



## **AGENDA**

### **CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE**

**223 East 4<sup>th</sup> Street, Room 160  
Port Angeles, Washington**

**Friday, November 12, 2021 – 2:30 p.m.**

**\*\*ATTENTION\*\***

In response to the current pandemic, to promote social distancing, and in compliance with Governor's Proclamation and the recommendation of the Clallam County Health Officer, the Districting Commission meetings will be virtual only. The Districting Commission also strongly encourages public comments to be submitted in writing if possible.

This meeting can be viewed on a live stream at this link: <http://www.clallam.net/features/meetings.html>

If you would like to participate in the meeting via Zoom audio only, call 253-215-8782 and use meeting ID: 875 561 7844 and passcode: 12345

If you would like to participate in the meeting via Zoom video conference, visit <https://zoom.us/j/8755617844> and use meeting ID: 875 561 7844 and passcode: 12345

Public comment and questions can be directed to the Clerk of the Board at 360-417-2256 or [agores@co.clallam.wa.us](mailto:agores@co.clallam.wa.us).

- I. **CALL TO ORDER, ROLL CALL**
- II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES FOR THE MEETINGS ON:**
  - **October 14, 2021**
- IV. **PUBLIC COMMENT**
- V. **BUSINESS**
  - a. **Review of financial LTAC projections for 2021 – Mark Lane**
  - b. **Review and vote to approve to forward recommendations to the BOCC - "2022 LTAC Funding Request" RFP**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**

**AGENDA for the Meeting of November 12, 2021**  
**LODGING TAX ADVISORY COMMITTEE**  
**Page 2**

**LTAC 2021 meeting dates:**

- December 9, 2021 - **CANCELLED**

**LTAC 2022 meeting dates:**

- January 13, 2022
- February 10, 2022
- March 10, 2022
- April 14, 2022
- May 12, 2022
- June 9, 2022
- July 14, 2022
- August 11, 2022
- September 8, 2022
- October 13, 2022
- November 10, 2022
- December 8, 2022

**Lodging Tax Advisory Committee**  
**Draft Minutes October 14, 2021**



## **CLALLAM COUNTY LODGING TAX ADVISORY BOARD MINUTES of October 14, 2021**

### **JOINT MEETING**

The joint meeting convened at 2:31 p.m., Thursday, October 14, 2021. Present were Commissioner Johnson, Lissy Andros, Ryan Malane, Marc Abshire, Vanessa Fuller, Lorrie Mittmann, Linda Keen, Donya Alward and Pamela Dahl. All appeared by video.

Commissioner Johnson welcomed Audrey Grafstrom from Forks.

### **TOPICS**

- A. Total budget
- B. Allocations categories
- C. Vetting process for applications
- D. How do you measure success
- E. What is not being accomplished related to tourism that should be funded

Meeting concluded at 2:50 p.m. and continued to the Clallam County LTAC Business Meeting commencing at 2:51 p.m.

### **MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)**

Chair Commissioner Johnson called the meeting to order at 2:51 p.m., Thursday, October 14, 2021. Also present were Lissy Andros, Ryan Malane, Marc Abshire, Vanessa Fuller, Lorrie Mittmann, Linda Keen, Donya Alward and Pamela Dahl. All appeared by video.

### **REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA**

**ACTION TAKEN:** Andros moved to adopt the agenda as presented, Mittmann seconded, motion carried

### **APPROVAL OF MINUTES**

- Minutes September 10, 2021

**ACTION TAKEN:** Malane moved to approve the minutes as presented, Mittmann seconded, motion carried

### **PUBLIC COMMENT**

- Marsha Massey, Olympic Peninsula Visitors Bureau – Executive Director, thanked the LTAC for the funding granted to Olympic Peninsula Visitors Bureau.

### **BUSINESS ITEMS**

#### **a. Review of financial LTAC projections for 2021**

Commissioner Johnson stated Mark Lane was not available to attend. Johnson presented an update.

Discussion held regarding when the Canadian border will be reopening.

**CLALLAM COUNTY LODGING TAX ADVISORY BOARD**  
**MINUTES of October 14, 2021**  
**Page 2**

**b. Approval of Request for Proposals Notice for 2022 Hotel/Motel Funding Requests**

LTAC Members discussed the first round of 2022 Hotel/Motel Funding requests.

LTAC members agreed to make amend the application, add "Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program." as last sentence in paragraph 2. Add "(individual marketing request, contact OPVB)" at Item V Service Categories, check all applicable after Tourism, Promotion/Marketing.

**ACTION TAKEN:** Abshire moved to approve a notice to call for applications for 2022 Hotel/Motel Funding requests as amended, Malane seconded, motion carried

Discussion held regarding marketing funds.

**NEXT MEETING – November 10, 2021 at 2:30 p.m.**

**ADJOURNMENT**

Meeting concluded at 3:45 p.m.

**Lodging Tax Advisory Committee**  
**Financial Report – Mark Lane**

CLALLAM COUNTY  
HOTEL/MOTEL TAX--FUND 19925  
STATEMENT OF SOURCES, USES AND RESERVES  
YTD OCTOBER 2021 ACTUALS, REVISED 2021 PROJECTION & 2021 BUDGET WITH 5 YEAR LOOK BACK

|                                                                                                                                                                 | BUDGET                                                                                                | PROJECTIONS                                                                                                | ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK |           |           |         |         |         |                  | ACTUALS--YTD PRIOR YEAR   |  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|---------------------------------------------|-----------|-----------|---------|---------|---------|------------------|---------------------------|--|
|                                                                                                                                                                 | 2021 ADJUSTED BUDGET<br>(BASED ON CURRENT<br>COMMITMENTS AND<br>BUDGET REVISIONS<br>APPROVED BY BOCC) | PROJECTED YEAR-END<br>2021--UP 83.9% FOR<br>YEAR --JAN-OCT<br>ACTUALS UP 104%,<br>NOV-DECEMBER UP<br>20.6% | YTD OCTOBER<br>2021                         | 2020      | 2019      | 2018    | 2017    | 2016    | YTD OCTOBER 2020 | % CHANGE VS<br>PRIOR YEAR |  |
| REVENUE (SOURCES OF FUNDING)                                                                                                                                    |                                                                                                       |                                                                                                            |                                             |           |           |         |         |         |                  |                           |  |
| 291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX                                                                                                             | 370,000                                                                                               | 725,379                                                                                                    | 609,734                                     | 392,878   | 499,196   | 481,653 | 394,239 | 313,770 | 298,632          | 104.2%                    |  |
| 291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX                                                                                                            | 380,000                                                                                               | 724,863                                                                                                    | 609,747                                     | 395,680   | 492,412   | 436,419 | 394,191 | 313,770 | 298,617          | 104.2%                    |  |
| 291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")                                                                                     | -                                                                                                     | - **                                                                                                       | -                                           | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")                                                                                              | -                                                                                                     | -                                                                                                          | -                                           | 252,761   | -         | -       | -       | -       | 229,629          | -100.0%                   |  |
| 291.36700.00.0000 CONTRIBUTIONS AND DONATIONS                                                                                                                   | -                                                                                                     | -                                                                                                          | -                                           | -         | 940       | -       | -       | -       | -                | --                        |  |
| 291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT                                                                                                         | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | -       | -       | -       | -                | --                        |  |
| TOTAL REVENUE (SOURCES)                                                                                                                                         | 750,000                                                                                               | 1,450,242                                                                                                  | 1,219,481                                   | 1,041,318 | 992,548   | 918,071 | 788,430 | 627,540 | 826,878          | 47.5%                     |  |
| % CHANGE VS PRIOR YEAR                                                                                                                                          | -28.0%                                                                                                | 39.3%                                                                                                      | 47.5%                                       | 4.9%      | 8.1%      | 16.4%   | 25.6%   | 19.4%   |                  |                           |  |
| % CHANGE VS PRIOR YEAR--EXCLUDING CARES                                                                                                                         | -4.9%                                                                                                 | 83.9%                                                                                                      | 104.2%                                      | -20.6%    | 8.1%      | 16.4%   | 25.6%   | 19.4%   |                  |                           |  |
| EXPENDITURES (USES OF FUNDING)                                                                                                                                  |                                                                                                       |                                                                                                            |                                             |           |           |         |         |         |                  |                           |  |
| 291.55730.41.0020 PROFESSIONAL SERVICES                                                                                                                         | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE                                                                                                         | 12,000                                                                                                | 12,000                                                                                                     | 12,000                                      | 20,000    | 10,086    | 21,363  | 22,971  | 25,760  | 20,000           | -40.0%                    |  |
| 291.55730.41.0117 CHAMBERS OF COMMERCE                                                                                                                          | -                                                                                                     | -                                                                                                          | 195                                         | 1,567     | 2,972     | 1,822   | 1,822   | 822     | 567              | -65.6%                    |  |
| 291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU                                                                                                              | 508,333                                                                                               | 558,333                                                                                                    | 475,000                                     | 591,667   | 514,167   | 527,500 | 391,667 | 486,500 | 491,667          | -3.4%                     |  |
| 291.55730.41.5110 PARKS/FAIR/FACILITIES                                                                                                                         | 39,000                                                                                                | 39,000                                                                                                     | -                                           | 25,947    | 24,025    | 28,596  | 30,000  | 30,000  | -                | --                        |  |
| 291.55730.41.5120 PUBLIC WORKS                                                                                                                                  | 150,000                                                                                               | 150,000                                                                                                    | -                                           | 250,000   | 220,000   | -       | 105,000 | -       | 250,000          | -100%                     |  |
| 291.55730.41.5130 SHERIFF                                                                                                                                       | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | -       | -       | 5,000   | -                | --                        |  |
| 291.55730.41.0118 FEIRO MARINE LIFE CENTER                                                                                                                      | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | 50,000  | 54,000  | -       | -                | --                        |  |
| 291.55730.49.0036 SEQUIM PICKLERS                                                                                                                               | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | -       | 34,000  | -       | -                | --                        |  |
| 291.55730.49.0056 PENINSULA AREA PUBLIC ACCESS                                                                                                                  | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | -       | 33,000  | -       | -                | --                        |  |
| 291.55730.49.0151 DUNGENESS RIVER AUDUBON CENTER                                                                                                                | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | -       | 69,710  | -       | -                | --                        |  |
| 291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION                                                                                                             | -                                                                                                     | -                                                                                                          | -                                           | -         | 5,000     | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0160 PA CHAMBER OF COMMERCE                                                                                                                        | 35,000                                                                                                | 35,000                                                                                                     | 35,000                                      | -         | 35,000    | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE                                                                                                                  | -                                                                                                     | -                                                                                                          | -                                           | -         | 25,700    | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0162 FORKS CHAMBER OF COMMERCE                                                                                                                     | 40,000                                                                                                | 40,000                                                                                                     | 40,000                                      | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION                                                                                                             | 12,500                                                                                                | 12,500                                                                                                     | 12,500                                      | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION                                                                                                                  | 100,000                                                                                               | 100,000                                                                                                    | 100,000                                     | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0180 JUAN DE FUCA FESTIVAL                                                                                                                         | 10,000                                                                                                | 10,000                                                                                                     | 10,000                                      | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0185 FORKS TIMBER MUSEUM                                                                                                                           | 67,142                                                                                                | 67,142                                                                                                     | 67,142                                      | -         | -         | -       | -       | -       | -                | --                        |  |
| 291.55730.49.0230 UNANTICIPATED PROJECTS (INCLUDES \$215K PLACEHOLDER FOR "KEEP THE LIGHTS ON" ROUND 4 (\$107,842 PAID YTD) & \$37.7K ADDITL FUNDING COMMITTED) | 145,559                                                                                               | 145,559                                                                                                    | 107,842                                     | 252,761   | -         | -       | -       | -       | 229,629          | -53%                      |  |
| 291.55730.51.0050 WASHINGTON STATE PATROL                                                                                                                       | -                                                                                                     | -                                                                                                          | -                                           | -         | -         | 5,290   | 4,831   | -       | -                | --                        |  |
| TOTAL EXPENDITURES (USES)                                                                                                                                       | 1,119,534                                                                                             | 1,169,534                                                                                                  | 859,679                                     | 1,141,942 | 836,950   | 634,571 | 747,001 | 548,082 | 991,863          | -13.3%                    |  |
| EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)                                                                                                              | (369,534)                                                                                             | 280,708                                                                                                    | 359,802                                     | (100,624) | 155,598   | 283,501 | 41,430  | 79,458  | (164,984)        | -318.1%                   |  |
| ENDING FUND BALANCE/RESERVES                                                                                                                                    | 580,999                                                                                               | 1,231,241                                                                                                  | 1,310,335                                   | 950,533   | 1,051,157 | 895,559 | 612,058 | 570,628 | 886,172          | 47.9%                     |  |

CLALLAM COUNTY  
HOTEL/MOTEL TAX--FUND 19925  
2021 TAX REVENUE REFORECAST

|                                          | January     | February    | March 2021 | April 2021 | May 2021 | June 2021 | July 2021 | August      | September   | October     | November       | December       |                |
|------------------------------------------|-------------|-------------|------------|------------|----------|-----------|-----------|-------------|-------------|-------------|----------------|----------------|----------------|
|                                          | 2021 Actual | 2021 Actual | Actual     | Actual     | Actual   | Actual    | Actual    | 2021 Actual | 2021 Actual | 2021 Actual | 2021 Projected | 2021 Projected | 2021 Projected |
| Hotel/Motel Transient Lodging Tax        | 20,937      | 25,973      | 36,841     | 35,692     | 57,270   | 65,013    | 75,778    | 96,978      | 96,241      | 99,276      | 77,695         | 37,686         | 725,379        |
| Hotel/Motel Transient Lodging Additional | 20,298      | 26,692      | 36,892     | 35,692     | 57,270   | 65,013    | 75,778    | 96,714      | 95,977      | 99,158      | 77,695         | 37,686         | 724,863        |
| TOTAL HOTEL/MOTEL TAX REVENUE            | 41,234      | 52,665      | 73,733     | 71,384     | 114,540  | 130,026   | 151,555   | 193,692     | 192,218     | 198,433     | 155,389        | 75,371         | 1,450,242      |
| YOY % CHANGE--MONTH                      | 26.7%       | 39.7%       | 81.3%      | 79.7%      | 1721.2%  | 5814.2%   | 251.5%    | 89.1%       | 20.1%       | 49.8%       | 25.0%          | 12.5%          | 83.9%          |
| YOY % CHANGE--CUMULATIVE                 | 26.7%       | 33.7%       | 51.1%      | 58.6%      | 125.3%   | 203.9%    | 214.0%    | 172.0%      | 119.7%      | 104.2%      | 90.5%          | 83.9%          | 83.9%          |

|                                                                                                                                                                         |        |        |        |        |         |         |        |         |         |         |         |        |         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|--------|--------|--------|---------|---------|--------|---------|---------|---------|---------|--------|---------|
| ORIGINAL BUDGET SCENARIO 1--UP 13.6% FOR YEAR (JAN-APRIL ACTUALS UP 58.6%, MAY-DECEMBER ASSUME BUDGET (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION) |        |        |        |        |         |         |        |         |         |         |         |        |         |
| YOY % CHANGE                                                                                                                                                            | 26.7%  | 39.7%  | 81.3%  | 79.7%  | 1721.2% | 1971.9% | 62.1%  | -0.4%   | -26.3%  | -8.4%   | -15.6%  | -24.1% | 13.6%   |
| % of 2019 to Reflect COVID Recovery                                                                                                                                     | 195.8% | 122.3% | 198.0% | 247.8% | 69.7%   | 70.0%   | 74.4%  | 75.6%   | 75.2%   | 79.3%   | 80.0%   | 80.0%  | 90.3%   |
| TAX REVENUE                                                                                                                                                             | 41,234 | 52,665 | 73,733 | 71,384 | 43,956  | 45,551  | 69,887 | 102,086 | 117,928 | 121,315 | 104,894 | 50,871 | 895,504 |

|                                                                                |        |        |        |        |         |         |         |         |         |         |         |        |           |
|--------------------------------------------------------------------------------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|--------|-----------|
| SCENARIO 2--UP 83.9% FOR YEAR --JAN-OCT ACTUALS UP 104%, NOV-DECEMBER UP 20.6% |        |        |        |        |         |         |         |         |         |         |         |        |           |
| YOY % CHANGE                                                                   | 26.7%  | 39.7%  | 81.3%  | 79.7%  | 1721.2% | 5814.2% | 251.5%  | 89.1%   | 20.1%   | 49.8%   | 25.0%   | 12.5%  | 83.9%     |
| % of 2019 to Reflect COVID Recovery                                            | 196%   | 122%   | 198%   | 248%   | 182%    | 200%    | 161%    | 143%    | 123%    | 130%    | 119%    | 119%   | 146.3%    |
| TAX REVENUE                                                                    | 41,234 | 52,665 | 73,733 | 71,384 | 114,540 | 130,026 | 151,555 | 193,692 | 192,218 | 198,433 | 155,389 | 75,371 | 1,450,242 |

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Request**  
**Lincoln Park BMX Association**



RECEIVED  
CLALLAM CO. COMMISSIONERS

## LODGING TAX FUNDING APPLICATION 2022

OCT 28 2021

1...2...3...A...

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000.

I **AMOUNT of Lodging Tax Requested:** \$ 200,000.00

II **Agency/Organization Name:** Lincoln Park BMX Association

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other  
Federal Tax ID No. 82-0747801 UBI Number 604-096-475

III **Project/Activity/Event:** PORT ANGELES PUMPTRACK (LARGE SCALE INFRASTRUCTURE PROJECT)

IV **Representative Contact Information:**  
Name, Title Catharine Copass  
Mailing Address 403 South Lincoln Street #4 PMB4 Port Angeles, WA 98362  
Phone(s) 360.477.9517  
Email Lincolnparkbmx@gmail.com / catharine.copass@gmail.com

V **Service Categories, check all applicable:**

☐ Tourism Promotion/Marketing  
☐ Operation of a Special Event/Festival designed to attract tourists  
☒ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: 10.28.2021

Sean Coleman- President

Print or Type Name

## **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

See attachment

2. How will the project/program help increase paid overnight accommodations in Clallam County?

See attachment

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

See attachment

4. How will the project/program encourage visitors to come from another country or state?

See attachment

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

See attachment

**6. 2021 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

**2021 Attendance for all LPBMX events & 3 NW Cup Events**

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|----------------------------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 37,000        | 18,561      | attendance records                     |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 14,700        | 7354        | attendance records                     |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 2300          | 1167        | attendance records                     |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 4500          | 2924        | attendance records- over weekend event |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 3046          | 2031        | Estimated based off attendance         |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 8460          | 5640        | Estimated based off attendance         |

**7. Is there a host hotel for your event? If yes, please identify.**

No

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**8. Describe the prior success of your event/activity/facility in attracting tourists.**

See attachment

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**9. Describe your target tourist audience (location, demographics, etc.)**

See attachment

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**10. Describe how you will promote your event/activity/facility to attract tourists.**

See attachment

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11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

See attachment

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12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

Yes- 2021 applications attached

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13. What is the overall budget for your event/activity/facility? \$ 976,334.00

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 30.7 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

See attachment

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## APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

**APPLICATION DEADLINE:** Applications must be received at the Board of County Commissioner's Office, 223 East 4<sup>th</sup> Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, November 1, 2021.**

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2022 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. Applicants will be notified and attendance by the applicant's representative is required for presentation and questions. Following review, LTAC will forward its recommendation to the Board of County Commissioners.

### **APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:**

Submit the **original application and two copies to:**

Clallam County Lodging Tax Advisory Committee  
Board of Commissioner's Office  
223 East 4<sup>th</sup> Street, Suite 4  
Port Angeles WA 98362-3015

**All copies need to be single sided and not stapled and no folders. All brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.**

**Required Additional Information** – In addition to the application and supplemental questions answers, it is required that you attach the following:

- An itemized budget for your event/activity/facility (income and expense).
- Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.
- If the applicant is a non-profit organization, a copy of your agency/organization's current non-profit corporate registration with the Washington Secretary of State, and current annual budget.

**Optional Information** - Brochures/information concerning your event/activity/facility, in particular, items showing recent tourism promotion efforts. Brochures/information must to be printed on 8.5 x 11 sized paper, single sided and not stapled copies to be accepted.

**Contract Requirement** – In order to be a recipient of Lodging Tax funds, a contract is required between Clallam County and the receiving Agency/applicant.

### **Post Reporting**

Reporting Requirements enacted by the Washington State Legislature in 2013 (RCW 67.28.1816) requires the County to file an annual report to the State of Washington Joint Legislative Audit and Review Committee regarding the use of funds for the year including a requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging, and the reporting of expenditures and activities shall meet those requirements. It is required that all recipients submit a post-event activity report that provides information to the Clallam County Administrator as specified by the contract.

## **GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County. CCC 5.13.020 Special fund.

### **Eligibility**

Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

### **Appropriate Uses**

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism. Specifically, lodging taxes can be used for:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract visitors;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned/operated by nonprofit organizations (RCW 67.28.1816).

A tourism-related facility is a real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is (a) owned by a public entity, nonprofit organization (including a non-profit business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce) and (b) used to support tourism, performing arts, or to accommodate tourist activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

Tourism Marketing and Operations includes activities defined as "tourism promotion" in state law (RCW 67.28.080)

- Advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors;
- Developing strategies to expand tourism;
- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected non peak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success, 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.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

### **Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Director.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % of increase over prior year Clallam County Lodging Tax funded proposals, if any.
- Projected economic impact within the unincorporated area of Clallam County, in particular projected overnight stays in this area lodging establishments.
- The applicant's financial stability.

## ***Port Angeles Pumptrack- Supplemental Questions***

### **1. How will the project/program increase the number of people traveling to Clallam County for business or pleasure on a trip?**

This project will build a new pumptrack with an accessible and inclusive loop at Erickson Playfield in Port Angeles, Washington. ***This facility will be built inside the city limits of Port Angeles, but just as the ODT is in the County and City, this facility will provide a recreation opportunity to all visitors staying in Port Angeles and Clallam County.*** Pumptracks are a new and trending recreation facility that is expanding in popularity all across the United States. A pumptrack is a looped series of trails that feature up and down rollers and bermed corners. Pumptracks are fun on anything with wheels- skateboards, bikes, scooters and inline skates. Pumptracks are growing in popularity because they offer safe places for riders to progress their skills, whether they are brand new to a bike, or skilled riders looking to improve.

The Port Angeles Pumptrack will be a recreation destination facility, drawing tourists specifically to the area to ride and experience the pumptrack. For the design and build of the Port Angeles Pumptrack, we have partnered with Velosolutions, the premiere international pumptrack company. Velosolutions brings name recognition and the opportunity to link into regional and national competitions hosted specifically on their tracks.

Riders will travel specifically to experience these world class Velosolutions pumptracks. Currently the closest Velosolutions track is in Bellingham, the only other nearby tracks are in Leavenworth, Hood River, OR and Victoria, BC.

A unique aspect to the Port Angeles Pumptrack design is an accessible/inclusive loop. Recreation infrastructure and new public recreation facilities in Port Angeles must incorporate accessibility and inclusion as an integral part of the design from the outset. An accessible loop of the Port Angeles pumptrack has been designed for manual and electric chair users, and features the same rollers and berms scaled for safe and fun use by riders in chairs.

### **2. How will the project/program help increase paid overnight accommodations in Clallam County?**

An estimated 3 million visitors travel through the Olympic Peninsula each summer, drawn to Olympic National Park as well as the amazing variety of outdoor recreation offerings in Clallam County. Many tourists pass through Port Angeles briefly on their way to Canada. We see in other outdoor recreation communities (Bend, Oregon and Squamish, Canada for example) that strategic investments in recreation infrastructure, including community pumptracks, encourage people to stay for longer rather than merely passing through, and make use not only of tracks and trails but also the local economy, through increased accommodations and spending at restaurants, shops and other businesses.

Families seek places to recreate outdoors that suit all their needs. The Port Angeles Pumptrack will compliment other inclusive, accessible recreation offerings in the area such as the Olympic Discovery Trail, the Shore Aquatic Center and Quinn Redland Kintner Memorial Park, building a cumulative effect that helps Clallam County become a destination for families seeking chair-friendly outdoor recreation experiences.

### **3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit. If so, please describe how.**

The addition of a world-class pumptrack to the recreation offerings will increase the draw for cyclists who visit Clallam County to participate in road, gravel, mountain and BMX bike races and events which occur April through

October. These racers and their families are almost guaranteed to want to spend additional time at the pumptrack, likely extending their visits by at least a day.

**4. How will the project/program encourage visitors to come from another country or state?**

In addition to attracting new visitors and encouraging visitors to extend their stay in order to enjoy the pumptrack, because it is built by Velosolutions, Port Angeles Pumptrack will be eligible to host qualifying events for the Red Bull Pumptrack World Championship, these could include regional, national or even international level competitions. Pumptrack World Champion Jill Kintner, Australian National Champion Dani Beecroft and International competitor Kialani Hines have all written letters of support for Port Angeles Pumptrack, as national and international champions in their sport they are familiar with the draw of pumptrack competitions. Cycling events on the Olympic Peninsula consistently draw riders from Montana, Idaho, and Oregon and Canada.

**5. If the project/program is an event, please provide the name, dates(s) and estimate attendance.**

The opportunities for events are very exciting. In addition to hosting Red Bull/Velosolutions Championships, races at the pumptrack can be combined with other BMX or mountain bike races, creating exciting, multi-day events that will require overnight stays. The Pumptrack facility will be suitable for year-round events.

**6. Tourism-Impact estimate**

Our estimates are based on several sources. Overall attendance at the Pumptrack is likely to be quite a bit higher- a trail counter installed at a community pumptrack in Bellingham logged 30,000 visits in one month. One is the assumption that our target audience of tourists overlaps with or is similar demographically to recreational tourists who visit Clallam to participate in events at the BMX track or at Dry Hill. Estimates for BMX and NW Cup races range from 800 to 2500 attendees per race and approximately 5 events per year between the two organizations. In 2019 just the BMX racing led to approximate 2800 paid lodging room nights. Both these organizations track the distribution of participants from Washington vs surrounding states and Canada. We increased our numbers to reflect the number of active mountain bikers in the Puget Sound area. Note that estimates for impact are for a calendar year, however the Pumptrack is scheduled to begin construction in Spring 2022, with all permits on hand and drawings 100% complete.

**7. Is there a host hotel for your event? If yes, please identify.**

No

**8. Describe the prior success of your event/activity/facility in attracting tourists.**

Cycling competitions in Clallam County, including mountain bike racing at Dry Hill and BMX racing at Lincoln Park successfully attract an estimated 800-2500 visitors per major race, with several of these large events every year. The majority of competitors at these events come from out of the county. This same audience would potentially extend their stay while attending these other events as well as attend pumptrack competitions or travel to Port Angeles specifically to ride the pumptrack as a recreational tourism activity. When you add all the bike events- Big, Hurt, Cyclocross, Ride the Hurricane and more, you bring people who like to ride at bike facilities as well.

LPBMX has a proven track record and knows that this investment into the community will bring even more than that. Lincoln Park BMX Track Attendance for April 2021 thru September 2021- 56 events. We have had 14,292 riders & spectators. With 3250 being from 50 miles or more, all who like riding bikes on world class facilities like the Pumptrack.

NW Cup Attendance for 2021 at three events was 4,269 riders & spectators, with 4170 traveling for more than 50 miles and staying for 3 nights. Downhill racers also like finding other venues to ride at when racing, so the pumptrack would be a popular stop on NW Cup weekends.

**Between Lincoln Park BMX & NW Cup it is estimated that racers & spectators spent over \$2million in the County on lodging, food, gas, entry fees, and merchandise in 2021.**

**9. Describe your target tourist audience (location, demographics)**

Our target tourist audience is cycling enthusiasts and families from across the Pacific Northwest. Although the total pool of cyclists is hard to quantify, there are 1.5 million cyclists and an estimated 60,000 mountain bikers in Washington. Pumptracks are destination facilities for cyclists, and in combination with the Olympic Discovery Trail, Olympic Adventure Trail, and Colville Trails create an attractive recreation hub that invites families to target Clallam County as an ideal family biking destination. The bulk of these visitors are likely to be from the greater Puget Sound area. Bike tourism is an industry that attracts generally higher-income, family-oriented tourists who look for an area that has multiple options to accommodate the varied skills and interests often found within a family or group of friends.

**10. Describe how you will promote your event/activity/facility to attract tourists.**

Because it will be built by the internationally famous company Velosolutions, we will be included in their website <https://pumptrack.com/>. We will join a network of Velosolutions tracks that will host regional competitions and qualifiers for national and international championships. The Pumptrack will benefit from cross promotion with Clallam County's other well-established cycling and tourist events and from being included in the recreation information developed and distributed through the Visitor's bureau. Our reach through Facebook is wide, including the page for the Pumptrack <https://www.facebook.com/PortAngelesPumptrack>, where updated information can be found, and frequent cross-posting on a large and active regional page for mountain bikers.

**11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**

The pumptrack will attract recreation enthusiasts year-round and will be an important part of the regional tourism strategy. Recreation tourists tend to be enthusiasts who participate in more than outdoor activity on a single trip. Visitors to the area for winter sports at Hurricane Ridge, or surfing, are also very likely to have bikes and visit the Pumptrack. While the Pumptrack will be centrally located in Port Angeles, the track will attract a demographic who will be actively seeking adventures, prioritizing visiting "out of the way" or remote and scenic spots and thus needing accommodations and meals throughout unincorporated Clallam County on their explorations.

**12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) applications.**

We applied for Clallam County's LTAC for 2021 & The City of Port Angeles LTAC for 2021, receiving \$100,00 from each. (Applications attached). 2021 Funds were used for design work, deposit for scheduling (60-70 worldwide projects per year), and engineering.

**14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.**

## ***Port Angeles Pumptrack Supplemental Questions***

To date we have secured \$741,995, our budget for the project in 2021 was \$687,000, it is now increased to \$976,334. Why the increase? Some factors were not yet known when we start the project last year. Mainly the current storm water requirements, Archeological survey, bonds required for construction, COVID delays & impacts and additional improvements to cut down long term maintenance costs.

|                                          |              |
|------------------------------------------|--------------|
| • Detention System-                      | \$68,270.00  |
| • Archeological Survey-                  | \$9,000.00   |
| • Construction Bond-                     | \$12,000.00  |
| • Pour In Place Rubber transition strip- | \$50,000.00  |
| • Pour In Place Rubber Interior zones-   | \$137,444.00 |
| • Facility Maintenance                   | \$15,0000.00 |

We can make some cuts in the design which would result in a savings of \$36,832. We are also looking at an EPA Grant as well applying for the City of Port Angeles LTAC grant too and have applied for the Port of Port Angeles Grant and Walkling Grant. We are still working on private sponsors to close the gap. Construction is scheduled to start May 1, 2022. Plans are 100% complete, the building permit is issued and storm drainage materials are on hand to start in the spring.

The other grants we have all applied for the Port Angeles Pump track have done quite well for ranking- being #9 out of 33 for the RCO grant. Out of the 103 applications for Outride Foundation, we had the largest fundraising effort which secured our \$15,000 match from Outride

PLAN DATE IDENTIFIER

JUNE 10, 2021  
DATE OF LAST REVISIONS

# 100% CONSTRUCTION DOCUMENTS: ERICKSON BIKE PARK PORT ANGELES, WA



BIKE PARK RENDERING\*

\*RENDERING IS JUST A VISUAL REPRESENTATION OF THE ACTUAL DESIGN. CHANGES BETWEEN RENDERING AND THE CONSTRUCTION DOCUMENT MAY OCCUR.



WWW.AMERICANBAMP.COM  
100% CONSTRUCTION DOCUMENTS  
PORT ANGELES, WA 98362

ERICKSON BIKE PARK  
PORT ANGELES, WA

NOTES: 1. THIS PROJECT IS A PARTIAL CONSTRUCTION OF THE BIKE PARK. 2. THE BIKE PARK WILL BE CONSTRUCTED IN PHASES. 3. THE BIKE PARK WILL BE CONSTRUCTED IN PHASES. 4. THE BIKE PARK WILL BE CONSTRUCTED IN PHASES.

