



COMMUNITY-LED TOURISM RFP

INFORMATION SESSION

September 18, 2026

ENTER YOUR NAME &
ORGANIZATION IN THE CHAT



PRESENTERS



Feven Gebrehiwet

Dept. of Community
and Human Services



Lauren Lane

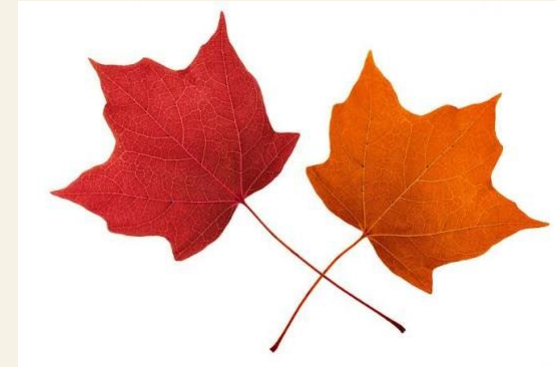
Executive Office



Sean Power

Executive Office

RFP Lead
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**Allison
Shields**

**Yasmeen
Perez**

PRESENTATION

- RFP Background
- Funding and Eligibility
- Allowable and Unallowable Costs
- Timeline
- Application Questions and Scoring
- Questions and Answers



GRANT OVERVIEW

- Project of King County Equitable Development Initiative and in collaboration with King County Executive Office.

KING COUNTY EQUITABLE DEVELOPMENT INITIATIVE (EDI) FRAMEWORK





THIS RFP SUPPORTS
COMMUNITY - LED
PROJECTS THAT SUPPORT
TOURISM PROMOTION.



GRANT OVERVIEW

Investment will support communities experiencing cultural and residential displacement to tell their own stories, elevate their heritage, and steward their cultural spaces while generating economic benefits that remain within the community.



CULTURAL VIBRANCY

- Activation of cultural spaces, assets and expressions & preservation
- Reflect the diverse historical experiences, identities and narratives within a community
- Acknowledgement of the past, present and future of cultural heritage especially honoring stories of harm.
- Uplifts community identity
- Complexity of liberation, curiosity, engagement and authentic representation



PROJECTS LED BY COMMUNITY-ROOTED ENTITIES



- Committed to the health, well-being, and empowerment of Impacted Communities, and demonstrate accountability to the needs of the people they represent

COMMUNITY-ROOTED ENTITY

Characteristics:

