing Visit Walla Walla's overall tourism promotion efforts; and

WHEREAS, on March 27, 2014, the Port Commission adopted Resolution No. 03-27-14 which superseded and replaced the 1995 Port Tourism Policy; and

WHEREAS, this Resolution No. 01-26-17 supersedes and replaces Resolution No. 03-27-14 (Current Port Tourism Policy),

NOW, THEREFORE, the Commission of the Port of Walla Walla adopts the following tourism policy.

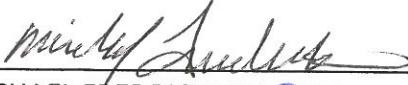
1. **Port Tourism Budget**: Each year the Port Commission will determine if tourism funding will be incorporated into the budget. For those years such funding is provided, the Port will accept applications from qualified organizations throughout the year until such funding has been fully allocated.
2. **Qualified Organizations**: To receive Port tourism funding, the organization/entity/person must be based in Walla Walla County. Organization/entity/person receiving direct funding through the Port's community contribution fund are prohibited from applying for Port's tourism funds for said event.
3. **Application Process**: Qualified organizations seeking funding shall submit the Port's current Tourism Funding Application.
4. **Use of Funds**: Port tourism funds can only be used for advertising, publicizing, or otherwise distributing information for the purpose of attracting visitors to Walla Walla

County. Port funds cannot be used to underwrite general expenses associated with a tourism event.

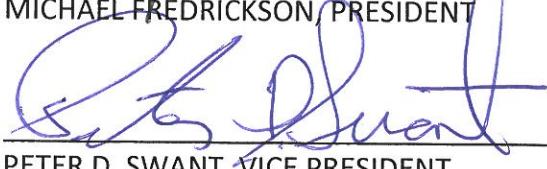
5. **Selection Criteria:** The Port Commission will use the following criteria in selecting which tourism promotion applications it will fund:
 - a) Applicants that have the highest probability of attracting out-of-county visitors to Walla Walla County.
 - b) Applicants that have a proven track record of attracting out-of-county visitors and having a history of providing the Port with detailed supporting documents regarding the use of funds.
 - c) Applicants with events that benefit communities throughout Walla Walla County.
 - d) Applicants with funding requests cannot exceed 10% of the Port's annual tourism budget.
6. **Fiscal Requirements.** For tourism events/projects approved by the Port Commission, the Port will send a letter to the applicant confirming approval.
 - a) At the end of the event, the applicant will be required to submit a "results letter" to the Port detailing how the funds were used including receipts documenting expenditures of Port tourism funds, along with an estimate of the number of out-of-county visitors attending the event. The applicant may also detail other economic benefits of the event.
 - b) Upon receipt of the applicant's results letter and other supporting documentation and the applicant receiving the Port's final approval, 100% of the grant will be paid out to the applicant.
 - c) In the event the applicant does not submit sufficient documentation as outlined in Section 6(a) above, they will be prohibited from submitting for future Port Tourism Funds for a three (3) year period.

ADOPTED by the Commission of the Port of Walla Walla in an open meeting this 26th day of January 2017, and duly authenticated by signatures of the Commissioners voting in favor thereof.

PORT OF WALLA WALLA COMMISSIONERS



MICHAEL FREDRICKSON, PRESIDENT



PETER D. SWANT, VICE PRESIDENT



RONALD W. DUNNING, SECRETARY