APPROVED: A. KARPMAN  
DRAWN: A. HORDOS  
DATE: 06.10.2021  
SCALE: AS SHOWN ON ARCH D

| NO. | DESCRIPTION | DATE |
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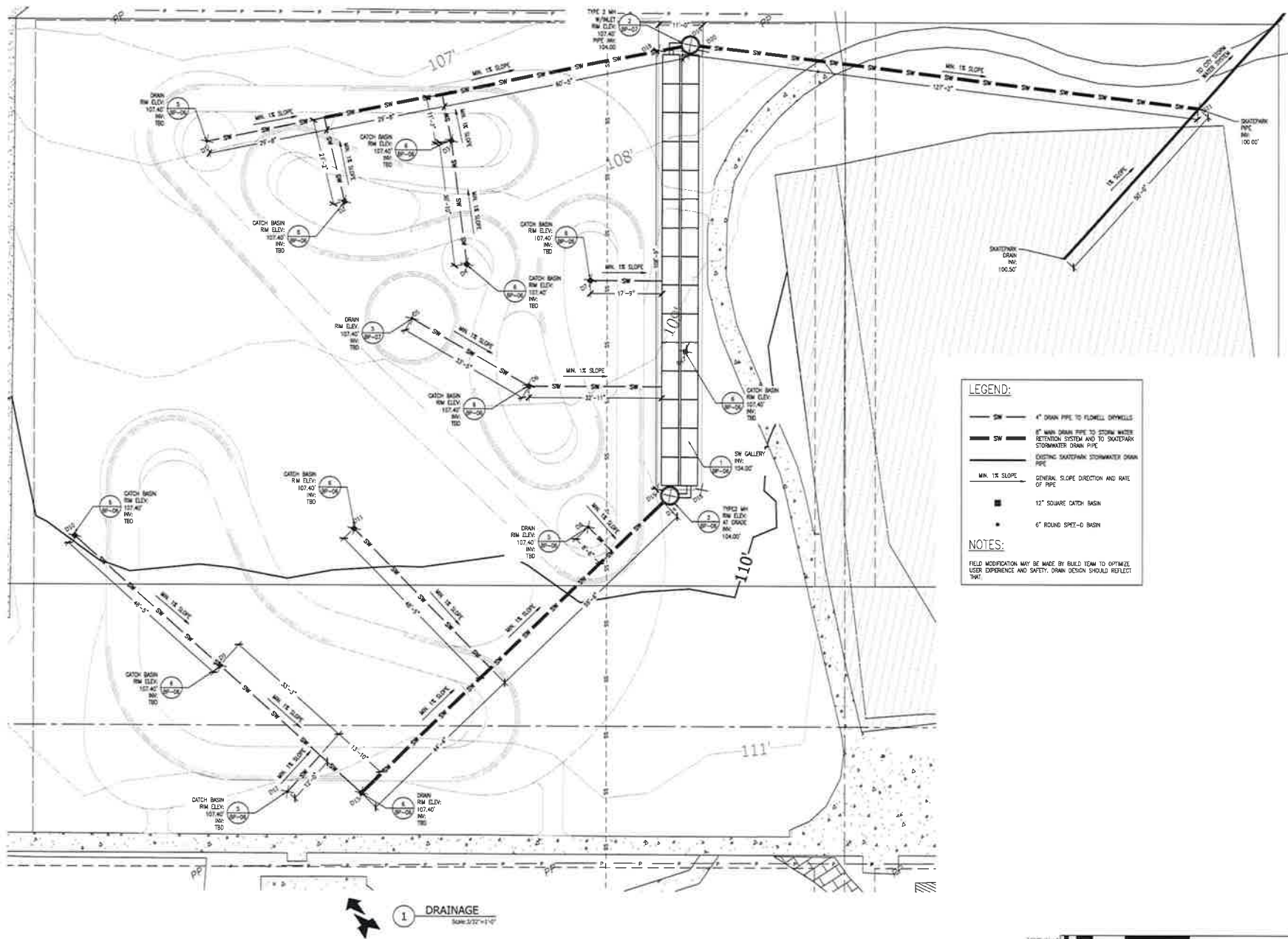
DESIGNED BY: A. KARPMAN  
DRAWN BY: A. HORDOS  
APPROVED BY: N. BEMO  
DATE: 06.10.2021  
SCALE: AS SHOWN ON ARCH D

SHEET NAME

COVER

PROJECT NUMBER: 21-106  
SHEET NUMBER: BP-01

| BIKE PARK VICINITY MAP | BIKE PARK LOCATION MAP | PROJECT INFORMATION                                                                                                                                                                                                                           | SHEET INDEX                                                                                                                                                                                                                                                                                                                                                     |
|------------------------|------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        |                        | <p><b>CUSTOMER:</b><br/>LINCOLN PARK BMX ASSOCIATION<br/>403 SOUTH LINCOLN STREET #4 PMB4<br/>PORT ANGELES, WA<br/>98362</p> <p><b>SITE ADDRESS:</b><br/>ERICKSON PARK<br/>4TH STREET &amp; FRANCIS STREET<br/>PORT ANGELES, WA<br/>98362</p> | <p>BP-01 COVER SHEET</p> <p>BP-02 PROJECT NOTES AND BIKE PARK FEATURES</p> <p>BP-03 SITE DEMOLITION/CONSTRUCTION AREA</p> <p>BP-04 STAKE-OUT LOCATIONS</p> <p>BP-05 DRAINAGE</p> <p>BP-06 DRAINAGE DETAILS</p> <p>BP-07 GRADING</p> <p>BP-08 DIMENSIONS</p> <p>BP-09 ELEVATIONS</p> <p>BP-10 MATERIALS AND COLOR</p> <p>BP-11 SECTIONS</p> <p>BP-12 DETAILS</p> |



**LEGEND:**

- SW — 4" DRAIN PIPE TO FLOWELL DRYWELLS
- SW — 8" MAIN DRAIN PIPE TO STORM WATER RETENTION SYSTEM AND TO SKATEPARK STORMWATER DRAIN PIPE
- SW --- EXISTING SKATEPARK STORMWATER DRAIN PIPE
- MIN. 1% SLOPE GENERAL SLOPE DIRECTION AND RATE OF PIPE
- 12" SQUARE CATCH BASIN
- 6" ROUND SPOT-O BASIN

**NOTES:**

FIELD MODIFICATION MAY BE MADE BY BUILD TEAM TO OPTIMIZE USER EXPERIENCE AND SAFETY. DRAIN DESIGN SHOULD REFLECT THAT.



AMERICAN RAMP COMPANY (ARC)  
1401 E. 10th St., Port Angeles, WA 98127  
PHONE: 360.468.1234 FAX: 360.468.1235  
WWW.ARCRAMP.COM

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# ERICKSON BIKE PARK PORT ANGELES, WA

PROJECT LOCATION: 4015 JACOBSON ST. PORT ANGELES, WA 98127  
PROJECT NO: 21-106  
SHEET NO: 05

| NO. | REVISION | DATE |
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| 1   |          |      |
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| 5   |          |      |

DESIGNED BY: A. KARPMAN  
DRAWN BY: A. HORDOS  
APPROVED BY: N. BEMO  
DATE: 06.10.2021  
SCALE: AS SHOWN ON ARCH D

## DRAINAGE

PROJECT NUMBER: 21-106  
SHEET NUMBER: BP-05





*PROGRESSIVE*  
*PERMEABLE*  
*PAVEMENT*

Introducing P<sup>3</sup> Surface Pavement:



**Progressive Bike Ramps** aims to be an industry leader through continual innovation. With this as our primary mission, we've developed the ideal sustainable solution for Trail and Bike Park riding surfaces.

Our P<sup>3</sup> Surface Pavement is a custom mix paving system designed for maximum durability while retaining the optimal grip, contact, and feel for your tires on the ground.





## Port Angeles Pump track Construction Budget

### Costs:

|                                                                                            |           |                |
|--------------------------------------------------------------------------------------------|-----------|----------------|
| American Ramp (Velosolutions) Design and Construction- Main Track                          | \$        | 395,000        |
| American Ramp (Velosolutions)-Design and Construction- Inclusive Loop                      | \$        | 172,000        |
| Additional Storm pipe (Velosolutions)                                                      | \$        | 30,000         |
| Wall Ride- 90 degree bend                                                                  | \$        | 12,980         |
| <b>Additional surface Materials (Pour in Place Rubber- strip)</b>                          | <b>\$</b> | <b>50,000</b>  |
| <b>Additional surface Materials (Pour in Place Rubber- Interior Areas)</b>                 | <b>\$</b> | <b>137,444</b> |
| Additional surface Materials (Sod- exterior areas)                                         | \$        | 29,148         |
| Conceptual Design Package                                                                  | \$        | 7,500          |
| <b>Detention System</b>                                                                    | <b>\$</b> | <b>68,270</b>  |
| <b>Archeological Survey- new RCO/SHPO Requirement</b>                                      | <b>\$</b> | <b>9,000</b>   |
| Pump track signage (safety signs)                                                          | \$        | 3,500          |
| <b>2-3 year facility maintenance</b>                                                       | <b>\$</b> | <b>15,000</b>  |
| Contingency (Increase in materials, fuel, wages, concrete replacement, security fence)- 5% | \$        | 46,492         |
| <b>Total Project Cost</b>                                                                  | <b>\$</b> | <b>976,334</b> |

|                                                                                                          |    |         |                  |
|----------------------------------------------------------------------------------------------------------|----|---------|------------------|
| Washington State Recreation and Conservation Office State Youth Athletic Facility Grant & Matching funds | \$ | 385,000 | <i>Committed</i> |
| County Lodging Tax Funds (2021)                                                                          | \$ | 100,000 | <i>Committed</i> |
| City Lodging Tax Funds 2021                                                                              | \$ | 100,000 | <i>Committed</i> |
| LPBMX Internal Funds                                                                                     | \$ | 7,500   | <i>Committed</i> |
| Outride Foundation                                                                                       | \$ | 15,000  | <i>Committed</i> |
| Individual and Community Fundraising                                                                     | \$ | 84,495  | <i>Committed</i> |
| Foundations                                                                                              | \$ | 50,000  | <i>Committed</i> |

**Committed funds on hand \$ 741,995**

**Funds Remaining \$ (234,339)**

|                                                              |           |                   |                |
|--------------------------------------------------------------|-----------|-------------------|----------------|
| Port of Port Angeles Grant 2022                              | \$        | 5,250.00          | <i>Pending</i> |
| Walking Grant                                                | \$        | 4,500.00          | <i>Pending</i> |
| LPBMX Lap-a-thon                                             | \$        | 4,000.00          | <i>Pending</i> |
| Clallam County/City of Port Angeles Lodging Tax Funds (2022) | \$        | 200,000.00        | <i>Pending</i> |
| Sponsors- business & Individuals                             | \$        | 22,000.00         | <i>Pending</i> |
| <b>Funds Pending</b>                                         | <b>\$</b> | <b>235,750.00</b> |                |

### Cost cutting options-

|                                                               |           |                    |
|---------------------------------------------------------------|-----------|--------------------|
| Delete Wall Ride                                              | \$        | (12,980.00)        |
| Additional surface Materials (Sod- exterior & Interior areas) | \$        | 54,148.00          |
| Delete Pour In Place Rubber- Interior Areas                   | \$        | (100,000.00)       |
| 2-3 years maintenance/upkeep on facility- additional sod      | \$        | 22,000.00          |
| <b>Potential Cost savings</b>                                 | <b>\$</b> | <b>(36,832.00)</b> |

## 2022 LINCOLN PARK BMX BUDGET

### Income

|                                                       |           |                   |
|-------------------------------------------------------|-----------|-------------------|
| Concessions                                           | \$        | 21,000.00         |
| Appareal/Advertising                                  | \$        | 7,200.00          |
| Practices                                             | \$        | 5,500.00          |
| Bike Sales                                            | \$        | 3,500.00          |
| Single Point Races fee & memberships                  | \$        | 19,700.00         |
| SCR/Gold Cup Race                                     | \$        | 20,500.00         |
| Race Packages                                         | \$        | 1,500.00          |
| Donations/Sponsors                                    | \$        | 20,000.00         |
| USABMX Fee Collected                                  | \$        | 7,500.00          |
| <b>Pump Track Grants &amp; Donations</b>              | <b>\$</b> | <b>235,000.00</b> |
| Misc (50/50)                                          | \$        | 3,500.00          |
| Savings for Long Term Equipment Replacement & Repairs | \$        | 45,000.00         |
| Savings on hand- Pump Track Construction              | \$        | 83,500.00         |

**Total Income** **\$ 473,400.00**

### Expenses

|                                        |    |           |
|----------------------------------------|----|-----------|
| Awards                                 | \$ | 16,500.00 |
| Concessions                            | \$ | 8,500.00  |
| Taxes                                  | \$ | 700.00    |
| Insurance & Security                   | \$ | 1,900.00  |
| Advertising                            | \$ | 3,500.00  |
| USABMX Sanction Fees & Membership fees | \$ | 19,500.00 |
| Appareal                               | \$ | 4,500.00  |
| Santi-can                              | \$ | 6,500.00  |
| Scholarship Program/Donations          | \$ | 6,500.00  |
| Track Bike Program                     | \$ | 10,200.00 |
| Professional fees                      | \$ | 1,700.00  |
| Long term Equipment Replacement        | \$ | 17,000.00 |

### Yearly projects & Capital Improvements

|                                                            |    |           |
|------------------------------------------------------------|----|-----------|
| Service air rams                                           | \$ | 1,000.00  |
| Repairs Turn #2                                            | \$ | 4,000.00  |
| Slurry Track Surface & Track Work                          | \$ | 10,500.00 |
| New Office/Concession Building (2021/2022)                 | \$ | 22,500.00 |
| Tree Removal                                               | \$ | 3,000.00  |
| Additional Conex for Storage                               | \$ | 5,000.00  |
| 2nd Straight Retaining Wall                                | \$ | 5,000.00  |
| Wifi Camera upgrade & wireless bridge & additional speaker | \$ | 1,500.00  |

### Capital Improvements- Erickson Field (Pump Track)

|                                |           |                   |
|--------------------------------|-----------|-------------------|
| <b>Pump Track Construction</b> | <b>\$</b> | <b>318,500.00</b> |
|--------------------------------|-----------|-------------------|

**TOTAL Expense** **\$ 468,000.00**

**Net Income** **\$ 5,400.00**

LINCOLN PARK BMX IMPROVEMENTS 2018-2021

| YEAR | PROJECT                                | GRANT AMOUNT         | DONATED SERVICES & MATERIALS | VOLUNTEER HOURS | VALUE OF VOLUNTEER HOURS* | TOTAL PROJECT COSTS  | ECONOMIC IMPACT<br>(People Traveling Overnight & Traveling for the Day) | PERCENT RETURN-IMPACT/GRANT |
|------|----------------------------------------|----------------------|------------------------------|-----------------|---------------------------|----------------------|-------------------------------------------------------------------------|-----------------------------|
| 2018 | Starting Hill                          | \$ 50,000.00         | \$ 74,529.00                 | 1491            | \$ 70,460.93              | \$ 194,989.93        | \$ 343,385.00                                                           | 687%                        |
| 2019 | Fence Work, Approach & Paving Corners  | \$ 55,475.00         | \$ 31,000.00                 | 624             | \$ 29,488.68              | \$ 115,963.68        | \$ 736,923.00                                                           | 1328%                       |
| 2020 | Install Track Lighting                 | \$ 55,679.00         | \$ 7,000.00                  | 180             | \$ 8,506.35               | \$ 71,185.35         | \$ 47,865.00                                                            | 86%                         |
| 2021 | Finish Line Structure/ Track Surfacing | \$ 9,700.00          | \$ 7,500.00                  | 395             | \$ 18,666.71              | \$ 35,866.71         | \$ 334,873.00                                                           | 3452%                       |
|      | <b>Totals-</b>                         | <b>\$ 161,154.00</b> | <b>\$ 105,529.00</b>         | <b>2,295.00</b> | <b>\$ 108,455.96</b>      | <b>\$ 382,138.96</b> | <b>\$ 1,463,046.00</b>                                                  | <b>908%</b>                 |

(No Regional or State Events due to COVID)

**\*NOTE-**

|                                 |          |
|---------------------------------|----------|
| Current Prevailing wage-        |          |
| Laborer                         | \$ 50.86 |
| Power Equipment Operator        | \$ 63.17 |
| Truck Dirver- Dump Truck        | \$ 60.00 |
| General Helper (Non Prevailing) | \$ 15.00 |
| Average -                       | \$ 47.26 |



October 18, 2021

Commissioner Randy Johnson  
Chair of Clallam County Lodging Tax Advisory Committee  
223 East 4<sup>th</sup> Street  
Port Angeles, WA 98362

Re: Lincoln Park BMX Association- Letter of Recommendation

I am writing this letter of Recommendation on behalf of the Lincoln Park BMX Association. I have been working with this amazing non-profit organization since 2017 after the City Parks & Recreation Department, along with the Parks & Recreation Beautification Commission, wanted to change the look and feel of the existing BMX track at Lincoln Park. The RFP process was the best decision we could have made for the future of BMX racing, not only for Port Angeles, but also for racers throughout Washington State. Not only have they rebuilt the BMX Track at Lincoln Park into one of the best outdoor tracks in the State, they are now looking to place a "Pump Track" at Erickson Playfield which will be the largest track in the Western United States and the first one that will have an ADA component to it. That is a pretty amazing "track" for there first four years as a non-profit.

Since the Lincoln Park BMX proposed the future Pump Track, both the County and the City have financially supported this project. We were also able to secure a \$350,000 State RCO grant for this project and were slated for construction for August of 2021. However, after a lot of consideration, the Lincoln Park BMX and the City decided to hold off on the project until May of 2022. One thing this will allow both entities to do is focus on the long-term maintenance of the facility. Since becoming Director in 2013, this has been one of my focus when we build new ore replace existing infrastructure. We must be able to maintain it. For example, since I started with the City in 1991, we have added to our Park system the Erickson Park Dream Playground, Skate Park, Gateway Transit Facility, Campfire Clubhouse, Estuary Park, 9/11 Memorial Park, the Olympic Discovery Trail, Pebble Beach Park, Ediz Hook Boat Launch, Sail & Paddle Park, Harbor View Park, Volunteer Field, Lincoln Park Fields #6 & #7, section of the Vern Samuelson Trail, and the downtown Esplanade. All these facilities were added without any additional Full-Time employees to maintain them.

The Lincoln Park BMX realize our constraints and this "time-out" with the project allows them to look for additional funds to offset future maintenance for the City while, at the same time, improving an already future world class facility. Please feel free to contact me if you have any questions regarding this additional request.

Corey Delikat  
Parks & Recreation Director  
City of Port Angeles  
360-417-4551  
cdelikat@cityofpa.us

## BUSINESS INFORMATION

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Business Name:

**LINCOLN PARK BMX ASSOCIATION**

UBI Number:

**604 096 475**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**1521 W LAURIDSEN BLVD, PORT ANGELES, WA, 98363-8465, UNITED STATES**

Principal Office Mailing Address:

**403 S LINCOLN ST STE 4 PMB 4, PORT ANGELES, WA, 98362-3025, UNITED STATES**

Expiration Date:

**02/28/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**02/26/2017**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**ATHLETIC**

## REGISTERED AGENT INFORMATION

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Registered Agent Name:

**SEAN COLEMAN**

Street Address:

**1521 W LAURIDSEN BLVD, PORT ANGELES, WA, 98363-8465, UNITED STATES**

Mailing Address:

**403 S LINCOLN ST STE 4 PMB 4, PORT ANGELES, WA, 98362-3025, UNITED STATES**

## GOVERNORS

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| Title    | Governors Type | Entity Name | First Name | Last Name |
|----------|----------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL     |             | SEAN       | COLEMAN   |
| GOVERNOR | INDIVIDUAL     |             | AMANDA     | PINELL    |
| GOVERNOR | INDIVIDUAL     |             | JASON      | GROVES    |
| GOVERNOR | INDIVIDUAL     |             | MICHAEL    | MCGUIRE   |

Form **990-EZ****Short Form**  
**Return of Organization Exempt From Income Tax**Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code  
(except private foundations)

OMB No. 1545-0047

**2020**Department of the Treasury  
Internal Revenue Service

▶ Do not enter social security numbers on this form, as it may be made public.

▶ Go to [www.irs.gov/Form990EZ](http://www.irs.gov/Form990EZ) for instructions and the latest information.**Open to Public  
Inspection****A** For the **2020** calendar year, or tax year beginning , 2020, and ending ,**B** Check if applicable:

- ☐ Address change  
☐ Name change  
☐ Initial return  
☐ Final return/terminated  
☐ Amended return  
☐ Application pending

**C**  
**LINCOLN PARK BMX ASSOCIATION**  
**403 S LINCOLN ST 4 PB4**  
**PORT ANGELES, WA 98362**

**D** Employer identification number

82-0747801

**E** Telephone number

360-460-1435

**F** Group Exemption Number ▶**G** Accounting Method: ☒ Cash ☐ Accrual Other (specify) ▶**I** Website: ▶ N/A**H** Check ☐ if the organization is not required to attach Schedule B (Form 990, 990-EZ, or 990-PF).**J** Tax-exempt status (check only one) — ☒ 501(c)(3) ☐ 501(c) ( ) ◀(insert no.) ☐ 4947(a)(1) or ☐ 527**K** Form of organization: ☒ Corporation ☐ Trust ☐ Association ☐ Other**L** Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ. ▶ \$ **108,266.****Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances** (see the instructions for Part I)Check if the organization used Schedule O to respond to any question in this Part I. ☒

|                   |                                                                                                    |                                                                                                                                                                                                            |           |          |
|-------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|
| <b>Revenue</b>    | <b>1</b>                                                                                           | Contributions, gifts, grants, and similar amounts received                                                                                                                                                 | <b>1</b>  | 91,310.  |
|                   | <b>2</b>                                                                                           | Program service revenue including government fees and contracts                                                                                                                                            | <b>2</b>  |          |
|                   | <b>3</b>                                                                                           | Membership dues and assessments                                                                                                                                                                            | <b>3</b>  | 13,578.  |
|                   | <b>4</b>                                                                                           | Investment income                                                                                                                                                                                          | <b>4</b>  | 18.      |
|                   | <b>5a</b>                                                                                          | Gross amount from sale of assets other than inventory                                                                                                                                                      | <b>5a</b> |          |
|                   | <b>5b</b>                                                                                          | Less: cost or other basis and sales expenses                                                                                                                                                               | <b>5b</b> |          |
|                   | <b>5c</b>                                                                                          | Gain or (loss) from sale of assets other than inventory (subtract line 5b from line 5a)                                                                                                                    | <b>5c</b> |          |
|                   | <b>6</b>                                                                                           | Gaming and fundraising events:                                                                                                                                                                             |           |          |
|                   | <b>6a</b>                                                                                          | Gross income from gaming (attach Schedule G if greater than \$15,000)                                                                                                                                      | <b>6a</b> |          |
|                   | <b>6b</b>                                                                                          | Gross income from fundraising events (not including \$ of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000) | <b>6b</b> |          |
| <b>6c</b>         | Less: direct expenses from gaming and fundraising events                                           | <b>6c</b>                                                                                                                                                                                                  |           |          |
| <b>6d</b>         | Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c) | <b>6d</b>                                                                                                                                                                                                  |           |          |
| <b>7a</b>         | Gross sales of inventory, less returns and allowances                                              | <b>7a</b>                                                                                                                                                                                                  | 3,360.    |          |
| <b>7b</b>         | Less: cost of goods sold                                                                           | <b>7b</b>                                                                                                                                                                                                  | 1,234.    |          |
| <b>7c</b>         | Gross profit or (loss) from sales of inventory (subtract line 7b from line 7a)                     | <b>7c</b>                                                                                                                                                                                                  | 2,126.    |          |
| <b>8</b>          | Other revenue (describe in Schedule O)                                                             | <b>8</b>                                                                                                                                                                                                   |           |          |
| <b>9</b>          | <b>Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8                                      | <b>9</b>                                                                                                                                                                                                   | 107,032.  |          |
| <b>Expenses</b>   | <b>10</b>                                                                                          | Grants and similar amounts paid (list in Schedule O)                                                                                                                                                       | <b>10</b> |          |
|                   | <b>11</b>                                                                                          | Benefits paid to or for members                                                                                                                                                                            | <b>11</b> |          |
|                   | <b>12</b>                                                                                          | Salaries, other compensation, and employee benefits                                                                                                                                                        | <b>12</b> |          |
|                   | <b>13</b>                                                                                          | Professional fees and other payments to independent contractors                                                                                                                                            | <b>13</b> | 738.     |
|                   | <b>14</b>                                                                                          | Occupancy, rent, utilities, and maintenance                                                                                                                                                                | <b>14</b> | 2,908.   |
|                   | <b>15</b>                                                                                          | Printing, publications, postage, and shipping                                                                                                                                                              | <b>15</b> | 10.      |
|                   | <b>16</b>                                                                                          | Other expenses (describe in Schedule O) SEE SCHEDULE O                                                                                                                                                     | <b>16</b> | 35,448.  |
|                   | <b>17</b>                                                                                          | <b>Total expenses.</b> Add lines 10 through 16                                                                                                                                                             | <b>17</b> | 39,104.  |
| <b>Net Assets</b> | <b>18</b>                                                                                          | Excess or (deficit) for the year (subtract line 17 from line 9)                                                                                                                                            | <b>18</b> | 67,928.  |
|                   | <b>19</b>                                                                                          | Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)                                                           | <b>19</b> | 110,456. |
|                   | <b>20</b>                                                                                          | Other changes in net assets or fund balances (explain in Schedule O)                                                                                                                                       | <b>20</b> |          |
|                   | <b>21</b>                                                                                          | Net assets or fund balances at end of year. Combine lines 18 through 20                                                                                                                                    | <b>21</b> | 178,384. |

**BAA** For Paperwork Reduction Act Notice, see the separate instructions.Form **990-EZ** (2020)

X

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**Part V Other Information** (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V ☐ SEE SCH O

|                                                                                                                                                                                                                                                                                                                                               | Yes  | No |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----|
| <b>33</b> Did the organization engage in any significant activity not previously reported to the IRS? If 'Yes,' provide a detailed description of each activity in Schedule O.                                                                                                                                                                |      | X  |
| <b>34</b> Were any significant changes made to the organizing or governing documents? If 'Yes,' attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O. See instructions.                                                                          |      | X  |
| <b>35 a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?                                                                                                                                              |      | X  |
| <b>b</b> If 'Yes' to line 35a, has the organization filed a Form 990-T for the year? If 'No,' provide an explanation in Schedule O.                                                                                                                                                                                                           |      |    |
| <b>c</b> Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If 'Yes,' complete Schedule C, Part III.                                                                                                                    |      | X  |
| <b>36</b> Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If 'Yes,' complete applicable parts of Schedule N.                                                                                                                                                  |      | X  |
| <b>37 a</b> Enter amount of political expenditures, direct or indirect, as described in the instructions.                                                                                                                                                                                                                                     | 37 a | 0. |
| <b>b</b> Did the organization file Form 1120-POL for this year?                                                                                                                                                                                                                                                                               | 37 b | X  |
| <b>38 a</b> Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee; or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?                                                                                                     | 38 a | X  |
| <b>b</b> If 'Yes,' complete Schedule L, Part II, and enter the total amount involved.                                                                                                                                                                                                                                                         | 38 b | 0. |
| <b>39</b> Section 501(c)(7) organizations. Enter:                                                                                                                                                                                                                                                                                             |      |    |
| <b>a</b> Initiation fees and capital contributions included on line 9.                                                                                                                                                                                                                                                                        | 39 a | 0. |
| <b>b</b> Gross receipts, included on line 9, for public use of club facilities.                                                                                                                                                                                                                                                               | 39 b | 0. |
| <b>40 a</b> Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 <input type="checkbox"/> 0.; section 4912 <input type="checkbox"/> 0.; section 4955 <input type="checkbox"/> 0.                                                                                              |      |    |
| <b>b</b> Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I. | 40 b | X  |
| <b>c</b> Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958.                                                                                                                                        |      | 0. |
| <b>d</b> Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization.                                                                                                                                                                                                          |      | 0. |
| <b>e</b> All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If 'Yes,' complete Form 8886-T.                                                                                                                                                                            | 40 e | X  |
| <b>41</b> List the states with which a copy of this return is filed <input type="checkbox"/> NONE                                                                                                                                                                                                                                             |      |    |

**42 a** The organization's books are in care of MICHAEL MCGUIRE Telephone no. (509) 655-2820  
 Located at 1521 W LAURIDSEN BLVD PORT ANGELES WA ZIP + 4 98363

|                                                                                                                                                                                                                                                                                                                            | Yes  | No |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----|
| <b>b</b> At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If 'Yes,' enter the name of the foreign country <input type="checkbox"/> | 42 b | X  |
| <b>c</b> At any time during the calendar year, did the organization maintain an office outside the United States? If 'Yes,' enter the name of the foreign country <input type="checkbox"/>                                                                                                                                 | 42 c | X  |

See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).

**43** Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041 — Check here ☐ N/A and enter the amount of tax-exempt interest received or accrued during the tax year ☐ 43 N/A

|                                                                                                                                                                                                                                                             | Yes  | No |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|----|
| <b>44 a</b> Did the organization maintain any donor advised funds during the year? If 'Yes,' Form 990 must be completed instead of Form 990-EZ.                                                                                                             | 44 a | X  |
| <b>b</b> Did the organization operate one or more hospital facilities during the year? If 'Yes,' Form 990 must be completed instead of Form 990-EZ.                                                                                                         | 44 b | X  |
| <b>c</b> Did the organization receive any payments for indoor tanning services during the year?                                                                                                                                                             | 44 c | X  |
| <b>d</b> If 'Yes' to line 44c, has the organization filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O.                                                                                                               | 44 d |    |
| <b>45 a</b> Did the organization have a controlled entity within the meaning of section 512(b)(13)?                                                                                                                                                         | 45 a | X  |
| <b>b</b> Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' Form 990 and Schedule R may need to be completed instead of Form 990-EZ. See instructions. | 45 b | X  |

- 46** Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I.

|           | Yes | No |
|-----------|-----|----|
| <b>46</b> |     | X  |

**Part VI Section 501(c)(3) Organizations Only**

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

☐

- 47** Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II.

|           | Yes | No |
|-----------|-----|----|
| <b>47</b> |     | X  |

- 48** Is the organization a school as described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E.

|           |  |   |
|-----------|--|---|
| <b>48</b> |  | X |
|-----------|--|---|

- 49 a** Did the organization make any transfers to an exempt non-charitable related organization?

|             |  |   |
|-------------|--|---|
| <b>49 a</b> |  | X |
|-------------|--|---|

- b** If 'Yes,' was the related organization a section 527 organization?

|             |  |  |
|-------------|--|--|
| <b>49 b</b> |  |  |
|-------------|--|--|

- 50** Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees, and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter 'None.'

| (a) Name and title of each employee | (b) Average hours per week devoted to position | (c) Reportable compensation (Forms W-2/1099-MISC) | (d) Health benefits, contributions to employee benefit plans, and deferred compensation | (e) Estimated amount of other compensation |
|-------------------------------------|------------------------------------------------|---------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------|
| NONE                                |                                                |                                                   |                                                                                         |                                            |
|                                     |                                                |                                                   |                                                                                         |                                            |
|                                     |                                                |                                                   |                                                                                         |                                            |
|                                     |                                                |                                                   |                                                                                         |                                            |
|                                     |                                                |                                                   |                                                                                         |                                            |
|                                     |                                                |                                                   |                                                                                         |                                            |
|                                     |                                                |                                                   |                                                                                         |                                            |

- f** Total number of other employees paid over \$100,000.

- 51** Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter 'None.'

| (a) Name and business address of each independent contractor | (b) Type of service | (c) Compensation |
|--------------------------------------------------------------|---------------------|------------------|
| NONE                                                         |                     |                  |
|                                                              |                     |                  |
|                                                              |                     |                  |
|                                                              |                     |                  |
|                                                              |                     |                  |
|                                                              |                     |                  |
|                                                              |                     |                  |

- d** Total number of other independent contractors each receiving over \$100,000.

- 52** Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations must attach a completed Schedule A.

☒ Yes ☐ No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

|                               |                            |                                       |           |           |
|-------------------------------|----------------------------|---------------------------------------|-----------|-----------|
| <b>Sign Here</b>              | Signature of officer       |                                       | Date      |           |
|                               | MICHAEL MCGUIRE            |                                       | TREASURER |           |
| <b>Paid Preparer Use Only</b> | Print/Type preparer's name | Preparer's signature                  | Date      | PTIN      |
|                               | LENA WASHKE                | LENA WASHKE                           | 5/9/2021  | P00650033 |
|                               | Firm's name                | LENA WASHKE ACCOUNTING SERVICES INC   |           |           |
|                               | Firm's address             | PO BOX 2713<br>PORT ANGELES, WA 98362 |           |           |
|                               | Firm's EIN                 | 26-3884917                            |           |           |
|                               | Phone no.                  | (360) 452-5334                        |           |           |

May the IRS discuss this return with the preparer shown above? See instructions.