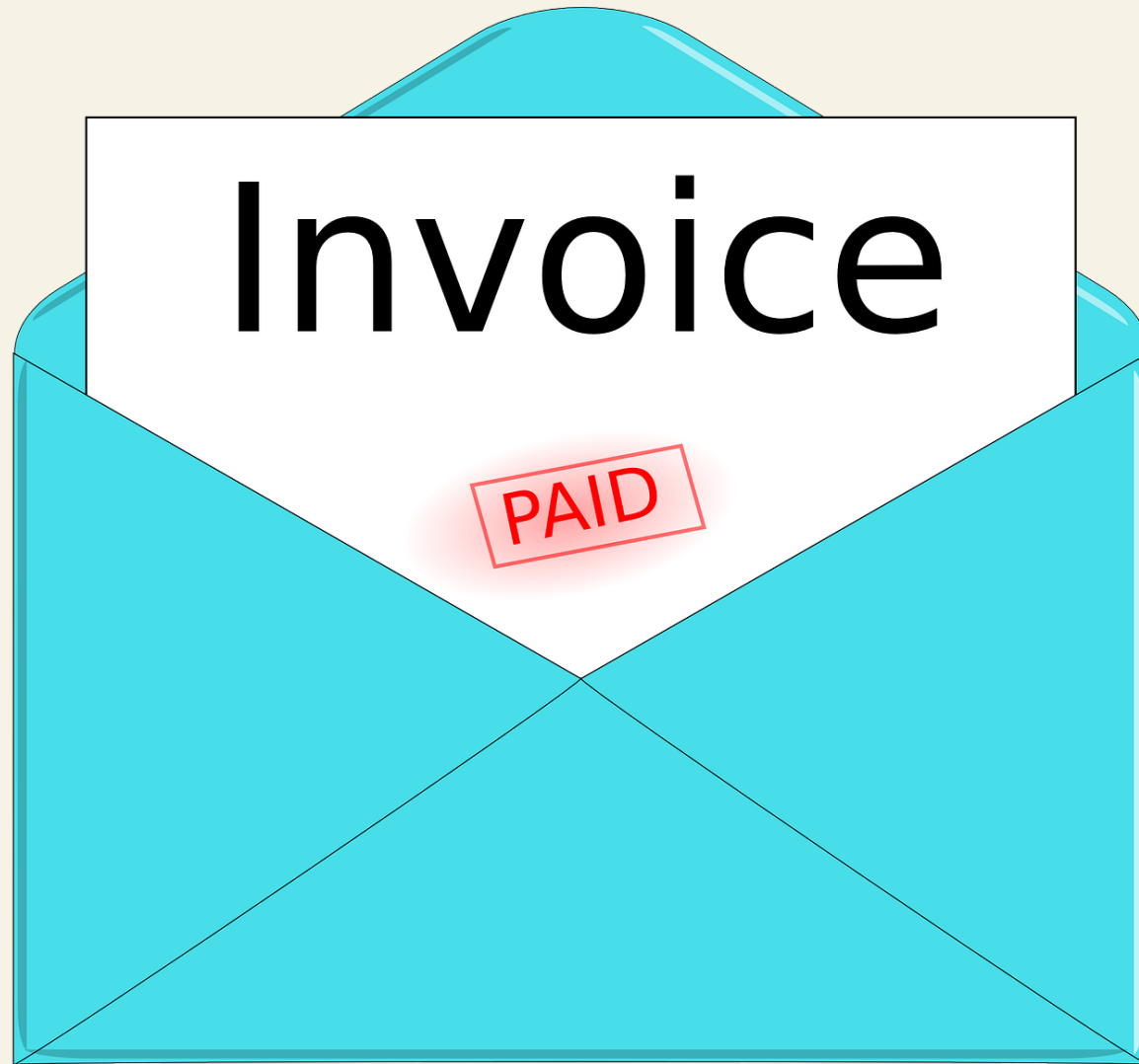
- The focus is serving a specific community, either one of identity or one of geography, or both;
- The majority of the entity's leadership consists of local residents or members of the communities the entity serves;
- The main operating offices are in the community they serve;
- Priority issues and projects are identified and defined by local residents or members of the communities being served
- Solutions to address priority issues are developed with local residents or community members; and
- Program or project design, implementation, and evaluation components are culturally competent and have residents or community members intimately involved in leadership positions.

QUESTIONS



- One-time allocation of \$900,000.
- Awards will range from a minimum of \$30,000 to a maximum of \$150,000.
- Expected contract start date of 1/1/27.
- All expenses must be incurred by 12/31/27.





- Funds will be provided on a reimbursement basis.

ELIGIBILITY CRITERIA

Eligible entity types:

