

2. Please provide estimates of how the proposed use of lodging tax revenue will result in increases in the number of people traveling for business or pleasure on a trip:

a. Away from their place of residence or business and staying overnight in paid accommodations:

We hosted 110+ overnight guests in Tacoma and the Fife area in 2016.

b. To a place fifty miles or more one way from their place of residence or business for the day or staying overnight:

There are over 5000+ participants in the Daffodil Parade.

c. From another country or state outside of their place of residence or their business:

We regularly feature units from Oregon, Idaho and Canada in the parade.

3. Coordination & Collaboration: Please provide information about any other organizations or agencies involved in this project/ activity and how this project directly contributes to the Fife LTAC Marketing & Economic Development Plan.

The festival continues to grow each year, by increasing the number of opportunities for Royalty to personally connect to the community. The Royalty regularly serve the efforts of the government, partner organizations and businesses in Fife.

The result is currently a strong connection between the Daffodil Festival and the Fife Library and the Fife Historical Society. We also enjoy a strong relationship with the Puyallup Tribe and EQC as they are a major sponsor and supporter of our organization. The Daffodil Festival is constant and synonymous with the culture and way of life in Pierce County. The City of Fife benefits with increased exposure and marketing of our efforts.

The Fife community float is a great opportunity to showcase and market the City of Fife during the Daffodil Parade and to other community festivals. It is seen by 120,000 people on parade day and 100,000 people on television.

Each year, we continue to offer our support to the City of Fife, DACCA Barn, TRCVB, and other supporting LTAC organizations for events and support for the marketing of Fife.

Our annual Queen's Luncheon is held at the EQC Conference Center in Fife.

We hold membership meetings at the DACCA barn.

Budget 2017

INCOME:

If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and the status of funding.

Amount	Source	Confirmed? Yes/No		Date Available
<u>\$85,000.00</u>	<u>Sponsorships</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Feb 1, 2017</u>
<u>\$65,000.00</u>	<u>Municipalities</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Apr 10, 2017</u>
<u>\$16,200.00</u>	<u>Donations</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Feb 1, 2017</u>
<u>\$12,600.00</u>	<u>Internal Events</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Jan 15, 2017</u>
<u>\$22,600.00</u>	<u>Fundraising</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Apr 1, 2017</u>
<u>\$16,200.00</u>	<u>Other Revenue</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u> </u>

Total Income: \$217,600.00

What percentage of your project does your request for City funds represent? 4.6 %

Expense:

ACTIVITY	CITY OF FIFE FUNDS	OTHER FUNDS	TOTAL
Personnel (salaries & benefits)	<u> </u>	<u>\$35,000.00</u>	<u>\$35,000.00</u>
Administration (office expense)	<u> </u>	<u>\$22,680.00</u>	<u>\$22,680.00</u>
Marketing/promotion	<u>\$10,000.00</u>	<u>\$71,800.00</u>	<u>\$81,800.00</u>
Direct Sales Activities	<u> </u>	<u> </u>	<u> </u>
Minor Equipment	<u> </u>	<u> </u>	<u> </u>
Travel	<u> </u>	<u> </u>	<u> </u>
Contract Services (specify below)	<u> </u>	<u> </u>	<u> </u>
Other activities (specify below)	<u> </u>	<u>\$75,150.00</u>	<u>\$75,150.00</u>
TOTAL COSTS:	<u>\$10,000.00</u>	<u>\$204,630.00</u>	<u>\$214,630.00</u>

Optional Budget 2018

INCOME:

If you are anticipating receiving partial funding for this activity from another source, please list the source, approximate amount, and the status of funding.

Amount	Source	Confirmed? Yes/No		Date Available
<u>\$85,000.00</u>	<u>Sponsorships</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Feb 1, 2018</u>
<u>\$65,000.00</u>	<u>Municipalities</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Apr 10, 2018</u>
<u>\$16,200.00</u>	<u>Donations</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Feb 1, 2018</u>
<u>\$12,600.00</u>	<u>Internal Events</u>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No	<u>Jan 15, 2018</u>
<u>\$22,600.00</u>	<u>Fundraising</u>	<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No	<u>Apr 1, 2018</u>
<u>\$16,200.00</u>	<u>Misc. Revenue</u>	<input type="checkbox"/> Yes	<input type="checkbox"/> No	<u> </u>

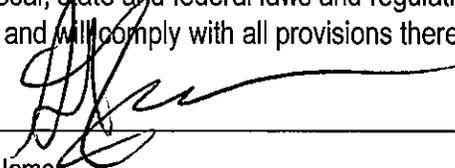
Total Income: \$217,600.00

What percentage of your project does your request for City funds represent? 4.6 %

Expense:

ACTIVITY	CITY OF FIFE FUNDS	OTHER FUNDS	TOTAL
Personnel (salaries & benefits)	<u> </u>	<u>\$35,000.00</u>	<u>\$35,000.00</u>
Administration (office expense)	<u> </u>	<u>\$22,680.00</u>	<u>\$22,680.00</u>
Marketing/promotion	<u>\$10,000.00</u>	<u>\$71,800.00</u>	<u>\$81,800.00</u>
Direct Sales Activities	<u> </u>	<u> </u>	<u> </u>
Minor Equipment	<u> </u>	<u> </u>	<u> </u>
Travel	<u> </u>	<u> </u>	<u> </u>
Contract Services (specify below)	<u> </u>	<u> </u>	<u> </u>
Other activities (specify below)	<u> </u>	<u>\$75,150.00</u>	<u>\$75,150.00</u>
TOTAL COSTS:	<u>\$10,000.00</u>	<u>\$204,630.00</u>	<u>\$214,630.00</u>

The applicant hereby certifies and affirms: 1. That it does not now, nor will it during the performance of any contract arising from this application, unlawfully discriminate against any employee, applicant for employment, client, customer, or other person who might benefit from said contract, by reason of age, race, color, ethnicity, sex, religion, creed, place of birth, or degree of handicap; 2. That it will abide by all relevant local, state and federal laws and regulations and 3. That it has read the information contained in pages 1,2 and 3 and understands and will comply with all provisions thereof.

Certified By: (signature): 

(Print or type name): Steve James

Title: Executive Director

Date: 5-21-16

PROPOSED DAFFODIL FESTIVAL BUDGET – 2017

INCOME	Total
Donations	\$16,200.00
Events	\$12,600.00
Festival Weekend	\$9,200.00
Fundraising	\$22,600.00
Membership Dues	\$3,600.00
Municipalities / Government Agencies	\$65,000.00
Parade	\$3,400.00
Sponsorships	\$85,000.00
Total Income	\$217,600.00
Expenses	
Advertising, Marketing and Promotions	\$23,200.00
Events	\$14,200.00
Festival Weekend	\$10,500.00
Float	\$14,200.00
General Merchandise	\$350.00
Membership	\$2,200.00
Office	\$22,680.00
Parade – Television	\$48,600.00
Parade	\$7,800.00
Payroll	\$35,000.00
President	\$7,500.00
Royalty	\$28,400.00
Total Expenses	\$214,630.00
Revenue over Expenses	\$2,970.00