☒ Yes ☐ No

BAA

Form 990-EZ (2020)



## LODGING TAX FUNDING APPLICATION 2021

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000.

I **AMOUNT of Lodging Tax Requested:** \$ 100,000

II **Agency/Organization Name:** Lincoln Park BMX Association

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other

Federal Tax ID No. 82-0747801 UBI Number 604-096-475

III **Project/Activity/Event:** Port Angeles Pumptrack

IV **Representative Contact Information:**

Name, Title Catharine Copass

Mailing Address 605 E 11th St

Phone(s) 360 477 9517

Email catharine.copass@gmail.com

V **Service Categories, check all applicable:**

☐ Tourism Promotion/Marketing

☐ Operation of a Special Event/Festival designed to attract tourists

☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

☒ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

  
Signature

Date: 12/2/2020

Sean Coleman  
Print or Type Name

## **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

See attached document

2. How will the project/program help increase paid overnight accommodations in Clallam County?

See attached document

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

See attached document

4. How will the project/program encourage visitors to come from another country or state?

See attached document

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

See attached document

**6. 2021 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2020)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2021 Estimate | 2020 Actual | Methodology           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|-----------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 18,500        |             | See attached document |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 6,000         |             |                       |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 1,200         |             |                       |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 1,500         |             |                       |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 1,000         |             |                       |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 1,400         |             |                       |

**7. Is there a host hotel for your event? If yes, please identify.**

See attached document

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**8. Describe the prior success of your event/activity/facility in attracting tourists.**

See attached document

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**9. Describe your target tourist audience (location, demographics, etc.)**

See attached document

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**10. Describe how you will promote your event/activity/facility to attract tourists.**

See attached document

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# 2021 Lodging Tax Fund Non-Event Application

*This application is for non-event related proposals only.*

**Amount of Lodging Tax Requested: \$ 100,000.00**

Organization/Agency Name: LINCOLN PARK BMX ASSOCIATION

Federal Tax ID Number: 82-0747801

Facility Name or Operation (if applicable): PORT ANGELES PUMPTRACK

Contact Name and Title: Sean Coleman/President Catharine Copass/Pump Track Representative

Mailing Address: 403 South Lincoln Street #4 PMB4 City: Port Angeles State: WA Zip: 98362

Phone: 360-460-1435 Email Address: Lincolnparkbmx@gmail.com

Check all service categories that apply to this application:

- ☐ Tourism Promotion/Marketing
- ☐ Operation of a Tourism Promotion Agency
- ☐ Operation of a Tourism-Related Facility owned or operated or non-profit organization
- ☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- ☒ Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)
- ☐ Public Agency

## CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2019. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature:  Date: 01.08.2021

Printed Name: Sean Coleman

## Application Questionnaire

### 1. Describe your tourism-related operation/facility.

This project is to build a new asphalt pump track, with an accessible and inclusive loop at Erickson Playfield in Port Angeles, Washington. This pump track will be a facility in Port Angeles that provides a free, open-to-all facility, which will be open all hours and days that the Erickson Park is open, year-round. This project is a partnership with the City of Port Angeles, Lincoln Park BMX Association, Top-Left Trails Co-op and N-Dub Productions (NW CUP).

A pump track is a new and trending recreation facility that is expanding in popularity all across the world. A pump track is a looped series of trails that feature up and down rollers and bermed corners, some made of dirt and some paved with asphalt. Pump tracks are fun for anything with wheels- skateboards, bikes, scooters and inline skates. Pump tracks are growing in popularity because they offer safe places for riders to progress their skills, whether they are brand new to a bike, or skilled riders looking to improve.

A unique aspect to the Port Angeles Pumptrack design is an accessible/inclusive loop. Recreation infrastructure and new public recreation facilities in Port Angeles must incorporate accessibility and inclusion as an integral part of the design from the onset. An accessible loop of the Port Angeles Pumptrack has been designed for manual and electric chair users, and features the same rollers and berms scaled for safe and fun use by riders in chairs.

Shoreline Dirt Works describes pump tracks on their website as: "Pump tracks are an incredibly flexible option for communities looking to bring excitement to riders of every age and skill level. Pump tracks are an eco-friendly, sustainable option for a community looking to build something significant for the future. Our team builds world-class pump tracks by assessing the spaces that are available and designing the best track for that exact space.

Communities are able to leverage these pump tracks to draw visitors from far and wide. Day trips turn into vacations. Vacations turn into relocations. Pump tracks provide safe, fun, healthy options for young people and can be used as hubs to drive tourism and community activities. An investment in a pump track is an investment in the future of your community.

One of the major concerns that often faces a community as they look to create attractions and activities is where to build. The cost as well as the physical spaces available often means that some opportunities are simply not an option. However, pump tracks can be built almost anywhere. No matter the size, shape, or slope there are opportunities for pump tracks. We've built large-scale community pump tracks as well as backyard options. So no matter what your community has at their disposal, we can find a way." (<https://www.shorelinedirtworks.com/pump-tracks/>)

### 2. Describe how your operation or facility provides or will provide increased tourism activity in Port Angeles.

For the design and build of the Port Angeles Pumptrack, we have partnered with Velosolutions, the premiere international Pumptrack company. Velosolutions brings name recognition and the opportunity to link into regional and national competitions hosted specifically on their tracks.

Riders travel the Country and World specifically to experience these world class Velosolutions pump tracks. Currently, the closest Velosolutions track is in Bellingham, the only other nearby tracks are in Leavenworth, WA, Hood River, OR and Nanaimo, BC.

An estimated 3 million visitors travel through the Olympic Peninsula each summer, drawn to Olympic National Park as well as the amazing variety of outdoor recreation offerings in Clallam County. Many tourists pass through Port Angeles briefly on their way to Canada. We see in other outdoor recreation communities (Bend, Oregon and Squamish, Canada for example) that strategic investments in recreation infrastructure, including community pump tracks, that encourage people to stay longer rather than merely passing through, and make use, not only of tracks and trails, but also the local economy, through increased accommodations and spending at restaurants, shops and other businesses.

Creating a year-round bike facility should increase use for all the other events and facilities in town. People who travel to race the Big Hurt & NW Cup will come early, or stay longer, to ride the pump track. There are very few places in the Country where you can go skiing, surfing and riding a pump track all in one day. Once the pump track is useable, our own BMX track will see more riders coming for local races as well as staying longer for the larger regional and state races in order to spend extra time and enjoy the pump track. Tourists who come to ride the Olympic Discovery trail, or mountain bikers riding the Colville trails, will check out the pump track leading to more and longer visits to Port Angeles.

A trail counter installed at a community Pumptrack in Bellingham logged 30,000 visits in one month.

**3. If you have received Lodging Tax Funds in prior years, what are you doing differently this year? If this is your first-time requesting funding, what is your reason for the request?**

Yes- Lincoln Park BMX Association has received City of Port Angeles Lodging Tax Funds before in the total amounts of \$161,154.00<sup>i</sup>. With the grant funds we have received, we have brought \$1,375,765 back to the community (854% return on the investment).

Our 2019 tax return highlights the strengths of our organization and shows the direct community benefit of an investment in this project- although LPBMX is a repeat requester, this request represents a unique, one-time funding request with LPBMX acting as a fiscal agent for a collaboration of bike organizations. None of this request will go to pay salary or otherwise support LPBMX. 100% of the funds will go to build the Port Angeles Pumptrack.

Here is a link to our 2019 tax return, should you feel the need to see where our funds go- I just ask two things- 1. Look or request the tax returns of all the other applicants, especially the ones who are not non-profit organizations and repeat requesters. 2. When you look at the tax returns- see how much is spent on wages for each organization. LPBMX has spent \$0.00 on wages to date.

[https://projects.propublica.org/nonprofits/display\\_990/820747801/09\\_2020\\_prefixes\\_81-82%2F820747801\\_201912\\_990EZ\\_2020090217277152](https://projects.propublica.org/nonprofits/display_990/820747801/09_2020_prefixes_81-82%2F820747801_201912_990EZ_2020090217277152)

Attached is our Profit-Loss report<sup>ii</sup> for 2020.

What are we going to do differently is support building another great bike facility in Port Angeles, creating one more reason for visitors to plan a visit to our community. The best advertising is building a great quality facility that people enjoy riding that will make them want to return to ride again. One of Lincoln Park BMX's favorite sayings is "Build it- build it well and people will come". The BMX track and Dry Hill are popular, not because of flyers, but because of the facilities they have become.

**4. Describe the prior success of your operation/facility in attracting tourists. How do you define success?**

By building a facility people will travel and use, just like the BMX Track, just like Dry Hill, just like Colville Bike Trails.

Lincoln Park BMX has done just that, a large part due to the funding through this Lodging Tax Grant opportunity. With local donations and grant funding, LPBMX has been able to upgrade our facility as previously mentioned and that has brought in many more participants, as well as spectators, who in return spend their hard-earned money in our community. LPBMX gauges their success on not only how many people attend our facility, but how many of those people stay in the community overnight when doing so. It has been a strong focus to host events that will bring overnight guests in and give back to our community the way they have given to us...in our opinion, this is how we know we are being successful and good stewards of donations and grant funds!

**5. Describe your target tourist audience (location, demographics, etc.)**

Our target tourist audience is cycling enthusiasts and families from across the Pacific Northwest. Although the total pool of cyclists is hard to quantify, there are 1.5 million cyclists and an estimated 60,000 mountain bikers in Washington. Pump tracks are destination facilities for cyclists, and in combination with the Olympic Discovery Trail, Olympic Adventure Trail, Colville Trails, Dry Hill and Lincoln Park BMX track this creates an attractive recreation hub that invites families to target Clallam County as an ideal, family friendly, biking destination. The bulk of these visitors are likely to be from the greater Puget Sound area and beyond, which is far enough away to warrant overnight trips. Bike tourism is an industry that attracts generally higher-income, family-oriented tourists who look for an area that has multiple options to accommodate a variety of skills and interests often found within families or groups of friends. See attached letters of support<sup>iii</sup> from professional riders- Jill Kintner, Kialani Hines, and Danielle Beecroft who all have ridden in Port Angeles and come back often.

Shoreline Dirt Works website describes revenue and tourism generated in Squamish: "In 2006, studies determined that riders spent roughly \$2.6 million in Squamish. Fast forward 10 years and that number has risen to \$9.9 million. In 2016 Squamish boasted roughly 25,000 riders which is an incredible data point for a town with a population of 19,612. 80% of those riders came from outside Squamish. This means that there are a large number of people that travel to Squamish each year because of the incredible mountain biking opportunities. Just as important is who these people are.

Bike tourism is an industry that attracts wealthy and generous tourists. They are typically older, in their late 40s or early 50s, are university educated, and make roughly \$75k per year. These people have the means to travel the world and invest in the communities that invest in bringing them there. The quadrupling in revenue in mountain bike tourism in Squamish happened because the town and province invested in a well-designed and well-built network of trails that attract people from all over and they don't come alone.

These well-educated tourists bring their families with them. A well-designed trail system or park will have something for everyone. There will be jump lines for the gravity inclined and first-timers. There will be trails that will push both bikes and riders and there will be easy rides that give riders a chance to breathe and to take a look around. Pump tracks offer young and old alike a chance to improve their skills while getting an amazing workout and having more fun than should be allowed." (<https://www.shorelinedirtworks.com/the-social-and-economic-advantages-of-bike-parks/>)

**6. Describe how you will use Lodging Tax Funds to attract tourists.**

Because it will be built by the international company Velosolutions<sup>iv</sup>, the pump track<sup>v</sup> will be included in their website <https://pumptrack.com/>. Meaning, it will join a network of Velosolutions tracks that can host regional competitions and qualifiers for national and international championships, with Velosolutions and RedBull. The pump track will benefit from cross promotion with Clallam County's other well-established cycling and tourist events and be included in the recreational information developed and distributed through the Visitor's bureau. Our reach through Facebook is wide, including the page for the pump track <https://www.facebook.com/PortAngelesPumptrack>, where updated information can be found, and frequently cross-post on a large and active regional page for mountain bikers.

**7. Describe how your request will promote lodging establishments, restaurants, and businesses located in the City of Port Angeles.**

The pump track will attract recreation enthusiasts year-round and will be an important part of our regional tourism strategy. Recreation tourists tend to be enthusiasts who participate in more than one outdoor activity on a single trip. Visitors to the area for winter sports at Hurricane Ridge, or surfing, are also very likely to have bikes and visit the pump track. Tourists riding the Olympic Discovery trail or racers participating in the NWCUP, Big Hurt or Lincoln Park BMX races will also likely use the pump track.

While the pump track will be centrally located in Port Angeles, it will attract a demographic who will be actively seeking adventures in remote and scenic locations, thus needing accommodations and meals throughout Port Angeles and unincorporated areas of Clallam County during their explorations.

**8. Are you applying for Lodging Tax funds from another jurisdiction? Check the appropriate box (Yes ☒ or No ☐)? If yes, list the other jurisdiction(s) and amount(s) requested.**

We applied for the Clallam County Lodging Tax fund requesting \$100,000 and received \$100,000. The committee's words were that this project is this exactly what their funds are for and exactly what Port Angeles and Clallam County needs; we very much appreciated their concurrence with this project.

**9. What is the overall budget for your operation/facility? What percent of the budget are you requesting from Port Angeles Lodging Tax Fund? What percentage of your budget is related to tourism and marketing activities?**

Budget & estimate for the project is attached<sup>vi</sup>.

The Port Angeles Lodging Tax amount represents 14.1% of the total project amount. The project is ranked #9<sup>vii</sup> out of 33 applications for the RCO Grant and the #1 pump track application in the state. Once the State Budget is approved, we have a high probability of receiving the \$350,000 from the RCO grant.

**10. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?**

If we were not successful, we would need to postpone construction as more funding options are researched. There is the potential to do the project in a phased capacity, however, that would likely increase overall cost by 10-20%. This approach would be to build the Inclusive loop later than the public portion of the pump track. This would cut \$172,000 out of the cost for this year.

**11. How does this proposal demonstrate use of Lodging Tax Funds in accordance with [RCW 67.28.1816](#)? Please be specific and cite code directly.**

(c) This facility would be built by a non-profit organization for a municipality (the City of Port Angeles), creating a tourist related facility.

(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) of the internal revenue code of 1986, as amended.

**12. Did your organization submit an "Intent to Apply" Form for LTAC consideration during their budget recommendation (Yes ☒ or No ☐)?**

**Application Deadline: By Friday, January 8, 2020 at 5:00 pm— received at [ced@cityofpa.us](mailto:ced@cityofpa.us).**

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit one digital copy of the proposal coversheet, completed questionnaire, and any below attachment in **ONE** pdf document to: [ced@cityofpa.us](mailto:ced@cityofpa.us)

- *If you have any questions on how to submit, please contact the above email.*
- *You must complete and sign the application cover sheet with this packet (signature is best quality as digital. Planning Division Staff can assist in a successful digital pdf signature.).*
- *You may either use the Supplemental Form or type the questions and answers on separate sheets of paper.*

**Attach in 8.5x11 format:**

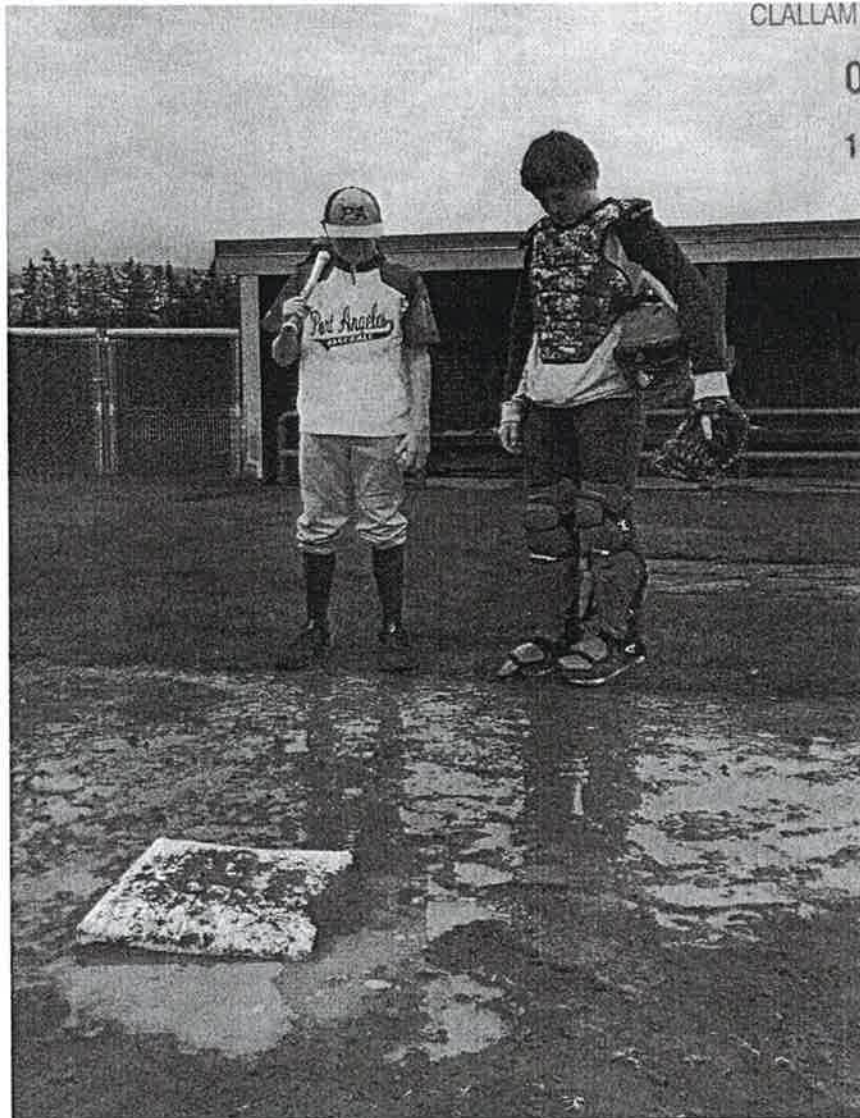
1. Itemized budget for your non-event related operation or capital facility (income and expenses).
2. Description of, and a budget showing how you intend to use the amount requested from the City of Port Angeles.
3. A copy of your agency's current registration with the Washington Secretary of State.
4. A copy of your agency's City of Port Angeles business license (if applicable).
5. (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages, 8.5 x 11 inches.

**The proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.**

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Request**  
**Port Angeles Baseball**

# 2022 Clallam County Lodging Tax Application Volunteer Field Turf Project

RECEIVED  
CLALLAM CO. COMMISSIONERS  
OCT 29 2021  
1...2...3...A...



Sponsor: Port Angeles Baseball

Eric Flodstrom 360-461-2191  
[eric@pugetsoundtransfer.com](mailto:eric@pugetsoundtransfer.com)



## LODGING TAX FUNDING APPLICATION 2022

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000.

I **AMOUNT of Lodging Tax Requested:** \$ 100,000

II **Agency/Organization Name:** Port Angeles Baseball  
Organization is ☐ Government Entity, ☒ 501(c)3 ☐ 501(c)6 ☐ Other  
Federal Tax ID No. 91-1661642 UBI Number 601-548-568

III **Project/Activity/Event:** Volunteer Field Turf Project

IV **Representative Contact Information:**  
Name, Title Eric Flodstrom  
Mailing Address 343 Red Deer Drive, Port Angeles, WA  
Phone(s) 360 461-2191  
Email eric@puget-sound-transfers.com

V **Service Categories, check all applicable:**  
☐ Tourism Promotion/Marketing  
☐ Operation of a Special Event/Festival designed to attract tourists  
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☒ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Eric Flodstrom  
Signature

Date: 10/20/21

Eric Flodstrom  
Print or Type Name

## 2022 Clallam County Lodging Tax Funding Application

**Project Overview:** Through a partnership of the City of Port Angeles Parks and Recreation Department and Port Angeles Wilder Baseball Club we intend to replace the grass and dirt infield at Volunteer Field with a synthetic, all-weather, dynamic surface. We have already won a State of Washington Recreation and Conservation Office (RCO) Youth Athletic Field Grant in the amount of \$350,000. We now need to raise \$250,000 to make up our portion of the project to complete Phase 1 of the synthetic field replacement project. Volunteer field is primarily used by Olympic Junior Babe Ruth teams from Port Angeles, Sequim, and Forks; Port Angeles High School, and Wilder A and AA American Legion teams with players from Port Angeles, Sequim, and Forks. Port Angeles does not have a synthetic baseball field and this would be a game changer for not only the youth of Port Angeles but also our surrounding county neighbors.

1. How will the project help increase the number of people traveling to Clallam County for business or pleasure on a trip?

By replacing the grass and dirt with synthetic turf we will make the field more playable in inclement weather and quicker turn over between games. This will allow Port Angeles High School to schedule early season non-league games at home. Currently Port Angeles schedules these early games away, against teams with turf. Typically these games have been against the better 2A baseball programs from across the Puget Sound. The synthetic turf will also allow the other baseball organizations, such as Olympic Junior Babe Ruth to share the field with the High School during peak use and allow them to host tournaments in the summer without stretching the City of Port Angeles maintenance crews further than they already are.

2. How will the project help increase paid overnight accommodations in Clallam County?

By allowing the High School to schedule non-league games with perennial power house 2A teams we can bring these teams, parents, and fans to Port Angeles. Currently these games are scheduled away at schools that have turf to ensure the games will be played. This will also allow for high school playoff games to be scheduled in Port Angeles with the higher likelihood the games can be played. Sequim, Port Angeles, and Forks High Schools can benefit from this possibility. The biggest draw for overnight accommodations, however, is in the ability to have more tournaments in Port Angeles. Not only is the weather a limiting factor, but so is the field maintenance staff for the City of Port Angeles. With many other tournaments taking up the time of the staff it is hard to fit additional in. The synthetic turf will require minimal staff upkeep during the tournament. Once a game ends, the field is ready to go for the next one without any raking, lining of the field, watering, etc. One tournament on this field can bring in a hundred tourists to the area. It can also piggyback on the already popular Dick Brown tournament for 9-12 year old tournament at Lincoln Park. This project may also allow our youth Cal Ripken program to host tournaments with 70 foot bases which are becoming very popular.

3. How will the project encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

Well run tournaments with great facilities are hard to come by on the Peninsula at the 13-19 year old range. Our baseball talent here on the Peninsula draws competition from all over Western Washington. The Kitsap teams would love to come this way to play rather than heading to Seattle and Tacoma. In the past, the High School non-league schedule has had Anacortes, Sehome, Burlington Edison, and Lake Washington just because they are good programs with turf fields. We can have that same draw bringing in these types of teams from 50+ miles away with an all-weather surface in Clallam County.

4. How will the project encourage visitors to come from another country or state?

Canadian teams have come down at the younger ages to play Port Angeles and in our tournaments. We can draw these teams with possibility of games on the shoulders of the main season. We have hosted state and regional tournaments at Volunteer already. Teams have come from Oregon, Idaho, British Columbia, Alberta, Montana, and Wyoming. Synthetic turf will allow us hold the games closer together and potentially add more teams.

5. If the project is an event, please provide the name, date and estimate attendance.  
Not applicable

6. Our project would be completed in the summer of 2022. The tourism impact estimates are for the 2023 full year.

|                                                                                                                                                                               | 2023 Estimate | Methodology                                                                      |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------------------------------------------------------------------------|
| a. Overall attendance at your facility                                                                                                                                        | 6084          | High School, JBR, Wilder games, 3x no. of players                                |
| b. Number of people who travel more than 50 miles for your facility                                                                                                           | 1284          | All tournament teams, most high school, all Wilder, Forks                        |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state                                                                 | 36            | At least one team: state and regional tournaments would be more                  |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                            | 60            | Most would be in Port Angeles (100), however, travel baseball brings RV families |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area | 45            | some stay in the parking lot at the field or with family or friends 60-15=45     |
| f. Number of paid lodging room nights resulting from your facility.                                                                                                           | 50            | 3 people per player                                                              |

7. Is there a host hotel for your event? If yes, please identify.

No, although rooms may be saved at hotels for state and regional tournaments.

8. Describe the prior success of your facility in attracting tourists.

The Firecracker tournament and Dick Brown tournament are great examples and proven track records of tournaments that are destination goals for other teams because of the quality of our facilities. Clallam County and the Port Angeles area is known for having a great history of baseball and competition and that is why teams want to travel to Port Angeles.

9. Describe your target tourist audience (location, demographics, etc.)

Our target audience are families/teams with players between 13-19 years old. Families with teenagers are one of the largest spending demographics because they need places to stay, eat, along with entertainment.

10. Describe how you will promote your facility to attract tourists.

Typically the tournaments are advertised through hosted websites advertising Washington State tournaments. Also phone calls and email to past participating teams are made to promote tournaments and setup games with out of town teams (tourists). Tournament flyers are also passed out by our home teams to opposing teams' coaches when they play at tournaments in other counties.

11. Describe how the facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

Tournaments and games in the heart of the summer season will promote lodging and restaurants in the unincorporated area by filling establishments in Port Angeles as well as push tourists outside of the city to camping grounds and Sequim. For example, travel baseball teams have an RV contingent that can utilize some of our great campgrounds in the unincorporated area of Clallam County for them to use. Volunteer Field is on the western edge of the incorporated area of Port Angeles so it lends itself to fans heading west for them to explore the Olympic Peninsula between games and after.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

Yes with the City of Port Angeles. Application attached.

13. What is the overall budget for your facility? \$ 600,000 What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 16.6% .

14. Please describe your plans for securing the remainder of the funds necessary to complete your facility.

We have a State of Washington Recreation and Conservation Office Youth Athletic Facilities Grant of \$350,000 that we need to raise the matching funds of \$250,000 for. We will raise the \$250,000 from;

\$100,000 Clallam County Lodging Tax Fund

\$100,000 Port Angeles Lodging Tax Fund

\$50,000 In-kind labor, machine use, and trucking to excavate the current grass and dirt

\$50,000 Private business donations

\$300,000 Total

With the current inflationary environment, we are expecting some cost increases from the current budget and are raising funds to cover these.

**Port Angeles Baseball  
Volunteer Field Turf project  
Completed by 10/1/22**

| Revenue                        | Project          |           |
|--------------------------------|------------------|-----------|
| Clallam County Lodging Tax     | 100,000          | projected |
| Business contributions         | 30,000           | projected |
| Port Angeles Lodging Tax       | 100,000          | projected |
| Independent donations          | 10,000           | committed |
| WA Youth Athletic Fields Grant | 350,000          | committed |
| <b>Total</b>                   | <b>\$590,000</b> |           |
| <b>In-kind contributions</b>   | <b>\$20,000</b>  |           |
| <b>Total Revenue</b>           | <b>\$610,000</b> |           |
| Expenses                       | Project          |           |
| Astroturf Turf                 | 192,952          |           |
| Turf Game Mound 9 inserts      | 4,336            |           |
| Batters/ Catchers box 7 sets   | 4,336            |           |
| Excavation                     | 331,107          |           |
| Collector Drain                | 18,558           |           |
| lateral Drain                  | 20,769           |           |
| Catch Basins                   | 9,560            |           |
| Turf Company Admin             | 23,848           |           |
| <b>Total Expenses</b>          | <b>\$605,466</b> |           |
| <b>Surplus</b>                 | <b>\$4,534</b>   |           |

The Clallam County and Port Angeles Lodging Tax Funds would go towards paying for the Astroturf turf.

12. Other jurisdiction application



## 2022 Lodging Tax Fund Non-Event Application

*This application is for non-event related proposals only.*

**Amount of Lodging Tax Requested: \$ 100,000**

Please review the [LTAC Vision, Goals and Priorities for Lodging Tax Funding Programs](#) to assist answering your application questionnaire. [Click here for more general information about the Lodging Tax Program.](#)

If you have any questions regarding this application process or the grant opportunity itself, please contact Ben Braudrick at 360-417-4804, or email [ced@cityofpa.us](mailto:ced@cityofpa.us).

All applications must be sent to [ced@cityofpa.us](mailto:ced@cityofpa.us) by 5:00 pm, Friday, October 29, 2021.

Organization/Agency Name: Port Angeles Wilder Baseball Club

Federal Tax ID Number: 91-1661642

Facility Name or Operation (if applicable): Volunteer Field Turf Project

Contact Name and Title: Eric Flodstrom Wilder Baseball

Mailing Address: PO Box 99 City: Port Angeles State: WA Zip: 98362

Phone: 360-461-2191 Email Address: eric@pugetsoundtransfer.com

Check all service categories that apply to this application:

- ☐ Operation of a Tourism Promotion/Destination Marketing Agency
- ☐ Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- ☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- ☒ Non-Profit (*Attach copy of current non-profit corporate registration with Washington Secretary of State*)
- ☐ Public Agency

Complete Application Includes (check all that apply):

- ☒ Application Questionnaire
- ☒ Itemized budget for your non-event related operation or capital facility (income and expenses)
- ☒ Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.
- ☒ A copy of your agency's current registration with the Washington Secretary of State.
- ☐ (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

## Application Questionnaire

### General Questions

1. Describe your tourism-related operation/facility.

*Answer: Our partnership with the City of Port Angeles, Wilder Baseball Club, North Olympic Baseball & Softball, PA Youth Baseball, and Olympic Junior Babe Ruth, has put together a project that will focus on changing the natural turf grass to all-weather synthetic playing surface at Volunteer Field in Port Angeles. This will allow for the bases to be moved to accommodate both baseball and softball and will allow more games and tournaments to be scheduled year around.*

2. If you have received Lodging Tax Funds in prior years, are you doing anything significant or differently this year? If this is your first-time requesting funding, what is your reason for the request?

*Answer: The City of Port Angeles, along with the assistance of the Wilder Baseball Club, has received a grant from the State of Washington Recreation and Conservation Office (RCO) Youth Athletic Facilities grant in the amount of \$350,000. We have also received a pledge from a donor in the amount of \$200,000 for the match of the grant. However, we would still like to raise an additional \$250,000 in cash/in-kind donations to offset some of the pledge amount.*

3. Are you applying for Lodging Tax funds from another jurisdiction?

Yes ☒ No ☐ If yes, list the other jurisdiction(s) and amount(s) requested.

*Answer: Clallam County Lodging Tax \$100,000*

4. Describe you target tourist audience (location, demographics, etc.)

*Answer: Our target tourist audience is baseball and softball player's ages 13-19 years old, parents, and families throughout Western Washington and Western Canada, as well as High School Division 2A and 3A schools in Western Washington. Volunteer Field has all the amenities to be a great host field. The all-weather surface will help draw teams and encourage local volunteers to put on more tournaments. Port Angeles High School would be able to host early non-league games with other 2A power house teams instead of traveling to their home fields with turf.*

5. Describe how your operation/facility lends support to a diverse range of sustainable tourism activities, which will encourage visitors to enjoy longer stays and return often.

*Answer: With everyone being bombarded with marketing these days it is difficult to get the message across about why someone should visit Port Angeles. Parents and extended families will follow ball players to where ever they are playing. We can get them here for an overnight or weekend stay and let them experience the area. Between and after games, parents can experience the Olympic National Park, the Port Angeles downtown, local restaurants and shops. This taste will help get them back to experience the rest of what we have to offer here.*

6. Describe the prior success of your operation/facility in attracting tourists. How do you define success?

*Answer: Port Angeles is known for its successful baseball and softball tournaments, which bring heads to beds in the community. The Wilder Firecracker Tournament, for example, is an annual success, bringing in teams from all over the northwest and British Columbia. Currently, spring and fall baseball*

*seasons experience rainouts all too often. An all-weather field will eliminate this issue, while helping all age divisions bring more teams and tournaments to Port Angeles.*

*Success for us will be: completing the all-weather surface by October 2022, and having kids being able to play more games and tournaments here at home in Port Angeles. More games will mean more travelers to Port Angeles spending nights in our community and meeting the Lodging Tax Fund's goals.*

LTAX Goals and Priorities for Lodging Tax Funding Programs

7. Does your operation/facility promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts?  
☒ Yes   ☐ No If yes, please describe.

*Answer: When you see pictures of our games and tournaments you can't help but notice the mountains in the background. The mountains and the condition of our fields sell themselves, however in each page advertising our tournaments you can find a list of other attractions.*

8. Does your operation/facility support efforts to improve information on existing City of Port Angeles tourist attractions and facilities?  
☒ Yes   ☐ No If yes, please describe.

*Answer: We promote City of Port Angeles tourist attractions and facilities by showcasing our great fields. Partnerships are often made marketing various other attractions in town like the Lefties, Laurel Lanes, the Discovery Trail, Swains, etc.*

9. Describe how your request will promote lodging establishments, restaurants, and businesses located in the City of Port Angeles.