1. Non-Profit Corporation
2. Federally recognized Tribe or tribal organization;
3. For-profit Business
4. Fiscal Sponsor



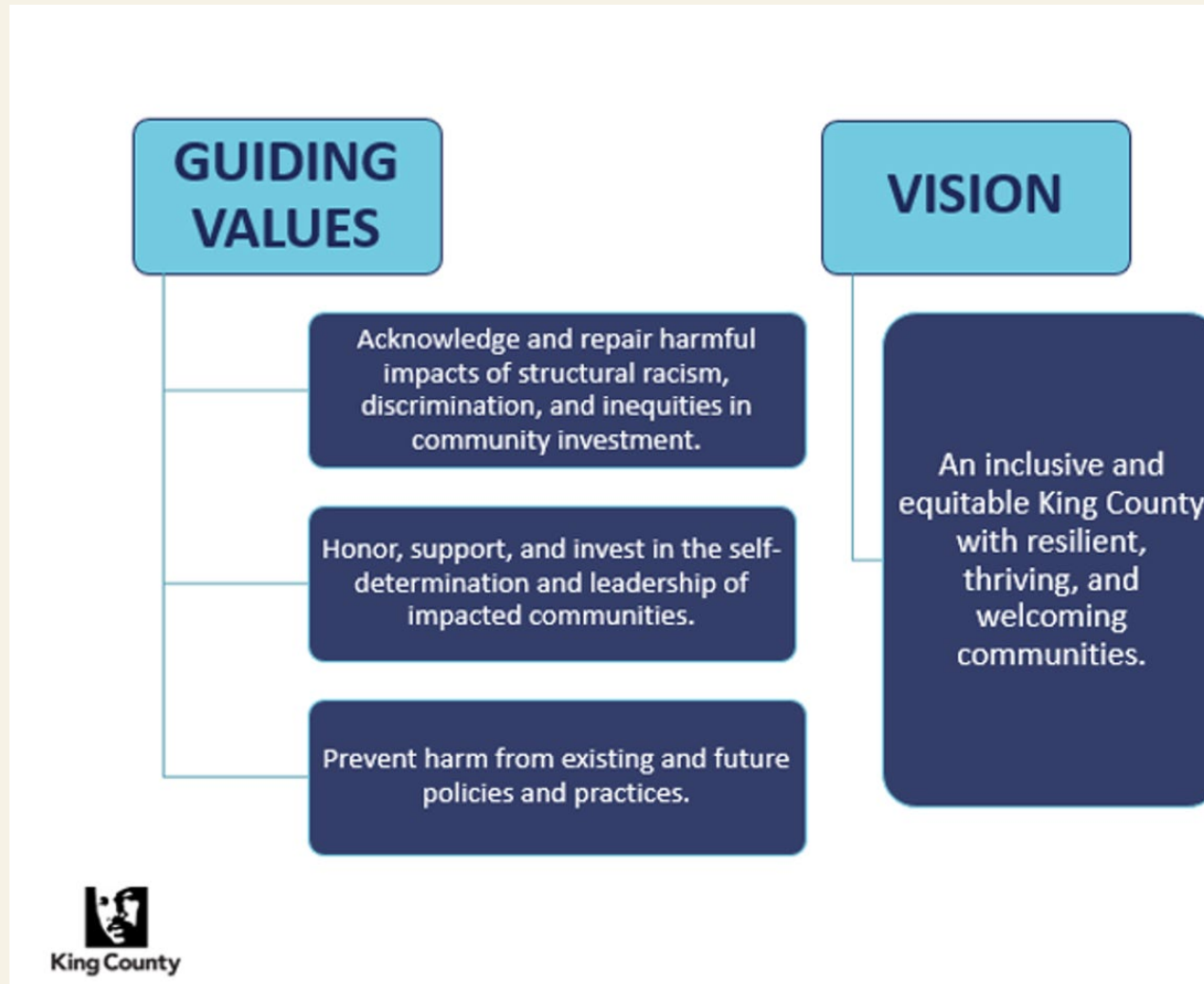
Individuals and public entities are not eligible.