*Answer: We are very lucky to have great baseball and softball fields in Port Angeles. Because of the success of our girls' softball and boy's baseball programs, we know we can draw teams here to play if we know the games will be played. Restaurants, lodging, and tourist businesses will all benefit as visiting families are looking for good places to eat and fun things to do to occupy their kids while in town. There is plenty of time between and after games to visit local shops, grab a bite to eat, or rest up at the hotel. An all-weather field will allow us to push these tournaments and games to the beginning and end of the seasons, something we cannot currently risk with a grass field. This will increase the number of tourists visiting Port Angeles.*

10. Describe how your request will **create partnerships and synergies with existing City of Port Angeles organizations to develop and promote attractions and events for visitors.**

*Answer: The Dick Brown tournament in August is a great example of how the field turf will create synergy. The field turf doesn't require near the time to setup the diamond between games. The tournament director at the City of PA could now offer a 13 and 14 year old division at the same time. Staffing and City budgeting are not getting any easier. Taking an infield preparation out of the equation pre-season and during the season before games, allows the manpower and resources to be allocated elsewhere in the city.*

Budget and RCW related Questions

11. What is the overall budget for your operation/facility? What percent of the budget are you requesting from Port Angeles Lodging Tax Fund? What percentage of your budget is related to tourism and marketing activities? (may reference attached budget).

*Answer: The overall funding required is \$600,000. We are looking for \$100,000 from the Port Angeles Lodging Tax fund, 16.6% of the total project. The budget for the project has been attached.*

*Our entire budget is for the removal of the old grass and installation of the new surface around the infield, infield collars, and the bullpens. It is a huge expense for one infield. Getting more than half of the funding from outside of our community is the only thing that makes it realizable. We can't miss out on this opportunity.*

12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?

*Answer: We are counting on \$50,000-\$100,000 in in-kind donations of labor and equipment, which leaves us with \$150,000-\$200,000 in cash to raise as match. Raising matching funds during the COVID-19 pandemic has been challenging. The Lodging Tax funding is essential to our success, giving us the much-needed momentum we need to make this dream a reality. We need to take advantage of leveraging local dollars together with the state RCO dollars to make a park that will help the future of our economy. The RCO has found favor with our project. If we don't receive Lodging Tax Funds, we will lose the RCO grant opportunity, and the project viability.*

13. How does this proposal demonstrate use of Lodging Tax Funds in accordance with RCW 67.28.1816? Please be specific and cite code directly.

*Answer: RCW 67.28.1816 section (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:*  
*(c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality. Our project is a capital expenditure on a tourism related facility, that is owned by the city of Port Angeles.*

Signature and Certification:

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

As a condition of this application for funding if any funding is provided by the City of Port Angeles using lodging tax funds, I agree to provide all written reports required by the City in accordance with the reporting deadlines established by the City.

This signature is also acknowledgment of reading and understanding, in its entirety, the application and its cover letter, and your responsibilities as a grant applicant and recipient.

Please save this application as a PDF document and sign digitally in Adobe Reader or Acrobat. [Learn More Here.](#)

Eric Flodstrom

*Eric Flodstrom*

10/20/21

Print Name of Applicant

Signature

Date

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit one digital copy of the proposal coversheet, completed questionnaire, and any attachment in ONE pdf document to: [ced@cityofpa.us](mailto:ced@cityofpa.us)

- *If you have any questions on how to submit, please contact the above email.*
- *You must complete and sign the application*

The proposal and all documents filed with the City are considered public records. The City may choose to post on its website copies of the proposals and attached documents.



Filed  
Secretary of State  
State of Washington  
Date Filed: 05/26/2021  
Effective Date: 05/26/2021  
UBI #: 601 548 568

## EXPRESS ANNUAL REPORT WITH CHANGES

### BUSINESS INFORMATION

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Business Name:  
**PORT ANGELES BASEBALL**

UBI Number:  
**601 548 568**

Business Type:  
**WA NONPROFIT CORPORATION**

Business Status:  
**ACTIVE**

Principal Office Street Address:  
**432 E 8TH ST, PORT ANGELES, WA, 98362, UNITED STATES**

Principal Office Mailing Address:  
**432 E 8TH ST, PORT ANGELES, WA, 98362, UNITED STATES**

Expiration Date:  
**05/31/2022**

Jurisdiction:  
**UNITED STATES, WASHINGTON**

Formation/Registration Date:  
**05/16/1994**

Period of Duration:  
**PERPETUAL**

Inactive Date:

Nature of Business:  
**CHARITABLE**

### REGISTERED AGENT RCW 23.95.410

---

| Registered Agent Name    | Street Address                                            | Mailing Address                                          |
|--------------------------|-----------------------------------------------------------|----------------------------------------------------------|
| PORT ANGELES<br>BASEBALL | 432 E 8TH ST, PORT ANGELES, WA, 98362-0000, UNITED STATES | PO BOX 2013, PORT ANGELES, WA, 98362-0000, UNITED STATES |

### PRINCIPAL OFFICE

---

Phone:  
**3604570436**

Email:

ELAINE@PA-CPAS.COM

Street Address:

432 E 8TH ST, PORT ANGELES, WA, 98362, USA

Mailing Address:

432 E 8TH ST, PORT ANGELES, WA, 98362, USA

## GOVERNORS

| Title    | Type       | Entity Name | First Name | Last Name   |
|----------|------------|-------------|------------|-------------|
| GOVERNOR | INDIVIDUAL |             | ELAINE     | JACOBS      |
| GOVERNOR | INDIVIDUAL |             | ROGER      | WHEELER     |
| GOVERNOR | INDIVIDUAL |             | DAVID      | JOHNSON     |
| GOVERNOR | INDIVIDUAL |             | DAN        | WILDER, SR. |
| GOVERNOR | INDIVIDUAL |             | DIRK       | GOUGE       |
| GOVERNOR | INDIVIDUAL |             | MIKE       | POLITIKA    |

## NATURE OF BUSINESS

- CHARITABLE

## EFFECTIVE DATE

Effective Date:

05/26/2021

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

NO

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16% percent interest in the entity?

NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

NO

You must report a Controlling Interest Transfer Return IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

ELAINE JACOBS

Email:

**ELAINE@PA-CPAS.COM**

Address:

**432 E 8TH ST, PORT ANGELES, WA, 98362-6220, USA**

## **EMAIL OPT-IN**

---

☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## **AUTHORIZED PERSON**

---

Person Type:

**INDIVIDUAL**

First Name:

**ELAINE**

Last Name:

**JACOBS**

Title:

**TREASURER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

# WILDER BASEBALL CLUB SENIOR BUDGET

## GEAR (-)

|               |              |            |
|---------------|--------------|------------|
| HELMETS       | \$35.00 X 18 | \$630.00   |
| WHITE JERSEYS |              | \$2000.00  |
| HATS          | \$20.00 X 25 | \$500.00   |
| BASEBALLS     |              | \$3000.00  |
| COACHES GEAR  |              | \$1000.00  |
| SHIRTS        | \$30 X 25    | \$750.00   |
| SHORTS        | \$30 X 25    | \$750.00   |
| BAGS          | \$80 X 18    | \$1440.00  |
| TOTAL         |              | \$10070.00 |

## TOURNAMENT/TEAM FEE'S (-)

|                   |       |           |
|-------------------|-------|-----------|
| SVCC              | ENTRY | \$800.00  |
| TOURNAMENT        |       |           |
| EPHRATA           | ENTRY | \$500.00  |
| MEDFORD           | ENTRY | \$500.00  |
| TOURNAMENT        | ENTRY | \$550.00  |
| BELLEVUE          | ENTRY | \$700.00  |
| TOURNAMENT        |       |           |
| K AND K INSURANCE | FEE   | \$325.00  |
| LEGION            | FEE   | \$700.00  |
| DISTRICT 2 FEE    |       |           |
| LEGION            | FEE   | \$85.00   |
| NATIONAL FEE      |       |           |
| HOME UMPIRE       | FEE   | \$2000.00 |
| TOTAL             |       | \$6160.00 |

## TRAVEL EXPENSE (-)

|            |              |            |
|------------|--------------|------------|
| SVCC       | LODGING      | \$2252.00  |
| EPHRATA    | LODGING      | \$2928.00  |
| LEGION     | LODGING      | \$5054.00  |
| STATE      |              |            |
| MEDFORD    | LODGING      | \$2800.00  |
| TOURNAMENT | LODGING      | \$2800.00  |
| SVCC       | FOOD         | \$1320.00  |
|            | \$440.00/DAY |            |
| EPHRATA    | FOOD         | \$1760.00  |
| MEDFORD    | FOOD         | \$1760.00  |
| LEGION     | FOOD         | \$2640.00  |
| STATE      |              |            |
| TOURNAMENT | FOOD         | \$1760.00  |
| SVCC       | GAS          | \$300.00   |
| EPHRATA    | GAS          | \$500.00   |
| STATE      | GAS          | \$700.00   |
| MEDFORD    | GAS          | \$500.00   |
| TOURNAMENT | GAS          | \$500.00   |
| TOTAL      |              | \$27574.00 |

## INCOME (+)/EXPENSE(-)

|                       |             |
|-----------------------|-------------|
| SPONSORSHIP           | \$32,300.00 |
| GOLF TOURNAMENT       | \$5,000.00  |
| DICK BROWN TOURNAMENT | \$5,000.00  |
| PLAYER FEE \$600.00   | \$10,800.00 |
| TOTAL INCOME (+)      | \$53,100.00 |
| TOTAL EXPENSE (-)     | \$43,804.00 |
| DIFFERENCE            | +9,296.00   |

## SENIOR/JUNIOR/A TEAM TOTALS

|                      |                 |
|----------------------|-----------------|
| SENIOR TOTAL EXPENSE | (-) \$43,804.00 |
| JUNIOR TOTAL EXPENSE | (-) \$14,440.00 |
| A TOTAL EXPENSE      | (-) \$14,440.00 |
| TOTAL EXPENSE        | (-) \$72,684.00 |
| TOTAL INCOME SR/JR/A | (+) \$72,900.00 |
| DIFFERENCE           | (+) \$216.00    |

# WILDER BASEBALL CLUB JUNIOR BUDGET

## GEAR (-)

|              |              |           |
|--------------|--------------|-----------|
| HELMETS      | \$35.00 X 18 | \$630.00  |
| HATS         | \$20.00 X 25 | \$500.00  |
| COACHES GEAR |              | \$1000.00 |
| SHIRTS       | \$30 X 25    | \$750.00  |
| SHORTS       | \$30 X 25    | \$750.00  |
| TOTAL        |              | \$3630.00 |

## TRAVEL EXPENSE (-)

|                  |         |           |
|------------------|---------|-----------|
| LEGION DISTRICTS | LODGING | \$1000.00 |
| LEGION STATE     | LODGING | \$1500.00 |
| TOURNAMENT       | LODGING | \$600.00  |
| TOURNAMENT       | LODGING | \$600.00  |
| DISTRICTS        | FOOD    | \$400.00  |
| STATE            | FOOD    | \$500.00  |
| TOURNAMENT       | FOOD    | \$300.00  |
| TOURNAMENT       | FOOD    | \$300.00  |
| LEGION DISTRICTS | GAS     | \$300.00  |
| LEGION STATE     | GAS     | \$300.00  |
| TOURNAMENT       | GAS     | \$300.00  |
| TOURNAMENT       | GAS     | \$300.00  |
| TOTAL            |         | \$6400.00 |

## TOURNAMENT/TEAM FEE'S (-)

|                       |       |           |
|-----------------------|-------|-----------|
| K AND K INSURANCE     | FEE   | \$325.00  |
| LEGION DISTRICT 2 FEE | FEE   | \$700.00  |
| LEGION NATIONAL FEE   | FEE   | \$85.00   |
| CLACKAMAS TOURNAMENT  | ENTRY | \$600.00  |
| HOME UMPIRE           | FEE   | \$2000.00 |
| TOTAL                 |       | \$4410.00 |

## INCOME (+)/EXPENSE (-)

|                         |                |
|-------------------------|----------------|
|                         |                |
|                         |                |
|                         |                |
| PLAYER FEE \$550.00 (+) | \$9,900.00     |
| TOTAL INCOME            | \$9,900.00     |
| TOTAL EXPENSE (-)       | \$14,440.00    |
| DIFFERENCE              | (-) \$4,540.00 |

# WILDER BASEBALL CLUB A TEAM BUDGET

## GEAR (-)

|              |              |           |
|--------------|--------------|-----------|
| HELMETS      | \$35.00 X 18 | \$630.00  |
| HATS         | \$20.00 X 25 | \$500.00  |
| COACHES GEAR |              | \$1000.00 |
| SHIRTS       | \$30 X 25    | \$750.00  |
| SHORTS       | \$30 X 25    | \$750.00  |
| TOTAL        |              | \$3630.00 |

## TRAVEL EXPENSE (-)

|                  |         |           |
|------------------|---------|-----------|
| LEGION DISTRICTS | LODGING | \$1000.00 |
| LEGION STATE     | LODGING | \$1500.00 |
| TOURNAMEN T      | LODGING | \$600.00  |
| TOURNAMEN T      | LODGING | \$600.00  |
| DISTRICTS        | FOOD    | \$400.00  |
| STATE            | FOOD    | \$500.00  |
| TOURNAMEN T      | FOOD    | \$300.00  |
| TOURNAMEN T      | FOOD    | \$300.00  |
| LEGION DISTRICTS | GAS     | \$300.00  |
| LEGION STATE     | GAS     | \$300.00  |
| TOURNAMEN T      | GAS     | \$300.00  |
| TOURNAMEN T      | GAS     | \$300.00  |
| TOTAL            |         | \$6400.00 |

## TOURNAMENT/TEAM FEE'S (-)

|                       |       |           |
|-----------------------|-------|-----------|
| K AND K INSURANCE     | FEE   | \$325.00  |
| LEGION DISTRICT 2 FEE | FEE   | \$700.00  |
| LEGION NATIONAL FEE   | FEE   | \$85.00   |
| TOURNAMENT            | ENTRY | \$600.00  |
| TOURNAMENT            | ENTRY | \$700.00  |
| HOME UMPIRE           | FEE   | \$2000.00 |
| TOTAL                 |       | \$4410.00 |

## INCOME (+)/ EXPENSE (-)

|                         |                |
|-------------------------|----------------|
|                         |                |
|                         |                |
|                         |                |
| PLAYER FEE \$550.00 (+) | \$9,900.00     |
| TOTAL INCOME            | \$9,900.00     |
| TOTAL EXPENSE (-)       | \$14,440.00    |
| DIFFERENCE              | (-) \$4,540.00 |

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Port Angeles Waterfront Center**



# **LODGING TAX FUNDING APPLICATION 2022**

RECEIVED  
CLALLAM CO. COMMISSIONERS  
NOV 01 2021

1-2-21 A. 112m  
LV

## **GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I. **AMOUNT of Lodging Tax Requested:** \$ 36,000

II. **Agency/Organization Name:** Port Angeles Waterfront Center (d.b.a. Field Arts & Events Hall)

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other

Federal Tax ID No. 81-3062077 UBI Number 604011408

III. **Project/Activity/Event:** Portable Event Production Support

IV. **Representative Contact Information:**

Name, Title Steven Raider-Ginsburg, Executive Director

Mailing Address PO Box 71, Port Angeles, WA 98632

Phone(s) (360) 477-4679

Email steve@fieldhallevnts.org

V. **Service Categories, check all applicable:**

☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)

☒ Operation of a Special Event/Festival designed to attract tourists

☒ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

## **CERTIFICATION**

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

**STEVE R-G**

Date: Oct 31, 2021

Signature

Steven Raider-Ginsburg

Print or Type Name

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**LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

Field Arts & Events Hall intends to build an inventory of professional light, sound and staging equipment along with the talent to deliver, construct and operate it. With this project accomplished Field Hall will be able to support the technological production needs for events throughout Clallam County. Any festival, concert, private event, etc will be able to partner with Field Hall for less cost (as of now, this equipment and services are very expensive due to the need to hire from beyond Jefferson County), greater ease, and with stronger community connections.

When events in Clallam County have easy and affordable access to high grade equipment and operational talent the quality and notoriety of Clallam County events will become better known, therefore drawing more people every year. Also, with greater access, affordability and ease to secure equipment and talent for events Clallam County will reliably produce more tourist attracting events. Within a short period of time we will see the number of people traveling to Clallam for business and pleasure will increase.

2. How will the project/program help increase paid overnight accommodations in Clallam County?

Event attendees who travel to Clallam County will stay overnight, for both multi-day and single day events. Having events that support outdoor sound, light and stage lend themselves to going into the evening, therefore becoming much more likely to people staying in the area overnight. If events do not have lighting to offer, then they have to end when or shortly after the sun goes down.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

Quality. Professional gear and professional technicians are not easily attainable in Clallam County. When Field Arts & Events Hall is only a phone call away and can set up for weddings, festivals, concerts and more, Clallam County will deliver quality artistic and technical services for producers, planners and visitors.

- 
- 
4. How will the project/program encourage visitors to come from another country or state?

Confidence. Visitors from outside the country and state can rest assured that they will experience and enjoy excellent quality productions. With that confidence we will see tourists come to the Peninsula without hesitation for that special event.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

N/A

**6. 2022 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

**Please note:** *The #'s below are only for Field Hall - not for events we support through this program.*

| As a direct result of your proposed tourism- related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|-------------------------------|
| a. Overall attendance at your event/ activity/facility                                                                                                                          | 3500          | N/A         | Check-ins and data collection |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                              | 650           | N/A         | Check-ins and data collection |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                  | 250           | N/A         | Check-ins and data collection |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                              | 600           | N/A         | Check-ins and data collection |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed- breakfast, RV park, in the unincorporated Clallam County area. | 560           | N/A         | Check-ins and data collection |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                              | 1000          | N/A         | Check-ins and data collection |

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7. Is there a host hotel for your event? If yes, please identify.

Field Arts & Events Hall does not have a host hotel currently, however we will be developing relationships with many lodging accommodations as our audience base will want that information and we will be attracting many stays throughout the year.

8. Describe the prior success of your event/activity/facility in attracting tourists.

Field Arts & Events Hall is a new organization and is only now beginning an operational phase. As of now we do not have any history other than attracting regional publicity and retaining a national search firm to make our executive leadership hires. 2022 we will build capacity and implement programs to attract tourists. Field Hall also looks forward to serving and supporting existing programs.

9. Describe your target tourist audience (location, demographics, etc.)

Our main target areas are King, Thurston and Pierce Counties and secondly BC, Canada. In the longer range we intend to be a nationally recognized arts and culture producer and presenter that will draw people from around the globe, especially extending the stay of tourists who come for the park and other attractions.

10. Describe how you will promote your event/activity/facility to attract tourists.

To promote the use of our equipment and technical labor we will

- Attend numerous meetings to announce and share our capabilities
  - Meetings such as: Port Angeles Regional Chamber of Commerce, Service Clubs, and others
- Create an “Event Production Services and Support” page on our website
- Directly call event and cultural producers in the County
- Write and send Press Releases to gain news stories
- Paid advertisement

Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

Field Arts & Events Hall will

- Create a “Where to Stay” page on our website
- Partner with lodging establishments to offer incentives and discount codes
- Sell tickets and ways for people to sign up for events, then send follow up emails with targeted information about lodging opportunities

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11. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).  
Yes.

12. What is the overall budget for your event/activity/facility? \$ 384,500  
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 9.36 %

13. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

The remainder of the funds will come from additional grants, donations and earned revenue. We have applied for funds from the Economic Development Administration (Federal), Port Angeles LTAC, and others. The full scale of the project will be built out incrementally, which we anticipate will take the full 2022 year. By May of 2022 we project to have purchased enough equipment and hired labor to technically support the setup and operation of sound, lights and staging.

**FIELD ARTS & EVENTS HALL EVENT AND PRODUCTION MEDIA SUPPORT****ITEM****AMOUNT****EXPENSE**

|                    |         |
|--------------------|---------|
| EV Box Truck       | 150,000 |
| Audio Equipment    | 37,500  |
| Lighting Equipment | 64,000  |
| Staging            | 20,000  |
| Dance Stage        | 5,000   |
| Storage            | 8,000   |
| Labor              | 100,000 |
| Total              | 384,500 |

**REVENUE**

|                                           |         |
|-------------------------------------------|---------|
| PA LTAC                                   | 37,500  |
| Clallam LTAC                              | 36,000  |
| Phillips Foundation                       | 20,000  |
| Individual Donation                       | 11,000  |
| Earned Income                             | 30,000  |
| Economic<br>Development<br>Administration | 250,000 |
| Total                                     | 384,500 |

## **FIELD ARTS & EVENTS HALL 2022 Clallam County LTAC Application**

Q: Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.

A: The overall budget for the entire project is \$384,500. This includes all key elements for Field Hall to acquire the equipment and labor needed to support audio, lighting and staging needs for any outdoor and/or indoor events.

The monies this grant requests from the County is focused on purchasing lighting and staging elements of the project. It is not the full lighting or staging package that is needed, but this is the amount needed to seed the project and purchase the basic package, which includes:

Lighting Truss: \$5,000  
Lighting Units: \$10,000  
Lighting Console: \$4,000  
Cables and Connectors: \$1,000  
Staging: \$16,000

Total request from Clallam County LTAC: \$36,000

Submitted: November 1, 2021



# 2022 Lodging Tax Fund Non-Event Application

*This application is for non-event related proposals only.*

Amount of Lodging Tax Requested: \$ \_\_\_\_\_

Please review the [LTAC Vision, Goals and Priorities for Lodging Tax Funding Programs](#) to assist answering your application questionnaire. [Click here for more general information about the Lodging Tax Program.](#)

If you have any questions regarding this application process or the grant opportunity itself, please contact Ben Braudrick at 360-417-4804, or email [ced@cityofpa.us](mailto:ced@cityofpa.us).

All applications **must** be sent to [ced@cityofpa.us](mailto:ced@cityofpa.us) by 5:00 pm, Friday, October 29, 2021.

Organization/Agency Name: Port Angeles Waterfront Center

Federal Tax ID Number: 81-3062077

Facility Name or Operation (if applicable): Field Arts & Events Hall

Contact Name and Title: Steve Raider-Ginsburg, Executive Director

Mailing Address: P.O. Box 71 City: Port Angeles State: WA Zip: 98362

Phone: 360.477.4679 Email Address: steve@fieldhallevnts.org

Check all service categories that apply to this application:

- ☐ Operation of a Tourism Promotion/Destination Marketing Agency
- ☒ Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- ☐ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- ☐ Non-Profit (*Attach copy of current non-profit corporate registration with [Washington Secretary of State](#)*)
- ☐ Public Agency

**Complete Application Includes (check all that apply):**

- ☒ Application Questionnaire
- ☒ Itemized budget for your non-event related operation or capital facility (income and expenses)
- ☒ Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.
- ☒ A copy of your agency's current registration with the Washington Secretary of State.
- ☐ (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

# Application Questionnaire

## General Questions

### **1. Describe your tourism-related operation/facility.**

The Port Angeles Waterfront Center's Field Arts and Events Hall (Field Hall) officially broke ground November 12, 2019. The result of several extraordinary and historically large private gifts, the new center is designed to be a "home for arts and events that brings people together and strengthens our community".

When complete, Field Hall will consist of a two-tier 500-seat state-of-the-art auditorium and a fully equipped 400-seat conference and event space overlooking Port Angeles harbor. The building will also include a 1000 sq. ft. art gallery, box office, lobby concession area, professional-grade catering kitchen, and ground-floor coffee shop with direct door access to the Olympic Discovery Trail. The remainder of the campus, commonly referred to as the Oak Street Property, is to be home to the Lower Elwha Klallam Tribe as the site of a new Cultural Center and a separate partnership between the National Marine Sanctuary Foundation, Feiro Marine Life Center and Olympic Coast National Marine Sanctuary as space for its new Marine Discovery Center.

The combined vision of all three organizations is to build a single unified campus that becomes the core of arts, science, and culture on the Olympic Peninsula. Private investment for all three projects is expected to exceed \$75 million. Field Hall plans to open its doors to the public in the summer of 2022. Completion of the two remaining buildings is anticipated in 2025. Over 60,000 individual campus visits are predicted by 2022.

### **2. If you have received Lodging Tax Funds in prior years, are you doing anything significant or differently this year? If this is your first-time requesting funding, what is your reason for the request?**

Previously, Field Hall successfully employed \$38,500 in 2020 City of PA LTAC funding to create a Venue Marketing Strategy and corresponding Venue Marketing Plan designed to help us identify, market to, and secure sales from decision makers tasked with finding the type of meeting and conference space Field Hall will provide. Carefully co-marketed with local lodging and related business interests, such bookings will lead directly to a substantial increase in year-around hotel, restaurant, shop, and tour activity.

Last year, Field Hall was awarded \$40,000 in 2021 LTAX funding to engage a well-established regional state-of-the-art performance and conference venue to exchange, transfer, and/or co-develop the requisite intellectual property, plans, policies, and management systems needed to establish and perfect building and programming operations prior to the facility's completion and subsequent opening.

This year, Field Hall seeks \$37,500 in 2022 LTAX funding to purchase a mobile sound system, enabling outdoor festivals and events to have access to high quality audio experiences for tourist events. This system will be sized to be able to handle audience sizes from 50 - 3000 people. Field Hall will physically open in 2023, however programming will begin in outdoor spaces in 2022 and the need for audio equipment will begin then. Field Hall will also make this equipment available to any interested group which needs this equipment to make a successful event.

Field Hall has been in talks with Juan de Fuca Foundation, High School Hall of Fame and others all of whom requested audio support for their events. We believe that our talent and technology will be a great boon to our City to become the go to support for all of our Festivals, Concerts and other outdoor events. If any of these entities need top professional talent and equipment vendors are contracted from beyond Jefferson County, meaning they carry a large expense. Field Hall aims to lower expense and upgrade quality.

When Field Hall is able to save money and increase quality for attractions, such as Crabfest and others, more budget becomes available to improve other aspects of these events, which results in increased tourist attendance.

**3. Are you applying for Lodging Tax funds from another jurisdiction?**

**Yes ☒ No ☐ If yes, list the other jurisdiction(s) and amount(s) requested.**

We will be seeking \$27,000 from Clallam County to enable Field Hall to purchase portable staging, which compliments and strengthens the efficacy of this grant proposal.

**4. Describe you target tourist audience (location, demographics, etc.)**

While census data has informed our projections about demand potential among area residents, visitors to the area are also a priority market. As the gateway to Olympic National Park and direct ferry access to Victoria B.C., Port Angeles welcomes well over 3 million tourists annually.

Past studies have shown that this visitation peaks in the summer months but even in January and February monthly tourist visitation has exceeded the population of the entire local market area. Unfortunately, most tourists "pass through" Port Angeles on the way to other attractions. The city's limited hotel capacity, a lack of arts and events programming oriented to visitors, and the location of the National Park Visitor Center outside the downtown business core limits opportunities to serve this huge flow of visitors.

These visitors are generally wealthier and more highly educated than average (66.2% hold a bachelor's degree or higher, and 28.2% earn more than \$75k annually). According to recent surveys, visitors to the Olympic Peninsula are most interested in outdoor recreation, the National Park, family visits, and road trips, with only 4% reporting attending an arts and culture venue on their trip. However, when asked what would make them more likely to visit the area, tourists reported interest in Festivals and Events (29%) and in Art & Culture (17%). Given the large number of visitors to the area, even a small percentage of this market would have a huge impact on Field Hall attendance and related lodging, restaurants, and shops nearby.

We expect a performing arts and events audience of 11,600 people in Year 1 of operation. This number is based upon a survey of current programming activity in the area and interest in the facility as expressed by local performing arts groups. Using economic impact modeling provided by Americans for the Arts, we anticipate Year 1 operating expenses to total \$980,500 (total performing arts related expenses minus capital reserve). Combined with \$346,100 in anticipated audience expenditures, total related economic activity is projected to equal \$1,326,600, 40 FTE's in direct and indirect jobs, \$790,940 in increased household income, \$42,155 in local government revenue, and \$70,375 in state government revenue.

We expect the performing arts and events audience to increase to 19,325 by Year 3 of operation. We anticipate total Year 3 operating expenses to total \$1,180,500 (total performing arts related expenses minus capital reserve). Combined with \$576,589 in anticipated audience expenditures, total related economic activity is projected to equal \$1,757,089, 52 FTE's in direct and indirect jobs, \$1,021,580 in increased household income, \$57,360 in local government revenue, and \$94,250 in state government revenue.

By working with local stakeholders, creating effective programming, using available resources, and leveraging an idyllic waterfront location, we believe Field Hall can dramatically increase the region's "stickiness" and encourage visitors to spend more time and (naturally) additional resources in the area before departing for home.

Currently 4 hotels, 3 fine dining restaurants, 17 casual dining restaurants, and 2 fast food restaurants are within walking distance of our project site. Additional patronage generated before or after performances will result in a potential need for increased hours of service, more employees, and higher wages.

Also note that the public announcement of our new performing arts and community conference center was highly instrumental in the Lower Elwha Klallam Tribe's decision to enter into negotiations with the City of Port Angeles to purchase city land and construct a new \$25-million hotel and restaurant one city block from our

facility and directly across the street from the Coho Ferry terminal. Interaction between Field Hall and the Tribe through their hotel operations and the activities associated with their cultural center located on our site offers additional economic impetus to the surrounding neighborhood.

**5. Describe how your operation/facility lends support to a diverse range of sustainable tourism activities, which will encourage visitors to enjoy longer stays and return often.**

The question is not "How many more travelers can we attract to Clallam County?" The question is "How can we encourage those who do come to eat, shop, and/or stay overnight?" Field Hall offers an answer: By providing state-of-the-art conference and event facilities on a spectacular downtown waterfront location unlike any other on the North Olympic Peninsula.

Up to now, Clallam County has been routinely overlooked by many professional event planners or those that book meeting space for their organizations because of the limited size and availability of local rental space, inadequate kitchen facilities, or absence of fully equipped breakout spaces.

Field Hall is a direct response to each of these requirements. Together with its local partners, Field Hall will market its services as a destination venue for multi-day conferences, festivals, and performances that will both attract and "keep" visitors in the area. By doing so, Field Hall activities promise to increase opportunities for county hotels, restaurants, and shops to increase staff, extend hours, and expand inventory.

**6. Describe the prior success of your operation/facility in attracting tourists. How do you define success?**

Field Hall will open its doors 18 months from now. As noted, the facility must begin collecting sufficient bookings now to prevent any possible shortfall in Year 1 or 2. Much of that book of business is predicated upon our success in attracting the attention and answering the needs of decision makers within the event planning industry. That success will ultimately be defined first, by the number of out-of-town conference attendees and arts patrons we are able to serve and second, by the degree to which those same visitors indicate a willingness to return to Clallam County and/or enthusiastically recommend the area and our facility to their friends, families, and colleagues.

In regards to the portable audio system, our success will be noted by audience feedback and subsequently audience growth. Field Hall will work to develop and retain audio technicians who will live in the PA area, having access to this talent is another marker of success. Lastly, the number of times the audio system is used will demonstrate success, the more the system is requested and run, the more we have become successful.

**LTAX Goals and Priorities for Lodging Tax Funding Programs**

**7. Does your operation/facility promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts? ☒ Yes ☐ No If yes, please describe.**

Seated directly on Port Angeles Harbor and Olympic Discovery Trail, Field Arts & Events Hall will provide a truly iconic waterfront amenity that will not only help instill a sense of place, civic pride, and community identity, but offer a safe and inviting gathering space where residents and visitors alike can watch, listen, and otherwise immerse themselves in quality programming and special events.

For the outdoor events that are supported by the mobile audio system, these events will be embedded in geographic beauty. Places such as Pebble Beach, downtown piers, Civic Field and others will combine setting, arts, educational activities and more.

**8. Does your operation/facility support efforts to improve information on existing City of Port Angeles tourist attractions and facilities?**

☒ **Yes** ☐ **No**    **If yes, please describe.**

Once complete, Field Hall anticipates offering a visitor concierge service during normal business hours from within the building's main lobby throughout the peak tourist season. This service will be dedicated to offering precise and accurate information to visitors to the area including maps (digital and printed), reservation assistance, and tour routes tailored to the specific needs and desires of individual guests.

**9. Describe how your request will promote lodging establishments, restaurants, and businesses located in the City of Port Angeles.**

Large-scale outdoor venues (and indoor as this audio system can also be constructed indoors) will attract tourist in any season when there is a significant reason to gather. Field Hall will be able to support large-scale visions and execute the technical support with trained staff. Increasing the capabilities of arts and culture to rival anywhere in the country will assure continued growth to our tourism industry in PA.

Outdoor events are synonymous with access to food and craft vendors. Unique, fun and entertaining events that can be professionally supported with well trained staff will ensure producers of these events will be supported to amplify their reach, therefore increasing the number of overnight stays.

**10. Describe how your request will create partnerships and synergies with existing City of Port Angeles organizations to develop and promote attractions and events for visitors.**

With Field Hall providing technical/audio support services, with higher quality and for less expense than what is currently available, this will give back time and money for organizations to redeploy assets towards greater promotion of events to attract visitors.

It is foreseeable that the use of Field Hall audio services by multiple groups will bring synergy and alignment to the array of current event producers in the City. Field Hall will be a local vendor and thereby communicating to multiple organizations and sharing knowledge. As of now, the technicians and equipment that is rented comes and goes without any local connection or synergy.

**Budget and RCW related Questions**

**11. What is the overall budget for your operation/facility? What percent of the budget are you requesting from Port Angeles Lodging Tax Fund? What percentage of your budget is related to tourism and marketing activities? (may reference attached budget).**

Field Hall has an operational budget of \$484,553 (FY21). Field Hall has a construction budget of \$14M(FY22). The percentage of the operational budget is: 7.73%

The percentage if we combine operational plus construction is: 0.25%

For FY22 we anticipate adding budget lines that are associated with programs, which will include advertising and branding of events to attract tourists to PA and Field hall, which we estimate at \$100,000.

**12. What will you cut from your proposal or do differently if full funding for your request is not available or recommended? How is Lodging Tax funding essential to the success of your proposal?**

If funding is reduced, the quality of equipment will be reduced. As the life expectancy for this equipment is approximately 10 years and it would be a shame to have the quality diminished for such a long period of time. This proposal includes equipment that is standard or better, however we held back from the "top line" items to attain what we think is a reasonable budget.

**13. How does this proposal demonstrate use of Lodging Tax Funds in accordance with [RCW 67.28.1816](#)?**

**Please be specific and cite code directly.**

By 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) of the internal revenue code of 1986, as amended.

**Signature and Certification:**

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

As a condition of this application for funding if any funding is provided by the City of Port Angeles using lodging tax funds, I agree to provide all written reports required by the City in accordance with the reporting deadlines established by the City.

This signature is also acknowledgment of reading and understanding, in its entirety, the application and its cover letter, and your responsibilities as a grant applicant and recipient.

**Please save this application as a PDF document and sign digitally in Adobe Reader or Acrobat. [Learn More Here.](#)**

**STEVE R-G**

Steve Raider-Ginsburg

Print Name of Applicant

Signature

October 29, 2021

Date

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit one digital copy of the proposal coversheet, completed questionnaire, and any attachment in **ONE** pdf document to: [ced@cityofpa.us](mailto:ced@cityofpa.us)

- *If you have any questions on how to submit, please contact the above email.*
- *You must complete and sign the application*

**The proposal and all documents filed with the City are considered public records. The City may choose to post on its website copies of the proposals and attached documents.**

## **Budget Justification**

### **1. Annual Aggregate Funding Request**

| Year   | City of PA LTAC Funds Requested | Non-LTAC funds requested | Total:      |
|--------|---------------------------------|--------------------------|-------------|
| Year 1 | \$37,500.00                     | \$0.00                   | \$37,500.00 |

### **2. Budget Justification Narrative**

| Classification / Explanation                                                                 |      |
|----------------------------------------------------------------------------------------------|------|
| <b>1. Administration and Legal Expenses</b>                                                  |      |
| <i>There are no administrative costs associated with this project</i>                        | \$ 0 |
| Total Administrative and Legal Expenses                                                      | \$ 0 |
| <b>2. Land, Structures, Right-of-ways, Appraisals, etc..</b>                                 |      |
| <i>There are no land, right-of-ways, appraisals, etc. costs associated with this project</i> | \$ 0 |
| Total Land, Right-Of-Ways, Appraisals, Etc. Costs                                            | \$ 0 |
| <b>3. Relocation Expenses and Payments</b>                                                   |      |
| <i>There are no administrative costs associated with this project</i>                        | \$ 0 |
| Total Relocation Expenses and Payments                                                       | \$ 0 |
| <b>4. Architectural and Engineering Fees</b>                                                 |      |
| <i>There are no architectural and engineering fees associated with this project:</i>         |      |
| Total Architectural and Engineering Fees                                                     | \$ 0 |
| <b>5. Other Architectural and Engineering Fees</b>                                           |      |
| <i>There are no other architectural or engineering fees associated with this project</i>     | \$ 0 |
| Total Other Architectural and Engineering Fees                                               | \$ 0 |
| <b>6. Project Inspection Fees</b>                                                            |      |

|                                                                                                    |                    |
|----------------------------------------------------------------------------------------------------|--------------------|
| <i>There are no project inspection fees associated with this project</i>                           | \$ 0               |
| Total Project Inspection Fees                                                                      | \$ 0               |
| <b>7. Site Work</b>                                                                                |                    |
| <i>There are no site work costs associated with this project</i>                                   | \$ 0               |
| Total Site Work Costs                                                                              | \$ 0               |
| <b>8. Demolition and Removal</b>                                                                   |                    |
| <i>There are no demolition and removal costs associated with this project</i>                      | \$ 0               |
| Total Demolition and Removal                                                                       | \$ 0               |
| <b>9. Construction</b>                                                                             |                    |
| <i>There are no construction costs associated with this project</i>                                |                    |
| Total Construction Costs                                                                           | \$ 0               |
| <b>10. Equipment</b>                                                                               |                    |
| Sound Mixing Board   Microphone Array   Cables and Cords<br>Generator   Mic Stands   Speaker Array |                    |
| Total Equipment Costs                                                                              | \$37,500.00        |
| <b>11. Miscellaneous</b>                                                                           |                    |
| <i>There are no Miscellaneous costs associated with this project</i>                               |                    |
| Total Miscellaneous Costs                                                                          | \$ 0               |
| <b>12. Subtotal (sum of lines 1 – 11)</b>                                                          |                    |
|                                                                                                    |                    |
| <b>13. Contingencies</b>                                                                           |                    |
| <i>There are no contingencies associated with this project</i>                                     | \$0                |
| Total Contingencies                                                                                | \$0                |
| <b>14. Subtotal</b>                                                                                |                    |
|                                                                                                    | <b>\$37,500.00</b> |

|                                                        |                    |
|--------------------------------------------------------|--------------------|
|                                                        |                    |
|                                                        |                    |
| <b>15. Project (Program) Income</b>                    |                    |
| <i>Rental cost for audio system</i>                    | \$ 6,000           |
| Total Project (Program) Income                         | \$ 6,000           |
|                                                        |                    |
| <b>16. Total Project Costs (subtract #15 from #14)</b> | <b>\$31,500.00</b> |

**Port Angeles Waterfront Center  
Budget Vs. Actual  
FY 2021**

|                         |            | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Estimated | Estimated | Estimated | Total    |
|-------------------------|------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|-----------|-----------|-----------|----------|
|                         |            | Jan    | Feb    | Mar    | Apr    | May    | Jun    | Jul    | Aug    | Sep    | Oct       | Nov       | Dec       |          |
| Advertising & Marketing | Actual Exp | 2,931  | 287    | 1,844  | 224    | 302    | 308    | 263    | 224    | 224    | 0         | 0         | 0         | 6,608    |
|                         | Budget     | 2,931  | 287    | 1,844  | 224    | 302    | 308    | 263    | 274    | 274    | 274       | 274       | 274       | 7,530    |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | 0      | 0      | 0      | 0      | 0      | 0      | 0      | -50    | -50    | -274      | -274      | -274      | -922     |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 82%    | 82%    | 0%        | 0%        | 0%        | 88%      |
| Insurance               | Actual Exp | 357    | 357    | 357    | 357    | 507    | 507    | 507    | 507    | 507    | 0         | 0         | 0         | 3,959    |
|                         | Budget     | 357    | 357    | 357    | 357    | 507    | 507    | 507    | 507    | 507    | 507       | 507       | 507       | 5,479    |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0      | -507      | -507      | -507      | -1,520   |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 0%        | 0%        | 0%        | 72%      |
| Office Expenses         | Actual Exp | 1,136  | 673    | 652    | 1,150  | 1,438  | 781    | 3,175  | 2,103  | 2,449  | 0         | 0         | 0         | 13,557   |
|                         | Budget     | 1,137  | 673    | 652    | 1,150  | 1,438  | 781    | 3,175  | 2,115  | 1,388  | 1,309     | 1,309     | 1,309     | 16,437   |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | X      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | -1     | 0      | 0      | 0      | 0      | -1     | 0      | -12    | 1,061  | -1,309    | -1,309    | -1,309    | -2,880   |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 99%    | 176%   | 0%        | 0%        | 0%        | 82%      |
| Occupancy Expense       | Actual Exp | 2,662  | 2,624  | 5,903  | 3,925  | 3,450  | 3,342  | 3,403  | 3,336  | 3,345  | 0         | 0         | 0         | 31,989   |
|                         | Budget     | 2,662  | 2,624  | 5,903  | 3,925  | 3,450  | 3,342  | 3,403  | 3,600  | 3,600  | 3,600     | 3,600     | 3,600     | 43,309   |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | 0      | 0      | 0      | 0      | 0      | 0      | 0      | -264   | -255   | -3,600    | -3,600    | -3,600    | -11,319  |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 93%    | 93%    | 0%        | 0%        | 0%        | 74%      |
| Professional Services   | Actual Exp | 21,204 | 34,776 | 28,375 | 4,151  | 9,416  | 23,593 | 10,476 | 9,484  | 2,674  | 0         | 0         | 0         | 144,149  |
|                         | Budget     | 21,204 | 34,776 | 28,375 | 4,151  | 9,416  | 23,593 | 10,476 | 9,500  | 500    | 17,667    | 2,000     | 500       | 162,158  |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | X      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | 0      | 0      | 0      | 0      | 0      | 0      | 0      | -16    | 2,174  | -17,667   | -2,000    | -500      | -18,009  |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 535%   | 0%        | 0%        | 0%        | 89%      |
| Travel                  | Actual Exp | 0      | 0      | 0      | 0      | 815    | 531    | 432    | 733    | 373    | 0         | 0         | 0         | 2,884    |
|                         | Budget     | 0      | 0      | 0      | 0      | 815    | 531    | 432    | 1,000  | 1,000  | 1,000     | 1,000     | 1,000     | 6,777    |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | 0      | 0      | 0      | 0      | 0      | 0      | 0      | -267   | -627   | -1,000    | -1,000    | -1,000    | -3,894   |
|                         | Spending % | 0%     | 0%     | 0%     | 0%     | 100%   | 100%   | 100%   | 73%    | 37%    | 0%        | 0%        | 0%        | 43%      |
| Payroll                 | Actual Exp | 12,455 | 12,189 | 20,807 | 12,608 | 12,486 | 12,464 | 15,505 | 22,907 | 24,980 | 0         | 0         | 0         | 146,401  |
|                         | Budget     | 12,455 | 12,189 | 20,807 | 12,608 | 12,486 | 12,464 | 15,510 | 25,484 | 25,484 | 26,256    | 30,551    | 36,569    | 242,863  |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | 0      | 0      | 0      | 0      | 0      | 0      | -5     | -2,577 | -504   | -26,256   | -30,551   | -36,569   | -96,463  |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 90%    | 98%    | 0%        | 0%        | 0%        | 60%      |
| Actual Expense Total    | Actual Exp | 40,744 | 50,906 | 57,938 | 22,414 | 28,415 | 41,524 | 33,760 | 39,293 | 34,552 | 0         | 0         | 0         | 349,547  |
|                         | Budget     | 40,745 | 50,906 | 57,938 | 22,415 | 28,415 | 41,525 | 33,766 | 42,480 | 32,753 | 50,613    | 39,241    | 43,759    | 484,553  |
|                         | Status     | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | ✓      | X      | ✓         | ✓         | ✓         | ✓        |
|                         | Difference | -1     | 0      | 0      | 0      | 0      | -1     | -5     | -3,186 | 1,799  | -50,613   | -39,241   | -43,759   | -135,006 |
|                         | Spending % | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 100%   | 92%    | 105%   | 0%        | 0%        | 0%        | 72%      |

Note: Under budget is a negative number, in green. Over budget is a positive number, in red.

at 75% of the year

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Peninsula Adventure Sports**



CLALLAM COUNTY COMMISSIONERS

NOV 01 2021

**LODGING TAX FUNDING APPLICATION  
2022**1...2...3...A...  
Ham  
W**GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

- I **AMOUNT of Lodging Tax Requested:** \$ 9,000
- II **Agency/Organization Name:** Peninsula Adventure Sports  
Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☒ Other  
Federal Tax ID No. 46-5606072 UBI Number 603-352-302
- III **Project/Activity/Event:** Extreme CX Port Angeles
- IV **Representative Contact Information:**  
Name, Title Lorrie Mittmann  
Mailing Address 434 W 11th St, Port Angeles WA 98362  
Phone(s) (360)775-4620  
Email lorrie.mittmann@gmail.com

- V **Service Categories, check all applicable:**
- ☒ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- ☒ Operation of a Special Event/Festival designed to attract tourists
- ☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
- ☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

**CERTIFICATION**

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Laura Mittmann  
Signature

Date: 11/1/21

Laura Mittmann  
Print or Type Name

**LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

*\* See attachment*

2. How will the project/program help increase paid overnight accommodations in Clallam County?

*\* see attachment*

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

*\* see attachment*

4. How will the project/program encourage visitors to come from another country or state?

*\* see attachment*

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

*\* see attachment*

# 6. 2022 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

*\*over both racing weekends*

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|--------------------------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 1,200 - 1,500 | N/a         | estimate with                        |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 1,000 - 1,300 | N/a         | assistance from                      |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 200 - 300     | N/a         | Washington State                     |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 500 - 700     | N/a         | Bicycle Association and results from |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 500 - 700     | N/a         | post-race survey from our            |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 300 - 400     | N/a         | March event                          |

7. Is there a host hotel for your event? If yes, please identify.

*\* See attachment*

8. Describe the prior success of your event/activity/facility in attracting tourists.

*\* See attachment*

9. Describe your target tourist audience (location, demographics, etc.)

*\* See attachment*

10. Describe how you will promote your event/activity/facility to attract tourists.

*\* See attachment*

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

*\*see attachment*

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

*\*see attachment*

13. What is the overall budget for your event/activity/facility? \$ 51,000  
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 17 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

*\*see attachment*

**Lodging Tax Funding Application**  
**Attachment**  
**Introduction and Answers to Required Supplemental Questions (pages 2-4)**  
**Peninsula Adventure Sports**  
**Extreme CX Port Angeles event**  
**\$9,000**  
**Submitted November 1, 2021**

**About Peninsula Adventure Sports**

Peninsula Adventure Sports is a small business in Port Angeles, Washington led by Lorrie Mittmann and Tim Tucker, assisted by a team of outdoor enthusiasts who believe in the mission of the company: to produce high-quality outdoor sports events that showcase the natural beauty and ecological diversity of the Olympic Peninsula. (Who We Are: <https://peninsulaadventuresports.com/about-us/>)

Established in 2013, we have built a series of successful events and have a great reputation for putting on high-quality races. Our events are unique, and focus on uptrends in the sports industry. Our events include OAT Run (Olympic Adventure Trail Run), GOAT Run (Great Olympic Adventure Trail Run), Frosty Moss Relay, Big Hurt, Gravel Unravel (gravel bike races), and Extreme CX Port Angeles (cyclocross).

We create healthy and fun events at reasonable prices that also benefit the community by creating partnerships, enhancing tourism, and boosting the local economy. The races provide charitable contributions to nonprofit and service groups that steward local recreational assets or get youth involved in outdoor recreation. (Giving Back: <https://peninsulaadventuresports.com/about-us/giving-back/>)

Our races are a community effort. Peninsula Adventure Sports partners with local small business sponsors, tribes, government agencies, tourism bureaus, local non-profit and service organizations, and youth groups. An average of 50 or more volunteers are needed for each event, and we don't have trouble filling those spots. All of this community support means that these people feel that investing time and money into these events benefits our local economy and our quality of life.

**About the event**

This is a request for support of a brand new cycling event to Clallam County called Extreme CX Port Angeles. "CX" is shorthand for cyclocross. Full event information can be found at [ExtremeCXPA.com](http://ExtremeCXPA.com)

What is cyclocross? Cyclocross was developed in the early 1900s, primarily in Europe, as a way for road bike racers to squeeze in off-season training, and events still traditionally take place in the fall and winter. Riders do laps, usually about 3 kilometers long, often through mud, sand, grass, and graven/tarmac. They dismount and carry bikes over manmade or natural barriers. Races typically last between 30 and 60 minutes, which makes for a lot of action in a short time.

A feature of cyclocross, and quite different from our other races, is that it is a spectator sport. Courses are designed to be as visible to spectators as possible, and definitely incorporate more of a festival-feel, with food and beer gardens open to the public, an expo of bicycle-related and other vendors, etc. Keeping these very specific course and venue requirements in mind, the Port Angeles cyclocross races will take place at the Extreme Sports Park, which has all of the needed elements for our races to be successful.

Here is a GREAT video of a cyclocross race in Oregon that demonstrates the sport, the spectator aspect, and why ESP is the perfect venue:

<https://www.youtube.com/watch?v=X0FdH6keYPU>

Our course will be a sanctioned track (sanctioning is through USA Cycling) allowing for competitors from all over the country to compete and gain points towards qualification in regional and national competitions.

### **Long-term vision**

Our long-term vision for cyclocross racing in Clallam County is to establish the Extreme Sports Park as the premier cyclocross event venue on the West Coast, setting us up to host regional, national, and international racing.

The Extreme Sport Park in Port Angeles is a unique venue that currently meets all the necessary infrastructure requirements to host National and World level cyclocross competitions.

These infrastructure components are:

- The size of the property allows for the layout of varying courses across a multi-day event.
- Venue is wired for audio and video.
- Venue can be structured to have both VIP viewing platforms and numerous general admission viewing opportunities.
- Running water is accessible to support team & riders.
- Onsite WiFi network

- Ample parking
- It has an ownership group that is willing to alter the property to make innovative courses (land alterations are not generally allowed on public land or parks)

#### Long term vision for the venue Part 1

- Host 2021~2022 Regional Championships and qualifier for USA Cycling Cyclocross Nationals (*\*\* this has been accomplished, we have been approved to host the WSBA Regional Championships in 2021 and preliminarily for 2022*)
- 2022~2024 Become a part of USCX (<https://uscx.us/>) which currently is a combination of 4 venues presenting 8 races from amateurs to top level professionals

#### Long term vision for the venue part 2

- 2025~2027 Submit bids for US Cyclocross National Championship and potentially UCI Worlds Masters CX Championship
- After 2027 Potential US venue for Worlds CX Championships. 2022 Worlds CX Championships is being held in Fayetteville, AR

Hosting US Cross Nationals will bring 1,500-2,000 riders and 500-1,000 spectators.

#### **Itemized Budget and Grant request:**

This is intended as a one-time grant request for the startup of this event, hopefully giving us what we need to succeed and ultimately move on to our long-term vision. Startup events have extra expenses that are not carried to following years, and this particular event has extensive equipment and supply needs, which are items that we do not otherwise have or need for our other existing races. A large up-front investment in order to create this exciting new opportunity for our area.

This request supports 2 weekends of racing, 4 days total, during what is typically considered “off-peak” for the Olympic Peninsula. Tentative race dates are the 1st weekend October and last weekend November of 2022. The dates are tentative because we will be coordinating with other cyclocross racing organizations as the year progresses and working with the Washington State Bicycle Association’s (state racing organization) as they compile the master racing calendar. The cyclocross “season” is generally September - December, with National Championships in December and World Championships in January.

This budget includes both racing weekends:

*Revenue:*

|                                 |                 |
|---------------------------------|-----------------|
| Entry fees:                     | \$30,000        |
| Anticipated (non-CCLTAC) grants | \$5,000         |
| <u>Anticipated sponsorships</u> | <u>\$5,000</u>  |
| <b>TOTAL REVENUE</b>            | <b>\$40,000</b> |

*Expense:*

|                                    |                                    |
|------------------------------------|------------------------------------|
| Supplies:                          | \$5,000                            |
| Supplies & Equipment:              | \$11,000 * one-time purchase items |
| Food & Beverage:                   | \$2,500                            |
| Personnel:                         | \$10,000                           |
| Medical support:                   | \$1,700                            |
| USAC Racing Officials:             | \$4,000                            |
| USAC Permitting:                   | \$500                              |
| Insurance:                         | \$4,500                            |
| Venue rental:                      | \$7,000                            |
| <u>Marketing/photography/film:</u> | <u>\$4,800</u>                     |
| <b>TOTAL EXPENSE</b>               | <b>\$51,000</b>                    |

There is an anticipated deficit of \$11,000 which is the amount that we expect to have to spend for supplies and equipment that will be one-time purchases. Grant support from CCLTAC would help us to get these needed items that are essential to build the courses for our 2022 events and will be reusable for all future events. Washington State Bicycle Association has committed to cover \$2,000 of these items, so our request is for \$9,000.

One thing to understand about cyclocross courses is that they are 1-2 miles in length and they are delineated - on both sides of the track - with 3-inch plastic course tape on 4-foot wooden stakes, and/or mesh fencing. We have to build miles of corridors.

Items to be purchased in full or part with grant funds include:

- 1 pallet of wood stakes (quantity 1,500) \$1,800
- stake pounders \$200
- signs and fencing \$2,000
- weed whackers and safety gear, tools \$2,000
- storage shed (approved to be placed at ESP) \$5,000

## **1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?**

For as many types of sports there are, there are even more types of sports competitions. Racing is something people do whether they have mastered their sport, or are still working on it. They race to stay fit, make friends, feel some adrenaline, and have some adventure exploring races in areas away from their homes.

Serious racer will come to Clallam County for this event because we are a USA Cycling sanctioned race. Bicycle racing has a fairly complicated system of categories and points. Racing at sanctioned races means racers will earn points that will help them qualify to participate in championship races at a higher level. They can also earn upgrade points that will help them move to a more advanced racing category.

Riders that are not competing at a high level also like to sign up for and travel to races. They say it gives them motivation to train prior to the race as they look forward to the trip. In addition, they feel it is a great way to experience a new place and make connections with other participants from all around the world. They get to enjoy the sense of accomplishment while on their trip, and feel they “earned their celebration” as they complete the remainder of the fun and relaxation of their trip.

Cyclocross is also a family activity:

<https://usacycling.org/article/count-on-cyclocross-for-family-fun-in-the-best-company>

We will have a kids course and Juniors racing.

Our races will have an extra draw in that our venue is brand new - riders will want to check out the shiny new courses. One of our 4 racing days will also be the 2022 WSBA Regional Cyclocross Championship.

This is a great time to start up a brand new cyclocross venue and race series. In August 2020, Bicycling Magazine reported that “cyclocross is officially the nation's fastest-growing two-wheeled discipline.”

**2. How will the project/program help increase paid overnight accommodations in Clallam County?**

**3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.**

**4. How will the project/program encourage visitors to come from another country or state?**

The answer is really the same for #2-4:

By making the races 2-day events, riders will be encouraged to spend one or more nights. The Olympic Peninsula is pretty remote and hosting weekends is a way to make it worth their time to travel all this way as they get in multiple races in one weekend. This is particularly relevant with regard to the points systems described above. A weekend of racing essentially doubles the ability of the racers to earn points as compared to a one-day race.

Also, our Sunday race (November weekend) in 2021 and 2022 will be the *WSBA Regional Cyclocross Championships* which draws riders from Oregon, Washington, and Idaho. In addition to the championship jersey and medals, the riders recognize that all results from a regional championship improve their start position at the National Championship race that's held in early December.

An important aspect of these races with regard to overnight stays in Clallam County is that they are during off-peak season, when there are vacancies in hotels to fill.

Our long-term vision is to work toward our goal of hosting national and international championship races, which will be a huge draw for racers and spectators alike.

**5. If the project/program is an event, please provide the name, date(s) and estimated attendance.**

Extreme CX Port Angeles - Weekend 1

- Tentative October 1-2, 2022
- Estimated attendance: 400-500 racers & 200-250 spectators

Extreme CX Port Angeles - Weekend 2

- Tentative November 26-27, 2022
- Estimated attendance: 400-500 racers & 200-250 spectators

**7. Is there a host hotel for your event? If yes, please identify**

Red Lion Port Angeles is our host hotel.

**8. Describe the prior success of your event/activity/facility in attracting tourists.**

We have not yet held an official race - the 2021 racing weekend is November 27-28, so we do not have 2021 attendance information to share. That said, we had a spring event to introduce riders to the new cyclocross venue we are developing, and followed up with a survey to those who attended that weekend.

We had about 80 racers, over 50 of them from more than 50 miles away, try out our course and give feedback. Riders were primarily from Washington and Oregon (farthest Bend, OR) and one from Texas.

We had some well known and well-connected riders, including Felipe Nystrom:

[https://www.cyclocrossrider.com/racing/nystrom?fbclid=IwAR2h1Tkw\\_2M890LvIWdHpzlDHMaF65NyM6FIsv-ev-GUXdghco-YO12QDtos](https://www.cyclocrossrider.com/racing/nystrom?fbclid=IwAR2h1Tkw_2M890LvIWdHpzlDHMaF65NyM6FIsv-ev-GUXdghco-YO12QDtos)

A post-event survey summarized that 90% of participants said they would or likely would attend the fall event. 95% said they would or likely would tell their friends that the venue is worth coming to Port Angeles for. Some general open-response comments included *"Unbelievable! This venue is insane"* *"Amazing. Fun. Exciting. Wanna go again this year and next!"* *"Excellent venue in every way."* *"World class courses."* *"Great venue for cyclocross"* *"Excellent venue for cross"* *"It's a great venue: lots of interesting course features."*

Here is a link to a video from our March event:

<https://youtu.be/UEsYffo-5Q8>

The success of the spring event, and confidence in our future success, is due in part to our excellent mentors. We are being mentored by Gina Kavesh, President of the Washington State Bicycle Association, which is the state racing organization. Gina has spent countless hours helping make Extreme CX Port Angeles possible. She feels so strongly that we have a national / world class venue, that she paid to fly a USA Cycling representative to our March event to check out the future potential of our venue. She also introduced us to Kevin Blaire from Cyclocross Crusade, the largest cyclocross race organization in Oregon (operating for 28 years). Kevin is enthusiastic about helping us get established in the world of cyclocross racing. He has designed our courses and in March he brought, at his own expense, all of his equipment and supplies for us to

borrow, and his course-building crew. Both Kevin (and his crew) and Gina will be in Port Angeles helping for our November 2021 race and our 2022 races, and likely beyond that. Because we have these great partners, we know we are being set up for success in building Port Angeles as a premiere cyclocross destination in the PNW.

#### **9. Describe your target tourist audience (location, demographics, etc.)**

The event is intended to bring cyclists from outside of Clallam County for racing, and to encourage them to bring their friends and family to be with them at the races, and for them to spend extra time in the area to explore when not racing, or on the days before and after race days.

We will target cyclists of all ages and genders (although cyclocross at this time has more men than women who participate), and to start out with, will focus our advertising on key cities that have large and active numbers of cyclocross racers.

#### **10. Describe how you will promote your event/activity/facility to attract tourists**

We are very fortunate to have formed a close relationship with both the Washington State Bicycle Association (state racing organization) and Cyclocross Crusade, the largest cyclocross promoter in Oregon. They are mentoring us and helping us to develop this brand new cyclocross venue. They are hands on, and are here for the events, working them, loaning equipment, and also spreading the word. These two organizations have large numbers of followers, and their promotion will be the most effective marketing we could possibly get. The weekend of Oct 30-31, we attended a Cyclocross Crusade race in Cascade Locks, Oregon. By talking to riders and cycling teams at the race, we more than doubled our pre-registration numbers overnight.

Advertising dollars will primarily be spent on digital marketing, mainly social media advertising. We are also working with Cyclocross Crusade to use some giveaway promotions (race entries for our race) as a way to reach their customer base and encourage them to come to Port Angeles and try out the new venue.

Gina at WSBA has also initiated contact with FloBikes. FloBikes is an online streaming service for the largest bicycle races, and Gina feels that there could be some interest in documenting how we will grassroots build a brand new cyclocross venue from nothing to world-class. So possibly multiple years of filming.

**11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**

All of our events benefit local economic development by:

- Bringing athletes to Port Angeles, and their families, who spend money on hotels, restaurants, activities, and other goods and services during their visit.
- Hiring local workers to help with race operations.
- Purchasing the goods and services for the races mostly local, unless we cannot find the item or service here.
- Donating money to local non-profit organizations from each race.
- Promoting the products and services of our local business sponsors and the missions of our local non-profit organizations on our website, social media, and emails.
- Promoting Port Angeles and the Olympic Peninsula as a premiere outdoor recreation destinations in the country, including connecting potential visitors to [OlympicPeninsula.org](http://OlympicPeninsula.org) and [VisitPortAngeles.org](http://VisitPortAngeles.org)

**12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).**

Yes, we will apply for funds from the City of Port Angeles and Olympic Peninsula Visitor Bureau (marketing). These applications are not due yet so we do not have completed applications for these agencies for 2022 grants to share right now.

**13. What is the overall budget for your event/activity/facility? \$ 51,000  
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 17%**

**14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.**

The remainder of funds will come from racer registration fees, business sponsorships, and other grant sources.

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Juan de Fuca Foundation for the Arts**



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## LODGING TAX FUNDING APPLICATION 2022

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested:** \$ 13,000

II **Agency/Organization Name:** Juan de Fuca Foundation for the Arts  
Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other  
Federal Tax ID No. 91-1588987 UBI Number 602-455-288

III **Project/Activity/Event:** Juan De Fuca Festival

IV **Representative Contact Information:**  
Name, Title Kyle LeMaire  
Mailing Address 101 W. Front St.  
Phone(s) (360) 457-5411  
Email kylelemaire@jffa.org

V **Service Categories, check all applicable:**  
☒ Tourism Promotion/Marketing (individual marketing request, contact OPVB)  
☒ Operation of a Special Event/Festival designed to attract tourists  
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Kyle LeMaire  
Signature

Date: 10/31/21

Kyle LeMaire  
Print or Type Name

## LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

(You may use this Supplemental Questions form or type the questions and answers on separate sheets)

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

The 28th Juan de Fuca Festival takes place over Memorial Day weekend, attracting music and art lovers from all over the North Olympic Peninsula and beyond. The festival features four days of music and art, across five stages, and over 30 performances covering multiple genres and disciplines for all to enjoy.

2. How will the project/program help increase paid overnight accommodations in Clallam County?

This increase in visitors will result in extended stays during the 4 day festival. JFFA books a limited number of artist rooms and implements a popular homestay program to cover most of our artist lodging needs which offsets our operation costs. We are proposing a room discount for general attendees who purchase four-day Festival passes and book lodging before May 1st to the management at Red Lion Hotel.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

We are proposing higher caliber performers and vendors that will have a bigger draw to the 2022 festival. It is our hope that with these more well established artists, we are able to draw in crowds from Seattle, Canada, and beyond.

4. How will the project/program encourage visitors to come from another country or state?

JFFA will be implementing a marketing campaign to draw visitors from Canada. This includes booking Canadian artists and vendors to encourage travel across the border.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

The Juan de Fuca Festival, May 27-30, 2022, Estimated Attendance: 4000 is based on JFFA being able to provide a full festival for 2022 that is not limited by Covid-19.

6. **2022 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|------------------------------------------------------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 4000          | 1500        | Based on Est.                                                    |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 1500          | 75          | ticket sales,                                                    |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 300           | 50          | comp. tickets, volunteers,                                       |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 500           | 75          | community partners, street fair attendees, and know room         |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 800           | 30          | bookings throughout the festival during a very limited festival. |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 300           | 25          |                                                                  |

7. Is there a host hotel for your event? If yes, please identify.

We don't use a host hotel for this event, although Red Lion Hotel of Port Angeles is an in-kind sponsor and provides

discounted room rates for our touring artists throughout our season, not just during the Juan de Fuca Festival

Out of the area Festival attendees are directed to a list of all local hotels featured on our website.

8. Describe the prior success of your event/activity/facility in attracting tourists.

In the past JFFA has had success in attracting visitors by using targeted marketing campaigns in Seattle, Canada,

and beyond. We have also had success leveraging the fan base of artists who traveled from outside of the county and country.

9. Describe your target tourist audience (location, demographics, etc.)

The Juan de Fuca Foundation for the Arts hopes to serve both residents as well as attract substantial crowds from Canada and the

surrounding areas of the north Olympic Peninsula. Our target audience are families, music, and art lovers from the ages of 5-80 years old.