FUNDING PRIORITIES

1. Impacted Communities
2. Alignment with EDI Values and Objectives
3. Geographic Priority

FUNDING PRIORITIES- IMPACTED COMMUNITIES

ALIGNMENT WITH EDI VALUES AND OBJECTIVES

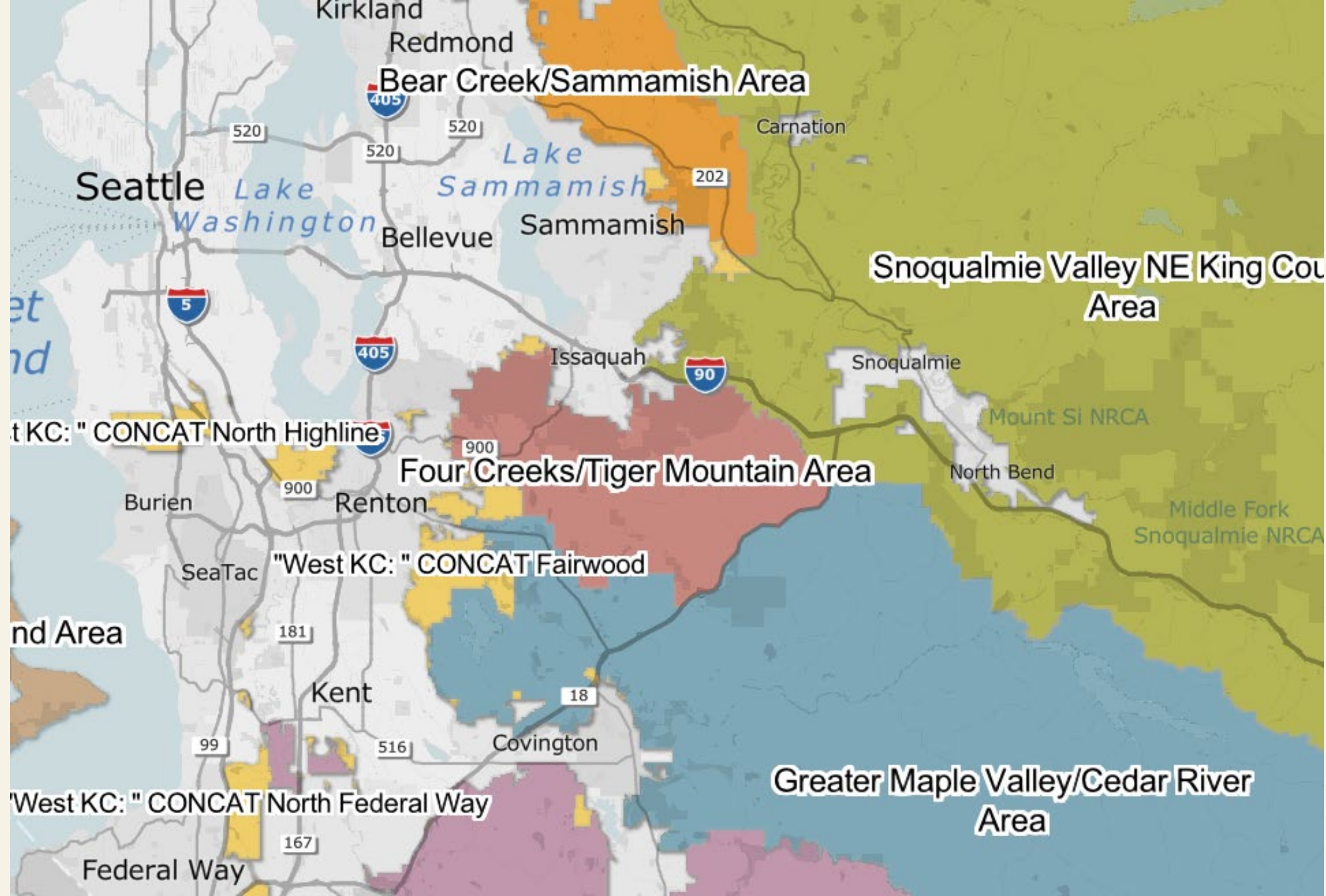


GEOGRAPHIC PRIORITY

First priority. projects in unincorporated King County;

Second priority. projects in incorporated areas of King County outside of the City of Seattle; and

Third priority. projects in the City of Seattle.



ELIGIBLE ACTIVITIES

- Events
- Activation Through Art
- Tourism Promotion

VISITORS



A **Visitor** is defined as a person who travels from a place of residence to a different neighborhood, town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.



ELIGIBLE ACTIVITIES - *EVENTS*

EVENT EXAMPLES

- Performances or live music
- Amateur sporting events
- Cultural celebrations, storytelling, or dance
- Block parties, festivals, markets
- Activation or revitalization of a community space
- Guided or self-guided tours related to historical preservation landmarks.



**ELIGIBLE
ACTIVITIES-
*ACTIVATION
THROUGH ART***

ACTIVATION THROUGH ART

- Murals
- Pop-up art installations or displays
- Artwork
- Signage
- Interactive exhibits or displays
- Cultural or historical landmarks.



ELIGIBLE ACTIVITIES- *TOURISM PROMOTION*



QUESTIONS



PUBLIC BENEFIT

All projects must demonstrate clear public benefit.



ALLOWABLE COSTS

- Staff time directly dedicated to the project
- Project-Related Services and Activities
- Supplies and Materials
- Food and non-alcoholic beverages that directly relate to project SOW.
- Vendor or Contractor Costs

UNALLOWABLE COSTS

- Indirect or Administrative Costs
- Operating Costs
- Capital Expenses or Purchases not related to project
- Contingency, Reserves, or “buffer funding”
- Lobbying, Political or Advocacy Activities
- Fundraising or Development Costs

TIMELINE

APPLICATION AND AWARD TIMELINE	
SEPTEMBER 8, 2026	RFP RELEASE DATE
SEPTEMBER 18, 2026	RFP INFORMATION SESSION AT 12 PM (PST)
OCTOBER 14, 2026	RFP RESPONSE DUE DATE AT 12PM (PST)
WEEK OF DECEMBER 14TH, 2026	ANTICIPATED AWARD ANNOUNCEMENT DATE
JANUARY 1, 2027	CONTRACTS EXPECTED TO BEGIN
DECEMBER 31, 2027	LAST DAY TO SPEND ALL THE AWARDED FUNDS
JANUARY 15, 2028	SUBMIT A FINAL REPORT AND FINAL INVOICE

RFP QUESTIONS

- Applications must be submitted through Google Forms. If you don't have a Google account you will need to create one to complete the application.
- Graded-questions are on page 8 of the RFP.