10. Describe how you will promote your event/activity/facility to attract tourists.

JFFA plans on creating a marketing campaign high-lighting artists and vendors to Canada and Seattle. We will utilize

targeted marketing for radio, social media, and print materials.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

In our campaign we will focus on the weekend as a whole package with the inclusion of local accomendations, restaraunts, and shops.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

No

13. What is the overall budget for your event/activity/facility? \$ 63,100

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 19% %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

JFFA is actively seeking both donor, corporate sponsorships, and grants to secure the additional funds needed to produce the 2022 Juan de Fuca Festival.

## 2022 Juan de Fuca Festival Budget

### Description:

With the funds provided through County LTAC, we plan on increasing the artist caliber of the festival mainstage. This will allow us the ability to attract a larger and wider audience through out the festival. We will also use the remainder of the funds to upgrade our current mainstage visual and community appeal

|                      |           |                  |
|----------------------|-----------|------------------|
| Concessions          | \$        | 8,000.00         |
| Merchandise          | \$        | 3,000.00         |
| Paint 'n Sip         | \$        | 7,000.00         |
| Workshops            | \$        | 8,000.00         |
| School Bussing       | -         |                  |
| Street Fair Fees     | \$        | 10,000.00        |
| Ticket Sales         | \$        | 35,000.00        |
| Sponsorships         | \$        | -                |
| <b>Total Revenue</b> | <b>\$</b> | <b>71,000.00</b> |

### EXPENSE

|                                           |           |                  |                  |        |
|-------------------------------------------|-----------|------------------|------------------|--------|
| Artist Fee                                | \$        | 30,000.00        | <b>LTAC ask:</b> | 10,000 |
| Artist Accomodations                      | \$        | 3,000.00         |                  |        |
| Concession                                | \$        | 1,000.00         |                  |        |
| Contract Labor                            | \$        | 2,500.00         |                  |        |
| Marketing                                 | \$        | 5,000.00         |                  |        |
| Crew/Tech                                 | \$        | 8,000.00         |                  |        |
| Décor/Equipment                           | \$        | 5,800.00         |                  |        |
| Hospitality (Food for Artists)            | \$        | 500.00           |                  |        |
| Merchandise (T-shirts)                    | \$        | 2,000.00         |                  |        |
| Paint 'n Sip                              | \$        | 3,000.00         |                  |        |
| School Show bussing                       | -         |                  |                  |        |
| Fees and Permits                          | \$        | 800.00           |                  |        |
| Venue (ROW, Stage upgrades, Venue Rental) | \$        | 4,500.00         | <b>LTAC ask:</b> | 3,000  |
| Workshops                                 | \$        | 2,000.00         |                  |        |
| <b>Total Expense</b>                      | <b>\$</b> | <b>68,100.00</b> |                  |        |

**Juan de Fuca Foundation of the Arts**  
**Proposed Budget 2022- 2022**  
January - December 2022

**Revenue**

|                              |           |                   |
|------------------------------|-----------|-------------------|
| Concerts On The Pier Sponsor | \$        | 10,000.00         |
| Beirgarten                   | \$        | 2,000.00          |
| Creative Arts Camp           | \$        | 4,000.00          |
| Donor Appeal                 |           |                   |
| Membership                   | \$        | 25,000.00         |
| Sponsorships                 | \$        | 3,000.00          |
| Total Donor Appeal           | \$        | 28,000.00         |
| Festival                     |           |                   |
| FEST Concessions             | \$        | 8,000.00          |
| FEST Merchandise             | \$        | 3,000.00          |
| FEST Paint & Sip             | \$        | 7,000.00          |
| FEST School Bussing          | \$        | -                 |
| FEST Workshops               | \$        | 8,000.00          |
| FEST Street Fair Fees        | \$        | 10,000.00         |
| FEST Tickets                 | \$        | 35,000.00         |
| Total Festival               | \$        | 71,000.00         |
| Festival Artist Fund         | \$        | -                 |
| Fundraisers                  |           |                   |
| #clallamgives                | \$        | -                 |
| Market Art Donations         | \$        | 5,000.00          |
| Winter Fundraiser            |           |                   |
| Dessert Dash                 | \$        | 1,000.00          |
| Raffle                       | \$        | 1,000.00          |
| Silent Auction               | \$        | 2,000.00          |
| Tickets                      | \$        | 4,000.00          |
| Total Winter Fundraiser      | \$        | 8,000.00          |
| Total Fundraisers            | \$        | 13,000.00         |
| Grants                       | \$        | 30,000.00         |
| Interest Income              | \$        | 50.00             |
| Credit Card Rewards          | \$        | 100.00            |
| Total Interest Income        | \$        | 150.00            |
| JFFA Shop                    | \$        | 1,000.00          |
| Sale of Ads in Programs      | \$        | 10,000.00         |
| Season Concert Subscribers   | \$        | 15,000.00         |
| Season Events/Concerts       |           |                   |
| Concessions                  | \$        | 2,000.00          |
| Raffle                       | \$        | 1,500.00          |
| Ticket                       | \$        | 40,000.00         |
| Total Season Events/Concerts | \$        | 43,500.00         |
| Total Revenue                | \$        | 234,650.00        |
| <b>Gross Profit</b>          | <b>\$</b> | <b>234,650.00</b> |

|                              |    |            |
|------------------------------|----|------------|
| <b>Expenditures</b>          |    |            |
| Advertising                  | \$ | 15,000.00  |
| Bank Services Fees           | \$ | 100.00     |
| Board Development            | \$ | 500.00     |
| Computer & Technology        | \$ | 1,000.00   |
| Software                     | \$ | 800.00     |
| Total Computer & Technology  | \$ | 1,800.00   |
| Concert on The Pier          |    |            |
| PIER Accomodations           | \$ | 300.00     |
| PIER Artist Fee              | \$ | 7,000.00   |
| Total Concert on The Pier    | \$ | 7,300.00   |
| Conferences                  |    |            |
| Lodging                      | \$ | 1,000.00   |
| Travel                       | \$ | 500.00     |
| Total Conferences            | \$ | 1,500.00   |
| Creative Arts Camp Expense   | \$ | 4,000.00   |
| Credit Card Fees             | \$ | 6,000.00   |
| Collected                    | \$ | (2,000.00) |
| Total Credit Card Fees       | \$ | 4,000.00   |
| Donor Appeal Expenses        |    |            |
| Membership Support           |    |            |
| Total Donor Appeal Expenses  | \$ | 2,500.00   |
| Dues and Licenses            | \$ | 1,400.00   |
| Equipment                    | \$ | 750.00     |
| Festival Expenses            |    |            |
| FEST Marketing               | \$ | 5,000.00   |
| FEST Accommodations          | \$ | 3,000.00   |
| FEST Artist Fee              | \$ | 30,000.00  |
| FEST Concession              | \$ | 1,000.00   |
| FEST Contract Labor          | \$ | 2,500.00   |
| FEST Crew/Tech               | \$ | 8,000.00   |
| FEST Decor/Equipment         | \$ | 1,800.00   |
| FEST Equipment Rental        | \$ | 4,000.00   |
| FEST Hospitality             | \$ | 500.00     |
| FEST Merchandise Cost        | \$ | 2,000.00   |
| FEST Paint & Sip             | \$ | 3,000.00   |
| FEST Permits & Fees          | \$ | 800.00     |
| FEST School Bussing          | \$ | -          |
| FEST Venue                   | \$ | 4,500.00   |
| FEST Workshops               | \$ | 2,000.00   |
| Total Festival Expenses      | \$ | 68,100.00  |
| Fundraiser Expense           | \$ | -          |
| Insurance                    |    |            |
| Board of Directors Insurance | \$ | 850.00     |
| Liability Insurance          | \$ | 1,550.00   |
| Total Insurance              | \$ | 2,400.00   |
| Live Streaming               | \$ | -          |

|                                 |           |                   |
|---------------------------------|-----------|-------------------|
| Tips                            | \$        | -                 |
| Total Live Streaming            | \$        | -                 |
| Market Art                      | \$        | 3,000.00          |
| Payroll Expenses                | \$        | 70,000.00         |
| Total Payroll Expenses          | \$        | 70,000.00         |
| Postage and Delivery            | \$        | 240.00            |
| Professional Fees               | \$        | 5,000.00          |
| Reconciliation Discrepancies    |           |                   |
| Retail                          | \$        | 500.00            |
| Store Supplies                  | \$        | 100.00            |
| Total Retail                    | \$        | 600.00            |
| Seasonal Concert Expenses       |           |                   |
| SC Accommodations               | \$        | 3,000.00          |
| SC Artist Fee                   | \$        | 30,000.00         |
| SC Banner                       | \$        | 2,000.00          |
| SC Concessions                  | \$        | 250.00            |
| SC Hospitality                  | \$        | 1,000.00          |
| SC Lighting                     | \$        | 1,500.00          |
| SC Posters                      | \$        | 400.00            |
| SC Programs                     | \$        | 250.00            |
| SC Raffle                       | \$        | 300.00            |
| SC Sound                        | \$        | 4,800.00          |
| SC Ticketing                    | \$        | 700.00            |
| SC Venue                        | \$        | 4,000.00          |
| Total Seasonal Concert Expenses | \$        | 48,200.00         |
| Storage Rental                  | \$        | -                 |
| Supplies                        | \$        | 500.00            |
| Telephone                       | \$        | 1,750.00          |
| Travel & Entertainment          | \$        | 600.00            |
| Winter Fundraiser Expense       | \$        | 1,400.00          |
| <b>Total Expenditures</b>       | <b>\$</b> | <b>240,640.00</b> |
| Net Operating Revenue           |           |                   |
| <b>Net Revenue</b>              | <b>\$</b> | <b>(5,990.00)</b> |



Filed  
Secretary of State  
State of Washington  
Date Filed: 02/17/2021  
Effective Date: 02/17/2021  
UBI #: 601 455 288

## EXPRESS ANNUAL REPORT WITH CHANGES

### BUSINESS INFORMATION

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Business Name:

**JUAN DE FUCA FOUNDATION FOR THE ARTS**

UBI Number:

**601 455 288**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**101 W FRONT ST STE 101, PORT ANGELES, WA, 98362-2606, UNITED STATES**

Principal Office Mailing Address:

**101 W FRONT ST STE 101, PORT ANGELES, WA, 98362-2606, UNITED STATES**

Expiration Date:

**03/31/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**03/11/1993**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**CULTURAL**

**REGISTERED AGENT** **RCW 23.95.410**

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**Registered Agent  
Name**

**Street Address**

**Mailing Address**

RUTH REPLOGLE

101 W FRONT ST # 101, PORT ANGELES, WA,  
98362-2606, UNITED STATES

101 W FRONT ST # 101, PORT ANGELES, WA,  
98362-2606, UNITED STATES

### PRINCIPAL OFFICE

---

Phone:

**3604575411**

Email:

**CONTACT@JFFA.ORG**

Street Address:

**101 W FRONT ST STE 101, PORT ANGELES, WA, 98362-2606, USA**

Mailing Address:

**101 W FRONT ST STE 101, PORT ANGELES, WA, 98362-2606, USA**

## GOVERNORS

| Title    | Type       | Entity Name | First Name | Last Name |
|----------|------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL |             | RUTH       | REPLOGLE  |
| GOVERNOR | INDIVIDUAL |             | MELODY     | CHARNO    |
| GOVERNOR | INDIVIDUAL |             | SHERRY     | CURRAN    |

## NATURE OF BUSINESS

CULTURAL

## EFFECTIVE DATE

Effective Date:

02/17/2021

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

**NO**

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16⅔ percent interest in the entity?

**NO**

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

**NO**

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

**NO**

You must report a Controlling Interest Transfer Return **IF**: you answered "yes" to questions 1 **AND** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

**KARI CHANCE**

Email:

**CONTACT@JFFA.ORG**

Address:

**101 W FRONT ST STE 101, PORT ANGELES, WA, 98362-2606, USA**

## EMAIL OPT-IN

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☒ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

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Person Type:

**INDIVIDUAL**

First Name:

**KARI**

Last Name:

**CHANCE**

Title:

**ADMINISTRATIVE MANAGER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Clallam Bay/Seki Chamber of Commerce**

RECEIVED  
CLALLAM CO. COMMISSIONERS

NOV 01 2021

1...2...3...A...

11.15  
CW**LODGING TAX FUNDING APPLICATION  
2022****GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested:** \$ 12,000

II **Agency/Organization Name:** Clallam Bay & Sekiu Chamber of Commerce

Organization is ☐ Government Entity ☐ 501(c)3 ☒ 501(c)6 ☐ Other

Federal Tax ID No. 91-1236978 UBI Number 604 593 817

III **Project/Activity/Event:** Visitor marketing & support

IV **Representative Contact Information:**

Name, Title Matthew Peloquin, Treasurer

Mailing Address PO Box 355, Clallam Bay, WA 98326

Phone(s) 216.392.6500

Email clallambayinfo@gmail.com

V **Service Categories, check all applicable:**

☒ Tourism Promotion/Marketing (individual marketing request, contact OPVB)

☐ Operation of a Special Event/Festival designed to attract tourists

☒ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

**CERTIFICATION**

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Matthew Peloquin  
Signature

Date: 11/1/21

Matthew Peloquin  
Print or Type Name

## **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

- 1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?**

*We support two programs to provide specific information on available business services as well as tourist activities in the area including*

- 1) Participation in O/PTC mail marketing programs and*
- 2) support operation of visitor Center and website*

- 2. How will the project/program help increase paid overnight accommodations in Clallam County?**

*By highlighting the multitude of family outdoor activities in the area (Hiking, Fishing, Beach Combing, etc...) encourages people to stay and do more.*

- 3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.**

*Online presence and mail marketing programs reach wide audiences regionally, nationally, and internationally*

- 4. How will the project/program encourage visitors to come from another country or state?**

*Online presence and mail marketing programs reach wide audiences regionally, nationally, and internationally*

- 5. If the project/program is an event, please provide the name, date(s) and estimated attendance.**

*N/A*

**6. 2022 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|-------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 1,263         | 1,068       | 2020 actual |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 1,161         | 1,068       |             |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 327           | 265         |             |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 1,000         | 960         |             |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 750           | 860         |             |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 2,250         | 2,580       | 3 Nite Avg  |

**7. Is there a host hotel for your event? If yes, please identify.**

N/A

**8. Describe the prior success of your event/activity/facility in attracting tourists.**

See attendance numbers for Visitor Center above.

**9. Describe your target tourist audience (location, demographics, etc.)**

Nature loving vacationers seeking spectacular outdoor adventure opportunities for all ages

**10. Describe how you will promote your event/activity/facility to attract tourists.**

Participation in OPTC mailing programs

Host and update websites [www.clallambay.com](http://www.clallambay.com) and [www.sekiu.com](http://www.sekiu.com)

- 11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**

Provide area information on local businesses and tourist activities available in the area online, via mail, and in person locally

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- 12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).**

No

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- 13. What is the overall budget for your event/activity/facility? \$** \$13,500  
**What percent of the budget are you requesting from Clallam County Lodging Tax Fund?** 89% %

- 14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.**

Membership Dues / Merchandise Sales

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[illegible]

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Request**  
**Clallam County Parks, Fair and Facilities**



RECEIVED

**CLALLAM COUNTY**  
**LODGING TAX FUNDING APPLICATION**  
**2022**

CLALLAM CO. COMMISSIONERS

NOV 01 2021

1...2...3...A...

**GUIDELINES:**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

- I **AMOUNT of Lodging Tax Requested:** \$60,000
- II **Agency/Organization Name:** Clallam County Parks, Fair & Facilities  
Organization is ☒ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☐ Other  
Federal Tax ID #: 91-6001298 UBI #: 054-004-559
- III **Project/Activity/Event:** Promote and Improve Clallam County Parks and Fair
- IV **Representative Contact Information:**  
Name, Title: Hannah Merrill, Parks Supervisor  
Mailing Address: 223 East 4<sup>th</sup> Street, Suite 7, Port Angeles, WA 98362  
Phone(s): 360-565-2659 (office); 360-477-5585 (cell)  
Email: hmerrill@co.clallam.wa.us

**V Service Categories, check all applicable:**

- ☒ Tourism Promotion/Marketing  
☒ Operation of a Special Event/Festival designed to attract tourists  
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

**CERTIFICATION**

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Hannah Merrill  
Signature

Date: 1 Nov. 2021

Hannah Merrill, Clallam County Parks Supervisor  
Print or Type Name

## LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

(You may use this Supplemental Questions form or type the questions and answers on separate sheets)

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?  
See Attachment A
2. How will the project/program help increase paid overnight accommodations in Clallam County?  
See Attachment A
3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.  
See Attachment A
4. How will the project/program encourage visitors to come from another country or state?  
See Attachment A
5. If the project/program is an event, please provide the name, date(s) and estimated attendance.  
See Attachment A
6. **2022 Tourism-Impact Estimate**  
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021.)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                        | 2021*Est.<br>(as of 9/30/2021)             | 2020 Actual                                | Methodology            |
|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------|--------------------------------------------|------------------------|
| a. Overall attendance at your event/activity/facility<br>(see * below)                                              | N/A – Covid-19<br>Cancellation<br>Casualty | N/A – Covid-19<br>Cancellation<br>Casualty | Structured<br>Estimate |
| b. Number of people who travel from OUT OF COUNTY<br>(Camp David Jr., Salt Creek & Dungeness Recreation Area stats) | 14,155                                     | 10,046                                     | Structured<br>Estimate |
| c. Of the people who travel from out of WA STATE<br>(Camp David Jr., Salt Creek & Dungeness Recreation Area stats)  | 4,799                                      | 1,810                                      | Structured<br>Estimate |
| d. Of the people who travel from OUT OF COUNTRY<br>(Camp David Jr., Salt Creek & Dungeness Recreation Area stats)   | 38                                         | 29                                         | Structured<br>Estimate |
| e. Of the people attending Clallam County Fair.                                                                     | N/A – Covid-19<br>Cancellation<br>Casualty | N/A - Covid-19<br>Cancellation<br>Casualty | Structured<br>Estimate |
| f. Number of paid lodging room nights resulting from<br>your event/activity/facility.                               | N/A - Covid-19<br>Cancellation<br>Casualty | N/A - Covid-19<br>Cancellation<br>Casualty | Structured<br>Estimate |

\* Due to COVID-19, the 2020 & 2021 Clallam County Fair was cancelled (facility rentals available starting June 1, 2021); Camp David Jr County Park (CDJr) had a delayed opening and ran at 50% capacity from Aug. 1 – Oct. 15, 2021.

7. Is there a host hotel for your event? If yes, please identify.  
See Attachment A
8. Describe the prior success of your event/activity/facility in attracting tourists.  
See Attachment A
9. Describe your target tourist audience (location, demographics, etc.)  
See Attachment A
10. Describe how you will promote your event/activity/facility to attract tourists.  
See Attachment A
11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.  
See Attachment A
12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).  
See Attachment A
13. What is the overall budget for your event/activity/facility? ~\$3,000,000.  
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 2%
14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.  
See Attachment A



## LODGING TAX FUNDING APPLICATION 2022

### **ATTACHMENT A** **Clallam County Parks & Fair** **\$60,000**

**1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?**

LTAC funding requested for advertising and marketing increases awareness for year-round access to scenic, multi-use, water-access campgrounds and day-use Clallam County Parks and creates excitement and interest for the annual Clallam County Fair event. The Fair 2022 is on track to be a main attraction after pandemic cancellations in 2020 and 2021.

LTAC funding is essential for increased seasonal staff hours in the high-use, active, outdoor activity-friendly County Day Use Park. Seasonal staff supports maintenance staff in the high visitation season to ensure parks are well maintained, clean and safe for visitors. An interesting 2021 parks conundrum (echoed in other service industry sectors) was the dearth of seasonal workers applying for jobs.

**2. How will the project/program help increase paid overnight accommodations in Clallam County?**

Additional avenues of advertising and promotional materials and greater outreach increases overall awareness of Clallam County Campgrounds (shoulder season is targeted) and Fair Events (fair time and non-fair events) and create excitement to go camping or attend the outdoor, facility safe County Fair event.

Additional Staffing supports parks and fair operations to provide clean, safe, friendly events, parks, and campgrounds. Events held at county parks that attract out-of-county visitors include:

*Events held at **county parks** include:* Cross Country Invitational Track Meets; Winter Warm-Up Disc Golf Tournament; Frosty Moss Relay Race; North Olympic Discovery Marathon; WandaFuca Downwinder Paddle Race; Clallam Conservation District Pasture Management Workshop; Rainshadow Open /Charity Disc Golf Tournament; Salt Creek Invitational; Big Hurt Competition; Puma Project Walk.

*Events held at the **fairgrounds** include:* Habitat for Humanity RV Rally (volunteers from out of town who are building houses); Okinawan Martial Arts Seminar / Training; Maypole Faire; Star Spangled Horse Show; Old Timers RV Rally and Car Show; Renaissance Faire; Lincoln Park BMX Races; Hurricane Ridge Kennel Club Dog Scent Work Competition; Nolyphen Nosaurs Dog Scent Work Competition; Holiday Vintage Items Sale; Big Top Promotions Gun Show; Falcon Gun Show; North Olympic Peninsula Railroad Show & Sale.

**3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.**

Advertising and outreach publications, videos, social media posts, as well as collaborative efforts with Olympic Peninsula Tourism Commission and other event planners, increases exposure to Clallam County Parks and Fair to out-of-county visitors. From 2015 to 2019 the park 'campsites occupied' data showed an increase year to year of approximately 1 percent.

Comparing to 2019 campsites occupied data, in 2020 from August - December (after parks opened back up) data reflected an average 32% increase of campsites occupied. Comparing 2019 data to 2021 (thru September) there has been an average 6% increase of campsites occupied.

Per statistics collected via our CampLife Reservation System, 71% of reservations are made by local, previous park-user or friend/family recommendation;

Of the remaining 30% of reservations - of those reservations:

- 68% found county parks via Internet Search
- 4.8% found county parks via Visitor Centers/Brochures
- 4% found county parks via Travel Book or Magazine Ad
- 3% found county parks via Facebook
- 2.4% found county parks via Highway sign
- 0.3% found county parks via radio; newspaper advertisement or other methods

**4. How will the project/program encourage visitors to come from another country or state?**

The marketing efforts focus on visitors from outside Clallam County, and increasing social media and web-based marketing will highlight options for out of state and international visitors. In 2019, 50 states and 11 countries were represented in campground visitation. In 2020, a quarter of campground visitation was out of state, mostly west coast, and Canada. In 2021, 55% visiting parks were WA State residents; 19% were out of state; and international visitors (mostly from Canada) were a very small representation of park visitors. When the Canadian/US border opens, it is anticipated that international use will increase.

Upcoming Clallam County IT website upgrades will improve the Parks, Fair and Facilities outreach efforts, provide new interactive tools, and increase social media interface.

**5. If the project/program is an event, please provide the name, date(s) and estimated attendance.**

Clallam County Fair was cancelled in 2020 and 2021. Based on the over 30K fair visitors in 2019; and the lack of fair for 2 years, it is expected that fair attendance will be substantially higher at the four-day August 18-21, 2022 Clallam County Fair event.

Supplemental funding will support marketing that highlights the availability of "off season" camping and increasing awareness of the County Parks and Fair. As stated in #1, county camping picked up over 2020 and had a 6% increase over 2019 – thus far in 2021.

**6. 2022 Tourism-Impact Estimate**

See chart on page 2.

**7. Is there a host hotel for your event? If yes, please identify.**

Days Inn is a Fair sponsor, and hosts sound engineer, judges and entertainers.

Additionally, funding is in support of increasing shoulder season visitation to Clallam County Parks: Salt Creek Recreation Area; Dungeness Recreation Area; Camp David Jr., and to the Clallam County Fair; and increased visitor safety and maintenance of parks and facilities.

**8. Describe the prior success of your event/activity/facility in attracting tourists.**

Clallam County Parks, Fair & Facilities supports and partners with events such as:

FAIRGROUNDS: Maypole Faire; Star Spangled Horse Show; Old Timers RV Rally and Car Show; Renaissance Faire; Lincoln Park BMX Races; Hurricane Ridge Kennel Club Dog Scent Work Competition; Nolyphen Nopers Dog Scent Work Competition; Holiday Vintage Items Sale; Big Top Promotions Gun Show; Falcon Gun Show; North Olympic Peninsula Railroad Show & Sale

PARKS: Juan de Fuca Festival of the Arts; North Olympic Discovery Marathon; The Big Hurt Multi-sport Race; Winter Warm-Up Disc Golf Tournament; Frosty Moss Relay Run; WandaFuca Downwinder Paddle Race; Rainshadow Open/Charity Disc Golf Tournament, and WA CoastSavers Beach Clean-Up.

**9. Describe your target tourist audience (location, demographics, etc.)**

Target audience: travelers; campers; bicyclists, recreation enthusiasts; and fair-goers.

**10. Describe how you will promote your event/activity/facility to attract tourists.**

Printed materials (pamphlets; visitor guides; Fair Guide; and maps); web-based outreach (Clallam County Website; social media – Facebook; on-line newspaper & e-magazine ads); Radio advertising.

**11. Describe how the event will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**

The LTAC funds which promote the County fair, bring visitors to the area, and in turn, they will buy food, go to businesses, buy gas, sporting goods, etc. This is true of destination camping or for other events held at Clallam County Parks and Fairground.

**12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).**

No.

**13. What is the overall budget for your event/activity/facility? ~\$3,000,000.**

**What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 2%**

**14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.**

Clallam County Parks, Fair & Facilities general fund budget.

**ADDITIONAL INFORMATION:****Clallam County Parks, Fair and Facilities Department 2022 LTAC request:**

| <b>Fair / Parks Budget Item</b>                      | <b>Clallam County Parks and Fair Budgeted Amount</b> | <b>LTAC Request</b> | <b>Percentage Requested</b> |
|------------------------------------------------------|------------------------------------------------------|---------------------|-----------------------------|
| Clallam County Fair Advertising / Promotion          | \$11,000                                             | \$11,000            | 100%                        |
| Clallam County Parks Advertising / Promotion         | \$8,000                                              | \$8,000             | 100%                        |
| Clallam County Day-Use Parks Improvements / Supplies | \$183,100                                            | \$21,000            | 11%                         |
| Clallam County Parks Summer Seasonal Workers         | \$79,800                                             | \$20,000            | 25%                         |
| <b>TOTALS</b>                                        | <b>\$281,900</b>                                     | <b>\$60,000</b>     | <b>21%</b>                  |

| <b>Fair/Parks</b>                  | <b>DETAILED DESCRIPTION</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Amount Requested</b> |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Clallam County Fair                | Printed Promotional Fair Material                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | \$6,000                 |
| Clallam County Fair                | Promotional Fair Bus / Banner                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | \$2,000                 |
| Clallam County Fair                | Promotional Fair Radio Ads                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | \$3,000                 |
| <b>FAIR TOTAL</b>                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>\$11,000</b>         |
| Clallam County Parks               | Printed/On-line Promotional Parks Material: Pamphlets; Maps; Disc Golf Tee Cards; Website and E-news ads                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | \$8,000                 |
| Clallam County Parks               | Day Use Parks Improvements/Supplies: Restroom C-19 efficiencies; Sani-Kan rental; Boat launches; Docks; Clallam Bay Parks maintenance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | \$21,000                |
| Clallam County Parks               | Two (2) Day-Use Parks Summer Seasonal<br>Day Use parks include: Panorama Vista, Rainshadow Disc Golf Park, Port Williams Park, Dungeness Landing Park, Cline Spit Park, Mary Lukes Wheeler Park, Three Waters Park, Robin Hill Farm Park, Vern Samuelson Trail, Freshwater Bay Park, Eagle Point, Pillar Point Park, Clallam Bay Spit Park, Clallam Bay East, Clallam Bay West, Lake Pleasant Park, Quillayute River Park<br>Tasks include: Restroom Maintenance & Repairs; Mowing; Weed whacking; Park Lot/Trail Blowing; Trash Removal; Sign Maintenance; Sani-Kan Monitoring; Boat Launch and Water System Maintenance; Property Camera maintenance; Additional Tasks: Painting; Parking Lot Striping; Event Prep | \$20,000                |
| <b>PARKS TOTAL</b>                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>\$49,000</b>         |
| <b>TOTAL LTAC AMOUNT REQUESTED</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>\$60,000</b>         |

## CAMPING DETAILS:

Maximum six (6) visitors per campsite and one (1) vehicle. Additional fee for one (1) extra vehicle allowed per site.

Maximum stay fourteen (14) consecutive nights.

Visitors under eighteen (18) years of age must be accompanied by a parent or guardian to stay at a campsite.

## MAIN GATE HOURS:

May – September: Gate Open 6 AM to 10 PM

October – April: Gate Open 7 AM to 9 PM

**QUIET HOURS:** 10 PM to 8 AM

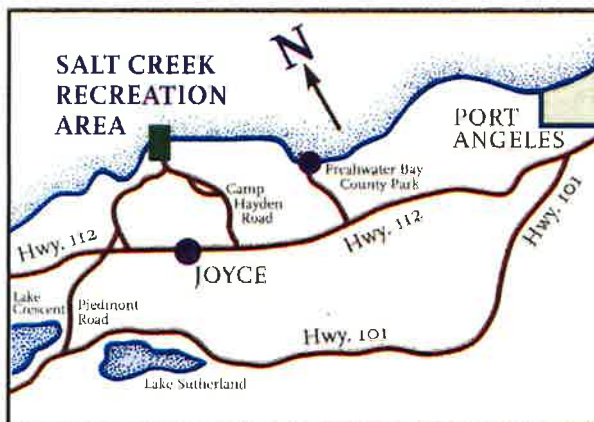
**GENERATOR QUIET HOURS:** 9 PM to 8 AM

## CAMPSITE RESERVATIONS:

Reservations for campsites accepted beginning January 1, for the same calendar year.

Campsites may be reserved for the months of February – October. Credit card reservations are welcome on-line at: [www.camplife.com](http://www.camplife.com).

From February – October, half of the campsites are first-come first-serve, and from November – January, ALL campsites are first-come first-serve. Only cash or personal checks accepted at the campground for first-come first-serve sites.



## SALT CREEK RECREATION AREA

3506 Camp Hayden Rd • Port Angeles, WA 98363 USA

Park ☎: 360-928-3441 • Main ☎: 360-417-2291

[parks@co.clallam.wa.us](mailto:parks@co.clallam.wa.us) • [www.clallam.net/parks](http://www.clallam.net/parks)

*Cover photo: Salt Creek Recreation Area panorama photo by John Gussman.  
Smaller photos by Clallam County staff.*

Rev. 5-2021

# SALT CREEK RECREATION AREA

CAMPING • PICNICKING • BIRDING  
TIDEPOOLING • SURFING • KAYAKING



# PARK FEATURES

**DESCRIPTION:** Salt Creek Recreation Area is one of more than twenty multi-use park properties operated by Clallam County Parks, Fair & Facilities. Day-use park entry is free, for overnight camping fees apply. There is no day-use park entry fee. Property encompasses the historic World War II Camp Hayden bunkers. For more information, visit: <http://www.clallam.net/parks/>.

**CAMPSITES:** Two loops of forested and open campsites are comprised of fifty-two (52) non-utility camp-sites; thirty-nine (39) partial-utility campsites (water & electric); including two (2) ADA accessible campsites; and one (1) picnic shelter. Picnic shelter use by reservation only. Campsites and picnic shelter winterized (no water) from October-April. Playground located inside main park entrance.

**RESTROOMS:** Two (2) ADA accessible restrooms (one in each campground loop) with flush toilets, sinks, hand dryers, and coin-operated showers. Two vault toilets (no-water), one in lower camping loop and one at beach access parking lot.

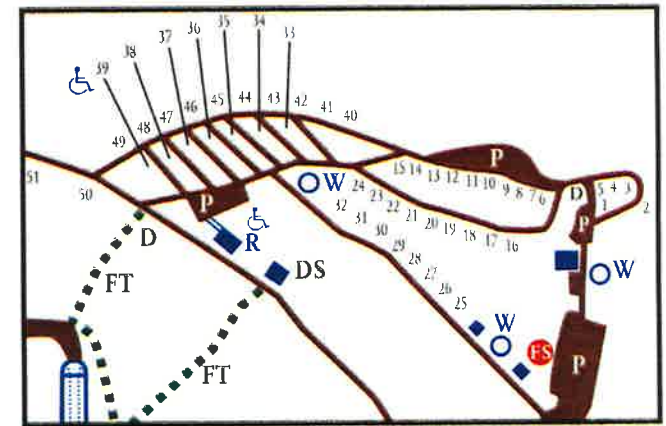
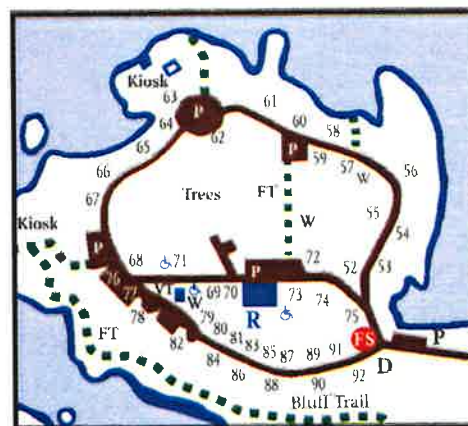
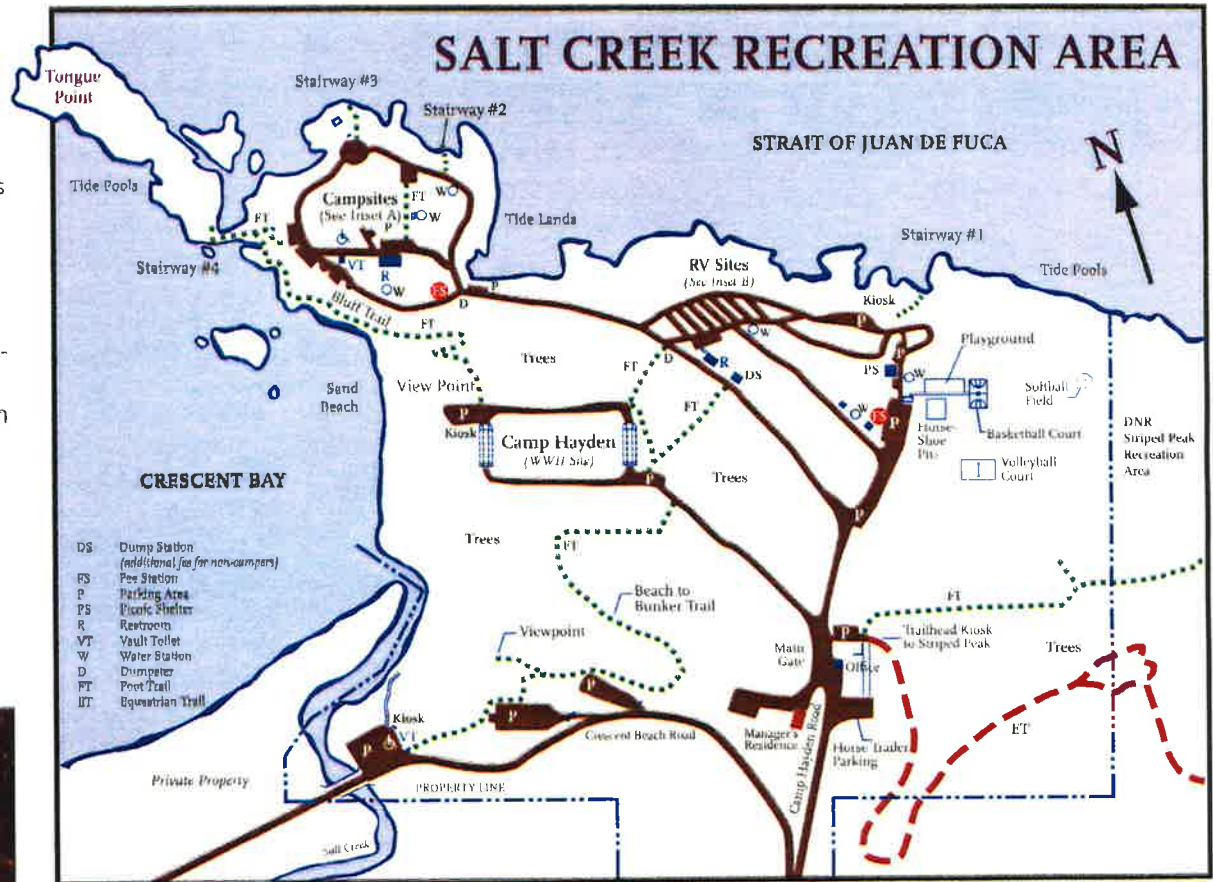
**TIDEPOOLS:** Tidepools are rich with marine life and the shoreline is designated as a Marine Life Sanctuary. Do not harvest or remove any form of marine life, driftwood, shells, rocks, or any other natural item from the shoreline.



**VIEWS:** South to see the Olympic Mountains, north to Vancouver Island, east to Striped Peak, Mount Baker, and Crescent Bay to the west.

## FOR PARK PRESERVATION & VISITOR SAFETY, ENJOYMENT, AND PARK PRESERVATION:

- Park, picnic, hike, bike, ride, and camp in designated areas only.
  - Stay on maintained trails.
  - Leave tidepools as you find them.
  - No motorized vehicles on any trails.
  - Keep pets on 8' or shorter leash. Clean up pet waste.
- PROHIBITED:**
- Alcohol and marijuana use
  - Any kind of weapon use or hunting
  - Cutting or damaging vegetation
  - Fireworks
  - Beach fires
  - UAVs (unmanned aerial vehicles)



**DIRECTIONS:** Salt Creek Recreation Area is located 16 miles west of Port Angeles Washington on the Strait of Juan de Fuca. From WA State Hwy 101 in Port Angeles, travel west to WA Hwy 112. Take WA Hwy 112 west, travel 7.6 miles. Near Hwy 112 milepost 54, take a right (north) onto Camp Hayden Road, travel 3.5 miles. Bear right into park entrance.

### CAMPING DETAILS:

Maximum six (6) visitors per campsite and one (1) vehicle. Additional fee for one (1) extra vehicle allowed per site.

Maximum stay fourteen (14) consecutive nights.

Visitors under eighteen (18) years of age must be accompanied by a parent or guardian to stay at a campsite.

### MAIN GATE HOURS:

May – September: Gate Open 6 AM to 10 PM

October – April: Gate Open 7 AM to 9 PM

**QUIET HOURS:** 10 PM to 8 AM

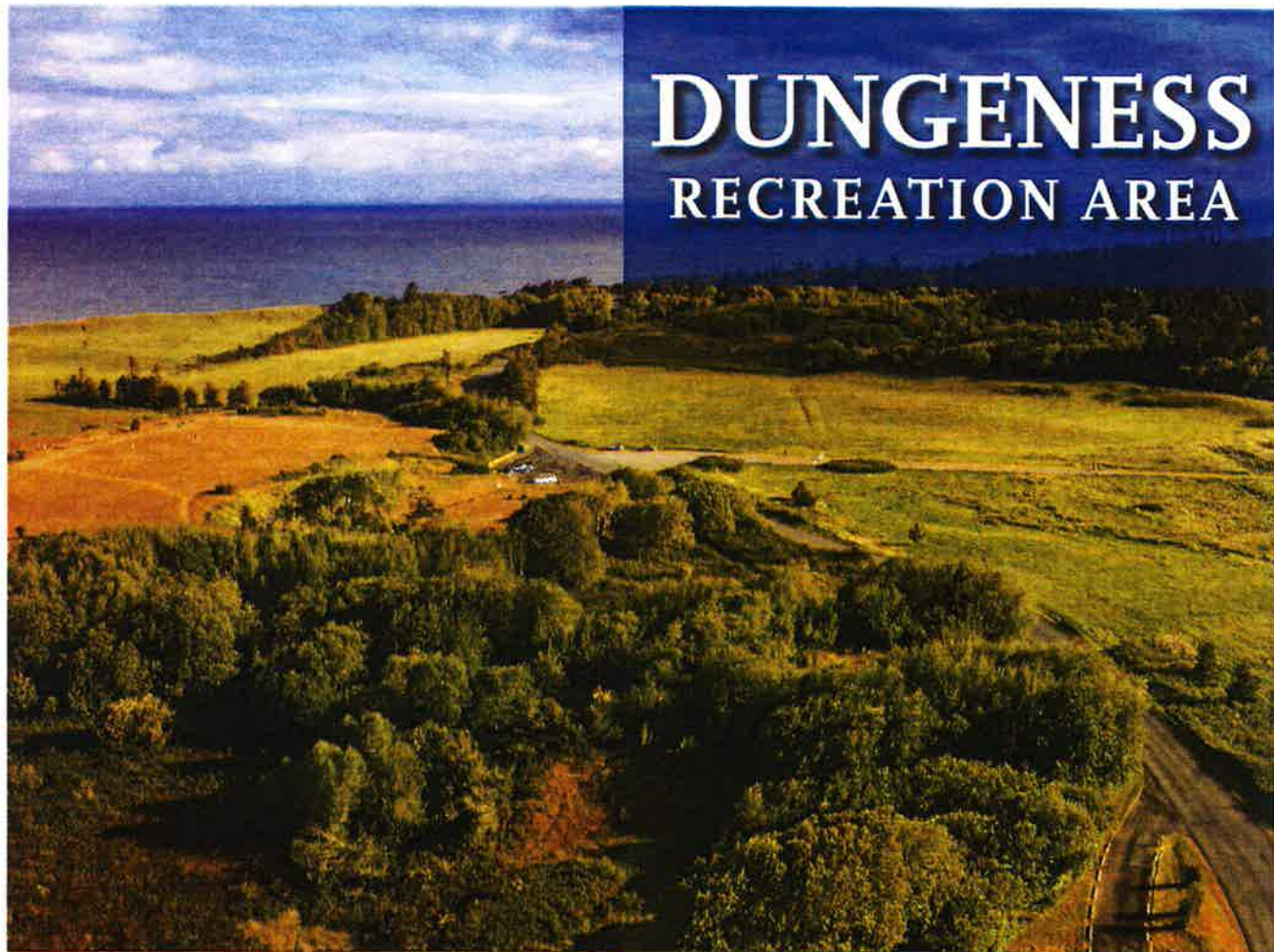
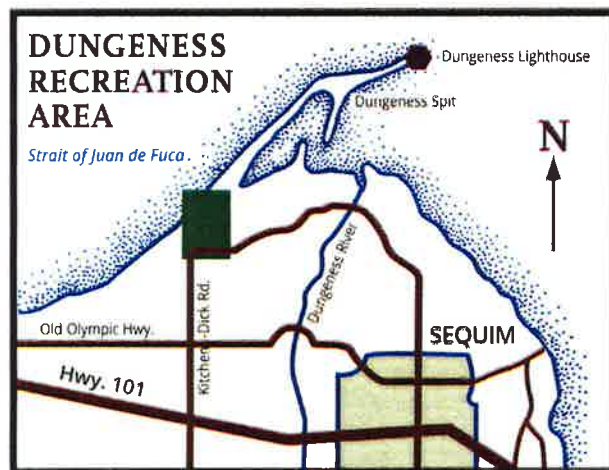
**GENERATOR QUIET HOURS:** 9 PM to 8 AM

### CAMPSITE RESERVATIONS:

Reservations for campsites accepted beginning January 1, for the same calendar year.

Campsites may be reserved for the months of February – October. Credit card reservations are welcome on-line at: [www.camplife.com](http://www.camplife.com).

From February – October, half of the campsites are first-come first-serve, and from November – January ALL campsites are first-come first-serve. Only cash or personal checks accepted at the campground for first-come first-serve sites.



### DUNGENESS RECREATION AREA

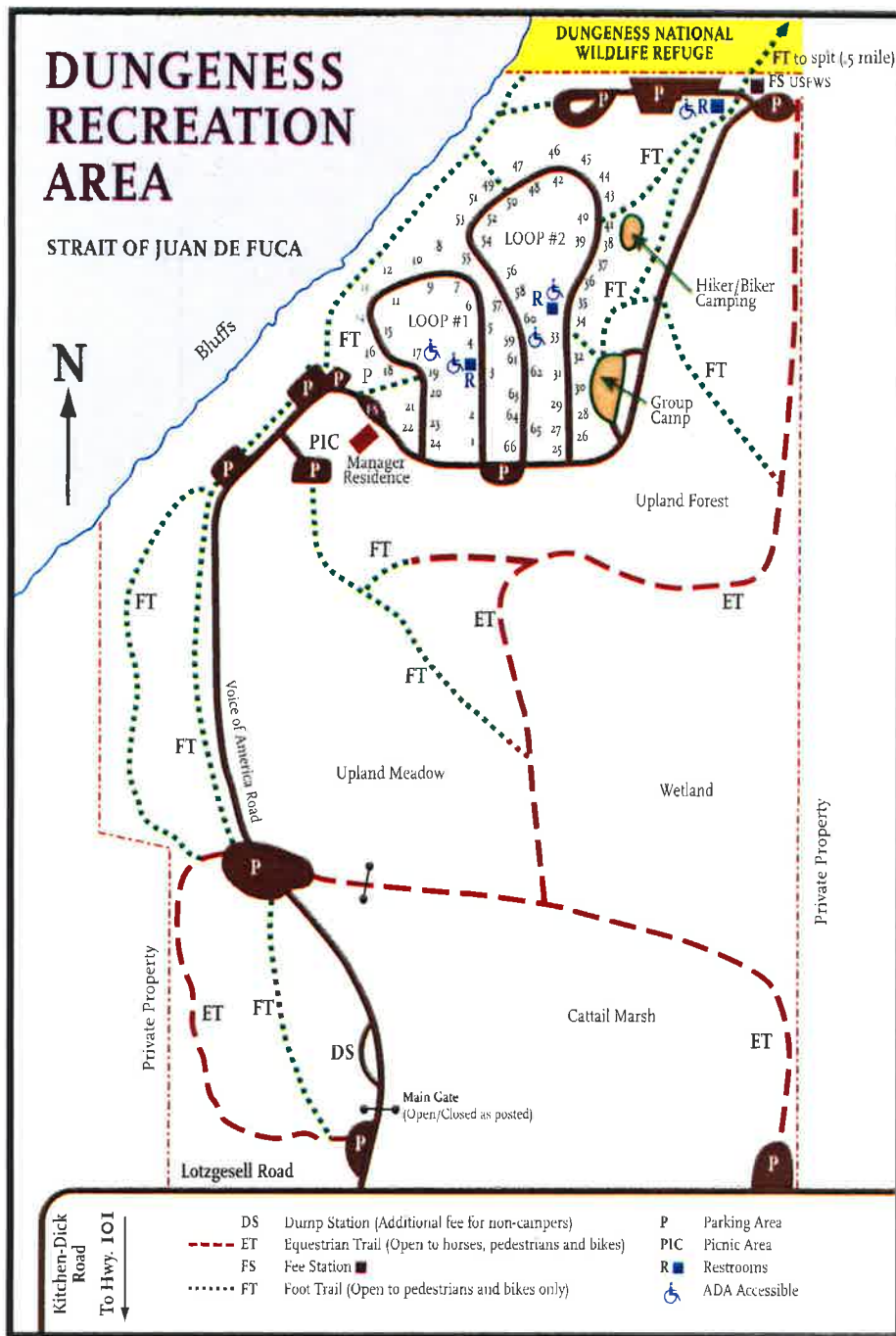
554 Voice of America Rd • Sequim, WA 98382 USA  
Park ☎: 360-683-5847 • Main ☎: 360-417-2291  
[parks@co.clallam.wa.us](mailto:parks@co.clallam.wa.us) • [www.clallam.net/parks](http://www.clallam.net/parks)

Cover photo: Dungeness Recreation Area panorama photo by John Gussman.  
Smaller photos by Clallam County staff.

Rev. 5-2021

CAMPING • PICNICKING • BIRDING  
HIKING • BIKING • HORSE TRAILS





**Directions:** The park is located on the Strait of Juan de Fuca 7 miles northwest of Sequim. From Highway 101, milepost 260, turn north onto Kitchen-Dick Road. Travel about 3½ miles, and the park entrance will be on your left about 1/10 mile beyond where Kitchen-Dick Road right-angles into Lotzgesell Road.

## PARK FEATURES

### DESCRIPTION:

Dungeness Recreation Area is one of more than twenty multi-use park properties operated by Clallam County Parks, Fair & Facilities. This 216 acre park is open year round. There are no fees for day-use park entry and modest fees for camping. For more information visit: [www.clallam.net/parks/](http://www.clallam.net/parks/).

### CAMPSITES:

Two loops of mainly forested campsites. The campground is comprised of: sixty-six (66) non-utility campsites, including two (2) ADA campsites, eight (8) hiker/ biker, non-vehicle campsites, one (1) group campsite. Playground located next to Loop 2.

### RESTROOMS:

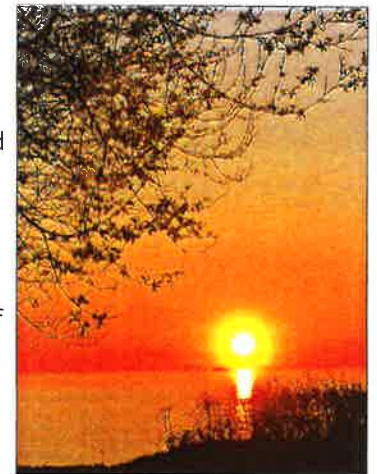
Two (2) ADA accessible restrooms (one in each campground loop) with flush toilets, sinks, hand dryers, and coin-operated showers.

### TRAILS:

Pedestrian and equestrian upland trails cross the park (see map, left); one (1) mile scenic bluff trail connects to U.S. Fish and Wildlife Service Dungeness Wildlife Refuge; ALL park trails non-motorized use ONLY.

### VIEWS:

South to Olympic Mountains, north to Strait of Juan de Fuca, Vancouver Island, east to Mount Baker, Cascade Mountains, and Port Angeles to the west.



### TO ENSURE VISITOR SAFETY, ENJOYMENT AND PARK PRESERVATION:

- Park, picnic, hike, bike, ride, and camp in designated areas only.
- Stay on maintained trails.
- Ride horses on designated horse-use trails only (white topped posts).
- No motorized vehicles on any trails.
- Keep pets on 8' or shorter leash.
- Clean up pet waste.

### PROHIBITED:

- Alcohol and marijuana use
- Any kind of weapon use or hunting
- Cutting or damaging vegetation
- UAVs (unmanned aerial vehicles)
- Fireworks
- Beach fires

## DESCRIPTION:

On the majestic shores of Lake Crescent, Camp David Jr. provides a beautiful setting for all types of group activities, with a focus on youth groups. The 9-acre camp is rich in history since it was originally a health spa in the very early 1900's and much of the history is preserved on the site.

Camp David Jr. has operated as an outdoor recreation camp since 1935. For more information, visit: <http://www.clallam.net/parks/>

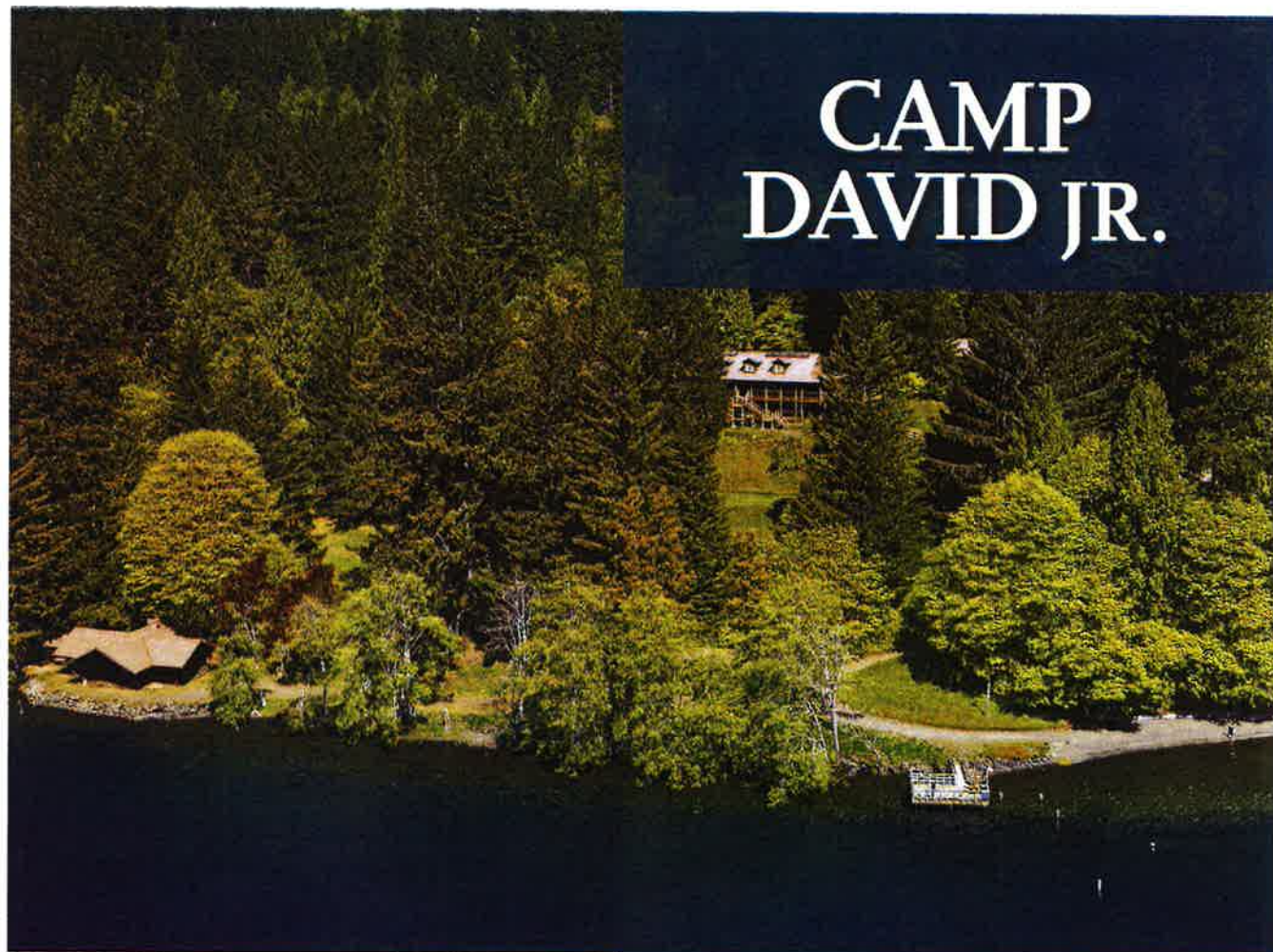
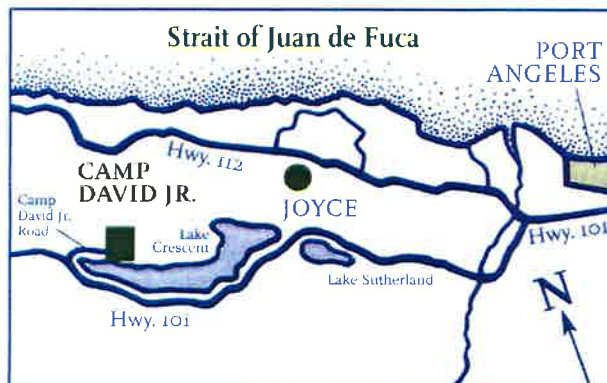
## FACILITIES:

**QUI SI SANA LODGE** houses the dining hall, a fully equipped kitchen, meeting area, fireplace, and wrap-around covered porches with breath-taking views of Lake Crescent. The lower level accommodates a recreation, arts and crafts room, as well as full restrooms with showers.

**SLEEPING CABINS** are clustered in groups of four. Each cluster is located near a central full restroom facility. There are eight to eleven beds per cabin. No restrooms in sleeping cabins.

**BEACH & STAFF CABINS** each have a small kitchen, full bath, sleeping area and can be used by large or small groups.

**WOHELO LODGE** is a rustic, lake-side log cabin used for gathering, indoor recreation, and fireside chats.



# CAMP DAVID JR.



## CAMP DAVID JR. COUNTY PARK

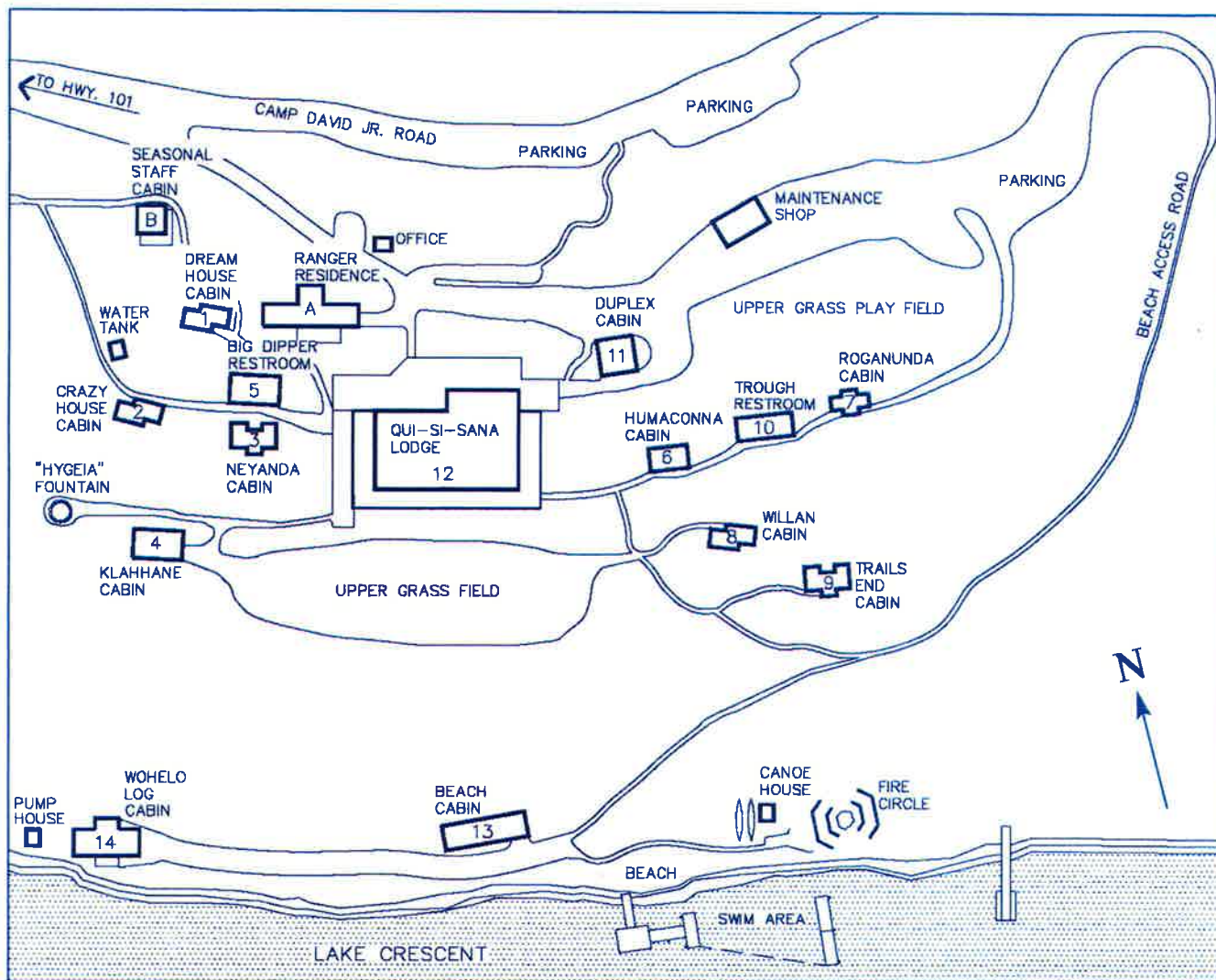
1452 Camp David Jr. Rd • Port Angeles, WA 98363 USA  
Park ☎: 360-928-3540 • Main ☎: 360-417-2291  
[parks@co.clallam.wa.us](mailto:parks@co.clallam.wa.us) • [www.clallam.net/parks](http://www.clallam.net/parks)

Cover photo: Camp David Jr. panorama photo by John Gussman,  
Smaller photos by Clallam County staff.

Rev. 5-2021

DINING LODGE • CABINS • FULL KITCHEN  
SWIMMING • BOATING • PLAY FIELDS





## RESERVATIONS

**Camp David Jr.** is a county-managed overnight outdoor recreation camp on Lake Crescent. The facility is open from April 15 through October 15. Camp reservations emphasize youth groups, but family and adult groups are welcome when available.

Camp David Jr. offers an ideal, scenic environment and group amenities to tailor to your programs to fit specific needs. The maximum overnight capacity is 100 campers, and the maximum capacity for day use is 125 individuals.

The camp is one of the finest overnight recreation camps in the state. Activities may include nature study, arts and crafts, fishing, campfire programs, ping pong, swimming, volleyball, canoeing and hiking.

Applications are accepted from November 1 through March 1 by mail. The applications are considered on a priority system with youth groups receiving top priority. After March 1, reservations are accepted on a first-come, first-served basis.

To reserve a date at Camp David Jr. and enjoy the beautiful surroundings of Lake Crescent, download the application at:  
[www.clallam.net/parks/documents/CDJrApp.pdf](http://www.clallam.net/parks/documents/CDJrApp.pdf).

*Questions?* Call 360-417-2291.

### DIRECTIONS:

Camp David Jr. is located on the north shore of Lake Crescent off Highway 101. From Port Angeles travel west on Highway 101 to the far west end of Lake Crescent. Turn right onto Camp David Jr. Road. Continue on Camp David Jr. Road for 1.5 miles. Camp David Jr. entrance is on the right.

### TO ENSURE PARK PRESERVATION, VISITOR SAFETY & ENJOYMENT:

- No pets
- No alcohol or marijuana use
- No weapon use or hunting
- No cutting or damaging vegetation
- No fireworks
- No UAVs (unmanned aerial vehicles)



## DEMONSTRATIONS

### Running continuously throughout the day:

- 4-H/FFA Building hands-on kids activities
- Art Demonstrations/Activities – All day everyday (Art Barn)
- Antique Equipment Demonstrations
- Live bee hive and honey extractor from the Beekeepers (Ag Barn)
- North Olympic Peninsula Railroaders (Hobbies & Crafts in the Home Arts Barn)
- Cribbage-Sequim Valley Peggers and Rain Shadow Peggers– Come play a “Pro” (Hobbies & Crafts in the Home Arts Barn)
- Dog Demonstrations (11 am – 9 pm)(Sunday 10 am-5 pm) (Dog Barn)
- Daily demonstrations from Master Gardeners and Lavender Associations (Ag Barn)
- Daily demonstrations throughout the day (Hobbies & Crafts/Home Arts)

### THURSDAY-August 15, 2019

#### 6:00 pm

- 4-H Dog Drill Team (Dog Arena)
- 4-H Public Presentations (4H/FFA Building)

### FRIDAY-August 16, 2019

#### 10:00 am-5:00 pm

- Olympic Peninsula Fly Fishers –Fly Tying (Hobbies & Crafts in the Home Arts Barn)

#### 10:00 am

- Goat Milking Demonstration— (Location TBA)

#### 6:00 pm

- Scent Work-Detection work for pet dogs (Dog Arena)

#### 6:30 pm

- 4H/FFA Introduction of Teen Leaders and Jr. Royalty (4H/FFA Building)

### SATURDAY-August 17, 2019

#### 10:00 am-5:00 pm

- Olympic Peninsula Fly Fishers - Fly Tying (Hobbies & Crafts in the Home Arts Barn)

#### 6:00 pm

- 4-H Dog Drill Team (Dog Arena)
- 4-H Public Presentations (4H/FFA Building)

### SUNDAY-August 18, 2019

#### 10:00 am-5:00 pm

- Olympic Peninsula Fly Fishers - Fly Tying (Hobbies & Crafts in the Home Arts Barn)



Sizes and colors limited

**Don't Forget To Stop  
By The Info Booth  
To Buy Your  
2019 Fair T-Shirt  
And Sweatshirt!**

\$17-\$45

## THEME CONTEST FOR 2020!

Have you always thought:  
“I could come up with a great theme for the Fair”?  
Then enter the 2020 Fair Theme Contest. Get the rules and a form at any Entrance or the Info Booth, write down your ideas.

### KIDZONE

#### Kids' Day-Thursday (free)

- Fire Prevention Trailer
- Peninsula College Pirate Pete

#### Thursday - Saturday (free)

Cap'n Arrr

Thurs-Saturday: 1:00 pm, 3:00 pm, 5:00 pm & 7:00 pm

#### All Day, Everyday (\$):

Pony Rides

#### Hey Kids!

On Thursday, remember to fill out your Kids' Day Booklet and return it to the Information Booth located by the Sunny Farms Stage so you can collect your goodie bag and enter to win a Grand Prize!

Limited amount of Goodie Bags for those who show their completed booklet to the Info Booth.