Organization's Legal Name *

Your answer

Organization's Physical Address *

Your answer

Organization's Unified Business Identifier (UBI) Number *(Provide this OR the EIN/Federal Tax ID below)*

Your answer

Organization's Employer Identification Number (EIN) or Federal Tax ID *(Provide this OR the UBI above)*

Your answer

WORKPLAN AND BUDGET TEMPLATE

Please attach your work plan and budget as a single combined document. *

Template available here- <https://cdn.kingcounty.gov/-/media/king-county/depts/executive/zahilay/budget/grants-procurements/community-led-tourism-grant/rfp-workplan-and-budget.xlsx?rev=b8e1351757fb439c88e6a412d9a04e9f&hash=16BBEB61C3D416D5461E0777D8D94718>

Your work plan should provide enough detail so reviewers can understand how you will carry out the work, when major tasks will happen, and who is accountable for each part of the project. Your work plan should clearly align with your proposed budget and demonstrate a realistic path to completing the project within the grant period.

Your budget should detail the breakdown of all expenses, including enough information for reviewers to understand exactly how the funds will be used. The total of all listed expenses should match the full grant amount you are requesting.

Make sure to include your organization's name in the uploaded file.

Upload 1 supported file. Max 10 MB.

 [Add file](#)

WORKPLAN

Community Led Tourism RFP Workplan

The contract period will be from 1/1/27-12/31/27. All contract activities must be completed by 12/31/27. Please list all major activities related to the proposed project. For Start Date and End Date, exact dates are not needed; please put the month and the anticipated week the activity will start or end.

[illegible]

BUDGET

DETAILED BUDGET BY EXPENSE CATEGORY								
Eligible Expense Category	Unit Definition	# of Units	Unit Price	# of Months	Total	Notes		
EXAMPLES								
Project Manager	Hrs/month	160	\$35	9	\$ 50,400.00			
Event space rental	units, one time	n/a	\$3,500	1	\$ 3,500.00			
Performing artist contracted fee	one time	15	\$2,000	1	\$ 30,000.00			
Salaries					\$ -			
					\$ -			
					\$ -			
					\$ -			
Subtotal		0	\$ -	0	\$ -			
Fringe Benefits					\$ -			
					\$ -			
					\$ -			
					\$ -			
					\$ -			
Subtotal		0	\$ -	0	\$ -			
Equipment (Individual Items over \$5,000)					\$ -			
					\$ -			
					\$ -			
					\$ -			

QUESTIONS AND RESPONSES

- A document with questions and responses will be added to RFP Website by September 21, 2026.
- All documents pertaining to the RFP are on this site.

2026 Community-led Tourism Grant

King County is pleased to announce a new [Request for Proposals \(RFP\) for Community-led Tourism funding](#), designed to support community-led projects that celebrate local culture and history, strengthen neighborhood economies, create jobs, and help communities experiencing displacement benefit from tourism.

This investment will support communities experiencing cultural and residential displacement to tell their own stories, elevate their heritage, and steward their cultural spaces while generating economic benefits that remain within the community.

About the Investment

This RFP is a partnership between the Department of Community and Human Services (DCHS), the [King County Equitable Development Initiative \(EDI\)](#), and the Executive Office Budget Team who will manage the contracts for agencies awarded funding.

King County EDI prioritizes projects that advance equity and self-determination of communities that are adversely impacted by structural racism and discrimination; communities experiencing disparities in economic and health outcomes; and communities facing a heightened risk of displacement.

SCORING METHODOLOGY

Criteria	Maximum Points
PROJECT DESCRIPTION / FEASIBILITY / TIMELINE	20
CULTURAL VIBRANCY	25
ALIGNMENT WITH EDI OBJECTIVES / COMMUNITY ROOTED ENTITY	30
ORGANIZATIONAL CAPACITY / FEASIBILITY	15
PERFORMANCE OUTCOME / IMPACT	10
TOTAL	100



CONSIDERATIONS

QUESTIONS



THANK YOU
FOR YOUR ATTENTION