## Variety & Talent Show

**Don't miss the 9th Annual Variety & Talent Show on Sunday, August 18th - 2 pm at the Wilder Stage!! Come out and cheer for your favorite and see if “Clallam County's Got Talent!”**

## CLALLAM COUNTY FAIR WISHES TO THANK THE FOLLOWING SPONSORS:

### FAIR SPONSORS

Hermann Bros. Logging & Construction  
Wilder Auto  
Westport Yachts, Inc.  
Port Angeles Power Equipment  
Sunny Farms Country Store  
Coastal Farm & Ranch  
Clallam County PUD  
Peabody Street Coin Laundry  
Richard (Bud) & Laurie Davies  
Arrow Septic  
Swire Coca-Cola USA  
Les Schwab (Sequim & Port Angeles)  
Merrill & Ring, Inc  
Interfor U.S. Inc  
Pen Print  
Peninsula Daily News  
KONP  
Sequim Gazette  
Sequim Animal Hospital  
Port Angeles Veterinary Clinic  
Best Friends Pet Care  
Laurel Lanes  
Linda Jadasohn  
Swain's General Store  
Frugal's  
Hank & Barbara Offermann  
Friends of Clallam County Fair  
Airport Garden Center  
Days Inn  
Port Angeles Hardwood  
Sound Community Bank  
Olympic Game Farm  
Ray Gruver - State Farm Insurance  
Steve Methner - State Farm Insurance  
Northwestern Territories, Inc.  
7 Cedars  
Green Crow  
United Way  
Price Ford  
Fryer Insurance Agency  
Parrish Trucking, Inc.  
Clallam Transit

Walmart  
Strait View Credit Union  
Higher Grounds  
Just Rewards Espresso  
Dungeness Kids Co.  
Kaboom Salon  
Hess Mart  
Forks Outfitters

### FAIR ROYALTY SPONSORS

Coastal Farm & Ranch  
All Metal Recycling  
Decker City Hardwood  
All Weather Heating  
E-Z Pawn  
West 101 Photography  
Dungeness Valley Creamery  
Ridby's Autobody  
Jerry's Small Engines  
Plaza Jalisco  
Home Slice Take N Bake  
Jitterbugs Coffee  
Chinook Pharmacy & Variety  
Concerned Citizens  
Forks Elks Lodge #2524  
Farmers Insurance-Marion Agency  
Fred's Guns  
Hooligans  
Domino's Pizza  
The Cooperative  
Farm & Garden  
Nibblens  
Olympic Acupuncture  
Shear Elegance Hair Salon  
Peninsula Awards & Trophies  
Pioneer Marine  
Loon N Stitch, Brenda Lawson  
North Olympic History Center (Clallam County Historical Society)

...and the many volunteers who have supported the committees, contests and events!



## SCHEDULE OF EVENTS GRANDSTAND:

### Draft Horse Show

2:00 pm Thursday

### 4-H Western Games

9:30 am Friday

### Knights of the Realm

4:00 pm and 7:00 pm Thursday  
4:00 pm and 6:00 pm Friday

### Logging Show

12:00 pm Saturday

### Rodeo

5:00 pm Saturday/12:00 pm Sunday

### Demo Derby

5:00 pm Sunday

**Thank you!**



## WILDER AUTO COMMUNITY STAGE

### THURSDAY-August 15, 2019

12:00 pm - 7072 Band  
2:00 pm - 7072 Band  
4:00 pm - Tribes Culture  
6:00 pm - Longstride  
8:00 pm - Longstride

### FRIDAY-August 16, 2019

12:00 pm - Pavlo Dobro &  
The Electric Wood Band  
2:00 pm - Pavlo Dobro &  
The Electric Wood Band  
4:00 pm - Buck Ellard Band  
6:00 pm - Radio 80  
8:00 pm - Radio 80

### SATURDAY-August 17, 2019

12:00 pm - Black Diamond Junction  
2:00 pm - Black Diamond Junction  
4:00 pm - Olympic Mens Chorus  
7:00 pm - Spike & The Impalers

### SUNDAY-August 18, 2019

2:00 pm - 9th Annual Variety & Talent Show

## SUNNY FARMS CENTER STAGE

### THURSDAY-August 15, 2019

10:00am - Opening Ceremony  
1:00 pm - Five Acres Sound Waves  
Marimbas  
2:00 pm - Dancing Grandmas  
3:00 and 5:00 pm - Magician Jeff Evans  
6:00 pm - Farm Family of the Year  
Announced  
7:00 pm - Just in Thyme

### FRIDAY-August 16, 2019

11:00 am - Olympic Peninsula  
Ukulele Strummers  
1:00 pm - Buttercup Lane  
3:00 and 5:00 pm - Magician Jeff Evans  
7:00 pm - Buck Ellard Band

### SATURDAY-August 17, 2019

12:00 pm - Buck Ellard  
3:00 and 5:00 pm - Magician Jeff Evans  
7:00 pm - The Wilsons

### SUNDAY-August 18, 2019

8:30 am - Cowboy Church  
11:30 am - Tom & Liam Taylor  
1:00 pm - Swingin' with Dean  
4:00 pm - Dennis Blair  
5:00 pm - Jonathan & The Band of Bones

## ANIMAL SHOWS

### THURSDAY-August 15, 2019

9:00 am  
4H / Adult Horse Showmanship and Halter  
4H Llama/Alpaca (cattle arena)  
4-H/FFA/Open Swine  
4-H Dog Information Test  
9:30 am  
Open/4-H/FFA Pygmy, Dairy, Pack & Market Goat  
Fitting & Showing, followed by Type Classes  
10:00 am  
Poultry Open Pee-Wee Fitting & Showing  
4-H/FFA Poultry Fitting & Showing  
Poultry Adult Fitting & Showing  
4-H Intermediate/Senior Dog Obedience  
1:00 pm  
4-H/FFA Rabbit & Cavy Judging Contest  
4-H/FFA/Open Poultry Type Class  
4H/Adult Horse English Classes  
1:30 pm  
4-H Intermediate/Senior Dog Conformation  
2:00 pm  
Cat Cage Decoration Judging  
2:30 pm  
4-H Intermediate/Senior Dog Fitting and Show  
3:00 pm  
4-H/FFA/Open Breed Market Steers  
5:00 pm  
4-H Cat Judging Contest

### FRIDAY-August 16, 2019

9:00 am  
4-H/Open/Adult Horse Western Games  
4-H/FFA Beef Fitting and Showing followed by Type  
4-H Dog Judging & Oral Reasoning  
4-H Rabbit, Cavy, and Small Animal Fitting & Showing Classes  
FFA Rabbit, Cavy, and Small Animal Fitting & Showing  
10:00 am  
4-H/FFA/Open Sheep Fitting & Showing, followed by Type classes  
10:30 am  
4-H Primary/Junior Dog Obedience  
12:00 pm  
4-H/FFA Poultry Judging Contest  
1:00 pm  
4H/Adult Horse Reining  
4-H Rabbit, Cavy, and Small Animal Type Classes, FFA  
Cavy, and Small Animals Type Classes  
Open Cavy Type Classes  
Open Rabbit Type Classes  
1:30 pm  
4-H Primary/Junior Dog Conformation  
2:00 pm  
Fleece show (time approx., following sheep show)  
2:30 pm  
4-H Primary/Junior Dog Fitting and Showing  
3:00 pm  
4-H Quality Assurance Skill-A-Thon  
4-H Horse Groom Squad

## ANIMAL SHOWS

### SATURDAY-August 17, 2019

8:30 am  
4H/Adult English/Western Dressage  
9:00 am  
4-H/FFA Dairy Cattle Fitting & Showing,  
followed by Type Classes  
Open Dairy Cattle Type Classes  
10:00 am  
4-H Intermediate/Senior Dog Rally-O  
4-H/Adult Western Performance Classes  
4-H Cat Fitting & Showing  
4-H Cat Primary Fitting & Showing  
12:00 pm  
Clallam County Junior Livestock Auction  
(Located at the Sheep/Swine Arena)  
1:00 pm  
4-H Intermediate/Senior Dog Agility  
4-H Cat Type Classes  
3:00 pm  
Open Cat Show  
4:00 pm  
4-H Dog Intermediate/Senior Costume Class  
4-H/A Horse Costume Class

### SUNDAY-August 18, 2019

9:30 am  
4-H/Adult Miniature Horse Classes  
10:00 am  
4-H Primary/Junior Dog Agility  
Rabbit, Cavy, Poultry and Small Animal Costume Class  
4-H/FFA Large Livestock Round Robin  
12:30 pm  
Lads & Ladies Lead - Sheep  
4-H/Adult Horse Trail Classes  
1:00 pm  
4-H Primary/Junior Dog Rally-O  
1:30 pm  
Open Large Livestock Adult Fitting & Showing  
2:00 pm  
4-H/FFA Small Animal Round Robin  
3:00 pm  
Sheep and Goat Costume Class and play day  
Open Large Livestock Pee-wee Fitting & Showing  
4-H Cat Costume Class  
4:00 pm  
4-H Primary/Junior Dog Costume Class  
Horse & Rider Watermelon Eating Contest

★ Please note: Entertainment, acts, demos, shows, etc.  
are subject to change

Please note: Entertainment, acts, demos, shows, etc. are subject to change

# Clallam County Fairgrounds

**Home Arts**

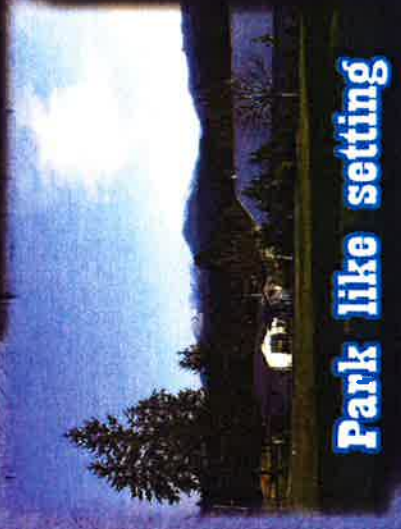
**Expo Hall**



**Many Other  
Buildings & Facilities  
Available**



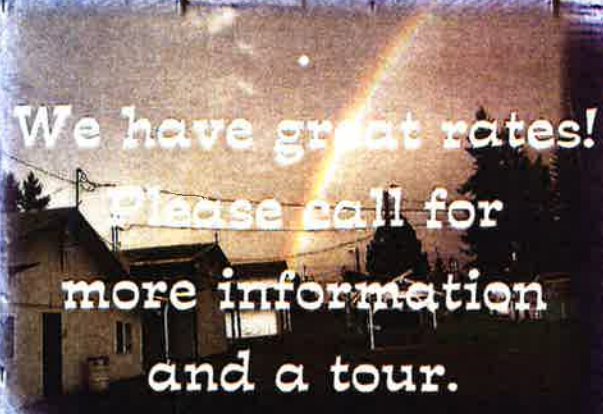
**Beautiful Facilities  
For All  
Your Event Needs**



**Park like setting**



**Grandstand**



We have great rates!  
Please call for  
more information  
and a tour.

## **Shari Ioffrida Fair Manager**

**1608 West 16th Street  
Port Angeles, WA 98363**

**360.417.2551**

**clallamcountyfair.net  
fairgrounds@co.clallam.wa.us**



The Clallam County Fairgrounds are nestled between the beautiful Olympic Mountains and the Strait of Juan de Fuca. Only a few minutes away from downtown Port Angeles where you can shop or catch the ferry to Victoria, B.C. The Clallam County Fairgrounds operates on a year-round basis.

Within the 40.6 acre site, there are 130 RV hookups, 2 large (6,000 sq. ft.) heated buildings with kitchens and restroom facilities, a Grandstand that seats 1,600, concert stage, gazebo, four arenas, many barns, and plenty of parking.

The Staff will provide the assistance necessary to make your event successful and enjoyable.

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Request**  
**Olympic Peninsula Visitor Bureau**



RECEIVED  
CLALLAM CO. COMMISSIONERS

**LODGING TAX FUNDING APPLICATION  
2022**

NOV 01 2021

1...2...3...A...

1130  
W

**GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

- I **AMOUNT of Lodging Tax Requested:** \$ 650,000
- II **Agency/Organization Name:** Olympic Peninsula Visitor Bureau (OPVB)  
Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other  
Federal Tax ID No. 601007747 UBI Number 601007747
- III **Project/Activity/Event:** 2022 Destination Marketing Organization Annual Budget
- IV **Representative Contact Information:**  
Name, Title Marsha Massey, Executive Director  
Mailing Address PO Box 670 Port Angeles, WA 98362  
Phone(s) 360.452.8552  
Email director@olympicpeninsula.org

- V **Service Categories, check all applicable:**  
☒        Tourism Promotion/Marketing (individual marketing request, contact OPVB)  
       Operation of a Special Event/Festival designed to attract tourists  
       Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
       Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

**CERTIFICATION**

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Marsha Massey, Executive Director

Print or Type Name

Date: October 29, 2021

## **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

As a destination marketing organization, the Olympic Peninsula Visitor Bureau's (OPVB) role is to create awareness and understanding of the destination in our key markets, to inspire and motivate travel to the destination, and to help potential visitors understand the different areas of the Olympic Peninsula, the diversity of activities available, and how it all connects.

OPVB is the regional destination marketing organization for the Olympic Peninsula, and works collaboratively with Sequim, Port Angeles, and Forks to jointly promote tourism to Clallam County and the West End. OPVB also works collaboratively with the Olympic Peninsula Tourism Commission funding partners to market the Olympic Peninsula as a region and to promote tourism throughout the entire Peninsula.

Marketing efforts aimed at attracting visits to the Olympic Peninsula include print and digital advertising, social media, public relations, familiarization tours, operating the official Olympic Peninsula tourism website, handling visitor inquiries and distributing the Olympic Peninsula Travel Planner.

2. How will the project/program help increase paid overnight accommodations in Clallam County?

As the regional destination marketing organization, OPVB strives to communicate a sense of place and inspire / attract visitors to choose the Olympic Peninsula over other destinations, such as the Oregon Coast or the San Juan islands, or Eastern WA. Once the potential visitor expresses interest in the overall destination, they are able - through the Olympic Peninsula website and the Olympic Peninsula Travel Planner (referenced and described below), or direct travel counseling - to learn more about the specific locations and their offerings (lodging, dining, activities) that might appeal to them.

Our message is that the Olympic Peninsula is a multi-day destination (thereby requiring overnight stays). The website and the Travel Planner feature specific destination and event information for each region of the Peninsula, as well as detailed lodging listings for each partner, including unincorporated Clallam County. In 2021, we added a lodging booking widget to the [olympicpeninsula.org](https://olympicpeninsula.org) website to assist travelers in planning and booking their stays. From June 1- October 17, 2021, this booking tool delivered 4,777 referrals for all lodging types within Clallam County.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

All marketing initiatives are targeted to audiences off the Olympic Peninsula (non-locals) and are designed to bring visitors to the Olympic Peninsula. Key target markets in the region include the greater Puget Sound area (I-5 corridor) from Bellingham to Portland, with an emphasis in Metro Seattle and South Puget Sound, and Metro Portland and (in a normal year) Vancouver Island.

Our research and our visitor inquiries tell us that top inbound markets outside of Washington State include Oregon, California, Texas, Florida, New York, and Arizona. Our digital marketing, social media and electronic communications all include audiences that are both regional and national (even international), and some digital campaigns can be geo-targeted.

4. How will the project/prcgram encourage visitors to come from another country or state?

(NOTE: The negative impact of the COVID-19 pandemic on national domestic and international travel was significant in 2020/2021. During that time, we adjusted our focus to in-state and regional drive markets. We expect 2022 to see a strong return of domestic travel and are hopeful for the return of the Canadian travelers once the US / Canada border fully reopens. International business will slowly recover in 2022, beginning with the UK and German-speaking markets.)

As travel returns to a more normal pattern, we expect interest in and demand for the Olympic Peninsula to be high. While we will continue to market to our core target markets, including the "I-5 corridor", from Bellingham to Portland, with emphasis on Metro Seattle; Metro Portland; Victoria, BC and Vancouver Island, we will look to expand our outreach to our key feeder markets of Oregon, California, Arizona, Texas and Florida primarily through social and digital media, public relations outreach and through our monthly e-newsletter. We will work with national travel writers and social media influencers to feature the Olympic Peninsula as a highly desirable travel destination.

For the international markets, we will partner where appropriate with Washington Tourism Alliance, Visit Seattle and the Port of Seattle in various collaborative sales and marketing activities including inbound familiarization tours for travel media and travel trade, sales missions and trade shows, and selected in-market campaigns. For 2022, this will be primarily in the U.K. and German-speaking markets.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

N/A

6. **2022 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

**\*\* 2021 Actuals estimated to year-end, based on data through Sept 2021\*\***

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                    | 2022 Estimate | 2021 Actual ** | Methodology         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|---------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                           | 2,200,000     | 1,900,000      | Structured estimate |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                              | 390,000       | 375,000        | Structured estimate |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                  | 78,000        | 60,000         | Structured estimate |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                              | 195,000       | 168,750        | Structured estimate |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, R/V park, in the unincorporated Clallam County area. | 135,000       | 120,000        | Structured estimate |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                              | 54,000        | 48,000         | Structured estimate |

7. Is there a host hotel for your event? If yes, please identify.

N/A

8. Describe the prior success of your event/activity/facility in attracting tourists.

Please refer to the **attached supplement** for expanded response, including metrics from spring and fall marketing campaigns.

Summary of economic impact, from Tourism Economics state-wide report, prepared for WA Tourism Alliance: 2020 Visitor Spending and Travel Impacts for Clallam County

- Total Visitor Spending \$153.6 Million
- Combined State / Local Tax Receipts from Visitor Spending \$14.9 Million
- Direct Employment: 1,508 (4.5% of county employment)
- Labor Income (Direct Employment): \$45.4 Million

The impacts of COVID-19 are clearly seen in the 2020 metrics, with both travel spending and the tax receipts on that travel spending down 23-27% from 2019 (similar for Jefferson Co.). However, in that regard, Clallam County (and Jefferson) fared far better than most of the state, with visitor spending to the State of Washington down 40% overall for the same time period. There were also losses of industry jobs and related income in 2020.

The focused marketing efforts of OPVB and OPTC helped mitigate the dramatic pandemic-related losses.

9. Describe your target tourist audience (location, demographics, etc.)

- Greater Puget Sound area (I-5 corridor): Bellingham to Portland, emphasis Metro Seattle and South Puget Sound, and Metro Portland Other Washington and Oregon markets
- British Columbia / Vancouver Island – Victoria BC (once the US / Canadian border fully reopens)
- Key feeder markets, including Oregon, California, Arizona, Texas, Florida, New York
- Targeted international markets, in conjunction with Visit Seattle, Port of Seattle and WA Tourism Alliance statewide initiatives. For 2022, post-pandemic focus is primarily the U.K. and German- speaking markets, anticipated to return first

Based on research, our four primary target audiences are: outdoor adventure seekers, foodies, family travelers and romantics. Our focus is on leisure travelers

10. Describe how you will promote your event/activity/facility to attract tourists.

Please refer to the **attached supplement** for expanded response, including metrics from spring and fall marketing campaigns and examples of marketing activities:

Examples of current and continuing marketing activities include:

- Facilitate co-operative advertising in important annual visitor guides, such as the Washington State Visitors Guide, the Scenic Byways Guide and Map, the MV Coho Magazine
- Develop annual destination marketing campaigns, targeted to attracting off-season spring and autumn travel, to attract key target market visitors from greater Puget Sound, metro Portland and across Washington State to the Olympic Peninsula. We anticipate the full reopening of U.S./Canada border, and at that time would also target travelers from Vancouver Island.
- Manage the destination website (www.OlympicPeninsula.org) with fresh stories and partner-generated content, activities, events listings and lodging listings, to inspire travel to the Olympic Peninsula. In 2021, we added a lodging booking tool to facilitate direct connection between the traveler and our lodging facilities (including campgrounds).
- Produce and distribute Olympic Peninsula Travel Planner with content for all municipalities, plus Olympic National Park and Forest, with events calendar and complete lodging listings for all partners. 110,000 Planners are planned for 2022. Distribution includes direct responses to visitor inquiries, area VICs, regional VICs, and AAA offices, WA State ferry system, Seattle cruise terminals, Victoria Ferry, and airport terminals, as well as local and Seattle hotels.
- Working in conjuncture with Visit Seattle, Port of Seattle, and WA Tourism Alliance, develop appropriate familiarization tours for media and travel professionals, including key international markets.
- Communications: write, produce and distribute monthly destination e-newsletters to over 50,000 opt-in consumers, plus regional concierge and travel industry associates.
- Maintain an active social media presence and engagement
- Public relations: work regularly with travel writers, influencers, bloggers, photographers – domestic and international – to earn media coverage for the Olympic Peninsula.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

All our messaging and communications are aimed at encouraging multi-day visits, necessitating overnight stays. As a regional marketing organization, we work to communicate the vast geography of the Olympic Peninsula, the rich diversity of activities, and the unique charm of our various towns. Our website links to our partners' websites for more detailed findings, such as restaurants and local activities. We constantly show different ways that visitors can enjoy "Driving the Loop" as they explore the OP. Promotion of lodging is achieved primarily through the lodging section of the website, including a booking widget, the lodging grid in the printed Travel Planner, and through the monthly OPTC e-newsletter. Local businesses, including lodging establishments and restaurants, benefit from the events and festivals that take place around Clallam County and attract overnight visitors to the area.

Many of the events and festivals are supported through the OPVB's Tourism Enhancement Grants program. The grants program supports event marketing and marketing projects within Clallam County, which in turn generates out of town visitation and overnight stays.

Here is a recap of the 2021 Grants program:

- 2021 Grant Fund: \$80,000 + 2020 Carry-Forward of \$17,778(unawarded funds), totaling \$97,778.
- 17 grant applications reviewed for 2021 YTD, requesting a total of \$82,600.
- 15 grants were awarded funds for 2021, totaling \$73,700.
- 6 grants were carried forward from 2020, totaling \$28,700.
- Total grant payout anticipated for 2021: \$79,448.

For 2022, the Tourism Enhancement Grants fund will be raising the maximum grant award amount, as well as the maximum per organization. Anticipating a rebound of events, our 2022 LTAC application seeks increased funding for the Clallam/ OPVB Tourism Enhancement Grants portion of our budget, to \$125,000.

Additionally, grant funds are made available for the official Visitor Information Centers located within Clallam County to help support their marketing outreach and visitor services. Our 2022 application seeks to continue that funding.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

No

13. What is the overall budget for your event/activity/facility? \$ 848,100 (including Tourism Enhancement Grants and VIC Grants).

What percent of the budget are you requesting from Clallam County Lodging Tax Fund 76.6 %?

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

Remainder of funds will be secured from:

2020/2021 savings from cost reductions, carried forward to 2022

Olympic Peninsula Tourism Commission fees

Co-op funds generated by co-op marketing campaigns

Possible grant funding through the Port of Seattle and/or WA Tourism Alliance



## PROPOSED 2022 BUDGET

### Revenues

|                                 |                                          |
|---------------------------------|------------------------------------------|
| • Clallam Co. LTAC (requested): | \$650,000 (about 46% of expected LTAX*)  |
| • Carry Forward Funds:          | \$150,000 (cost reductions-2021; grants) |
| • <u>Other Funding:</u>         | <u>\$ 50,000</u>                         |
| • Total:                        | \$850,000                                |

### Expenses

|                                       |                     |
|---------------------------------------|---------------------|
| • Salaries/ Benefits:                 | \$260,000           |
| • Office Rent/Utilities/General Exp:  | \$ 47,000           |
| • General Operations/ Admin:          | \$ 80,000           |
| • Board Operations:                   | \$ 7,000            |
| • Industry Relations:                 | \$ 9,100            |
| • Comm. Outreach/ Education/Training: | \$ 20,000           |
| • Marketing:                          | \$270,000           |
| • Tourism Enhancement Grants:         | \$125,000 **        |
| • <u>VIC Marketing Grants:</u>        | <u>\$ 30,000 **</u> |
| • Total:                              | \$848,100           |

*\* Assumes 2022 LTAX fund of \$1.4M, based on 2021 Forecast*

*\*\* Increased funding for Tourism Enhancement Grants. Continue VIC Marketing Grants*



Filed  
Secretary of State  
State of Washington  
Date Filed: 01/14/2021  
Effective Date: 01/14/2021  
UBI #: 601 007 747

## EXPRESS ANNUAL REPORT WITH CHANGES

### BUSINESS INFORMATION

---

Business Name:

**OLYMPIC PENINSULA VISITOR BUREAU**

UBI Number:

**601 007 747**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**618 S PEABODY ST #F, PORT ANGELES, WA, 98362, UNITED STATES**

Principal Office Mailing Address:

**PO BOX 670, PORT ANGELES, WA, 98362-0157, UNITED STATES**

Expiration Date:

**02/28/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**02/06/1987**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**PROMOTING TOURISM ON THE OLYMPIC PENINSULA**

**REGISTERED AGENT** RCW 23.95.410

---

**Registered Agent  
Name**

**Street Address**

**Mailing  
Address**

LINDA OFFUTT

618 S PEABODY ST STE F, PORT ANGELES, WA, 98362-6244, UNITED STATES

### PRINCIPAL OFFICE

---

Phone:

**3604528552**

Email:

**DIRECTOR@OLYMPICPENINSULA.ORG**

Street Address:

**618 S PEABODY ST #F, PORT ANGELES, WA, 98362, USA**

Mailing Address:

**PO BOX 670, PORT ANGELES, WA, 98362-0157, USA**

## GOVERNORS

| Title    | Type       | Entity Name | First Name | Last Name |
|----------|------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL |             | PAM        | DAHL      |
| GOVERNOR | INDIVIDUAL |             | ERIL       | PLUNKETT  |
| GOVERNOR | INDIVIDUAL |             | ANNA       | MANILDI   |

## NATURE OF BUSINESS

- PROMOTING TOURISM ON THE OLYMPIC PENINSULA

## EFFECTIVE DATE

Effective Date:

01/14/2021

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

**NO**

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16⅔ percent interest in the entity?

**NO**

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

**NO**

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

**NO**

You must report a Controlling Interest Transfer Return **IF**: you answered "yes" to questions 1 **AND** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

**KATHLEEN TEMPLE**

Email:

**SIMPLEACCOUNTING123@GMAIL.COM**

Address:

**PO BOX 670, PORT ANGELES, WA, 98362-0157, USA**

## EMAIL OPT-IN

---

☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

---

Person Type:

**INDIVIDUAL**

First Name:

**KATHLEEN**

Last Name:

**TEMPLE**

Title:

**BOOKKEEPER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



## 2022 OPVB BUDGET REQUEST

### Lodging Tax Funding Application Supplement

Presented with 2022 LTAC Grant Application  
November 1, 2021

## OLYMPIC PENINSULA VISITOR BUREAU (OPVB)

Mission: To promote diverse tourism experiences with engaged partners and residents to enhance our region's economic vitality.

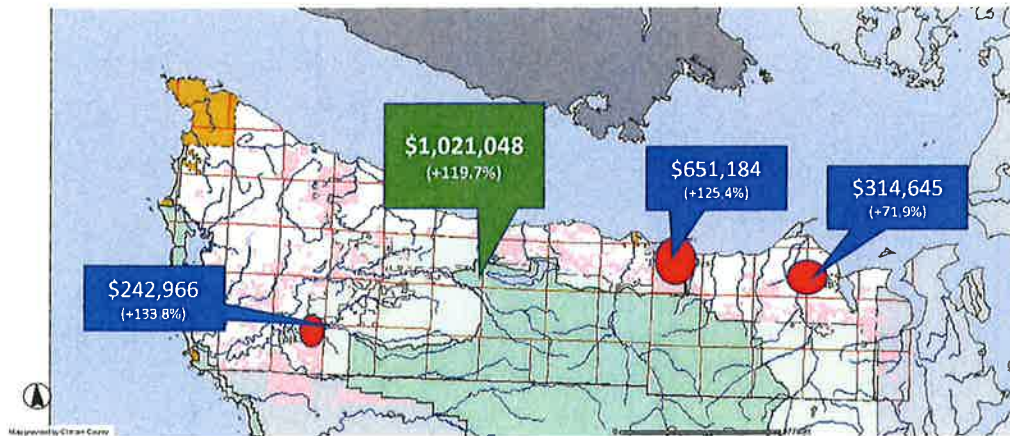
Goals:

1. Create and Expand Tourism Partnerships
2. Advocate for the Tourism Industry
3. Inspire Travel
4. Educate Industry
5. Evolve Organization

2

## WHAT DOES OPVB COVER?

- OPVB works collaboratively with Sequim, Port Angeles and Forks to jointly promote Clallam County and the West End for tourism benefit, to grow visitor spending including overnight lodging stays.
- Lodging Tax revenues noted for each (Year to Date **through September 2021**)
- OPVB leads the collaboration with Olympic Peninsula Tourism Commission in order to market the Olympic Peninsula as a region, and promote tourism throughout the OP.



3

# Supplemental Answers to Application Questions



## QUESTION #8: DESCRIBE PRIOR SUCCESSES

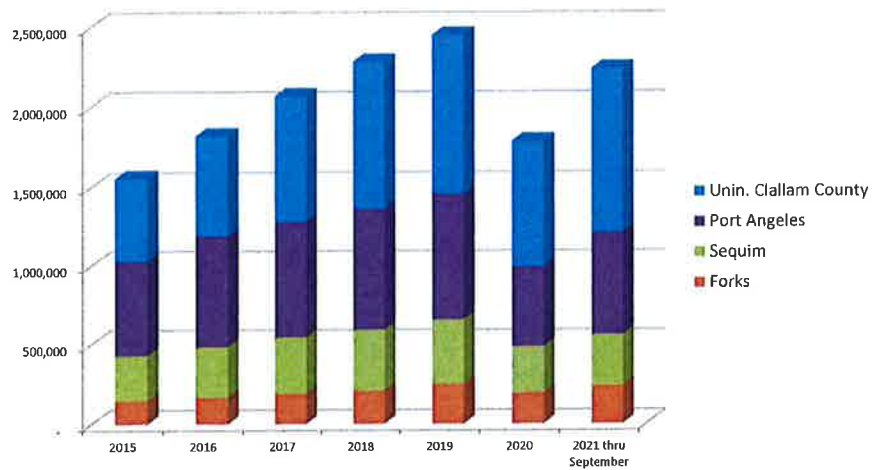
### Summary: Economic Impact

- 2020 Visitor Spending and Travel Impacts for Clallam County\*
  - Total Visitor Spending: **\$153.6 million** (-23.3% vs 2019)
  - Combined State/Local Tax Receipts on Visitor Spending: **\$14.9 million** (-27% vs 2019)
  - Direct Employment: **1,508** (4.5% share of county)
  - Labor Income (Direct Employment): **\$45.4 million** (-13.4% vs 2019)
- 2021 Lodging Tax (ytd September 2021)
  - Unincorporated Clallam County: \$1,021,048 (+119.7% y-o-y)
  - Total combined Clallam County: \$2,229,843 (+114.3% y-o-y)

\* From *Tourism Economics and Longwoods International Report*, prepared for the Washington State Tourism Alliance, May 2021

## QUESTION #8: DESCRIBE PRIOR SUCCESSES

### County-Wide Lodging Tax Overview



6

## QUESTION #8: DESCRIBE PRIOR SUCCESSES

Summary: Key Performance Indicators

Spring / Fall Marketing Campaigns (YTD September 2021)

- Targeted, multimedia marketing campaigns, Spring and Fall 2021
- Drive markets: I-5 corridor, Bellingham WA to Eugene OR
- Television ads (KOMO and KATU2), Outdoor Bus ads (Seattle, Portland, Pierce Co.), Digital Marketing, Print, Social Media, Contest
- Total estimated campaign impressions:
  - Spring 2021: 39,625,416+
  - Fall 2021: 40,674,850+



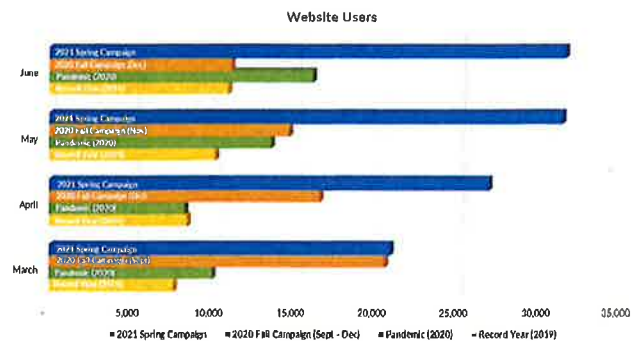
## QUESTION #8: DESCRIBE PRIOR SUCCESSES

### Summary: Key Performance Indicators Spring Marketing Campaign Performance

- **Total Impressions: 39,625,216+**
  - TV Commercials: 17,586,000
    - 94.5 reach / 11.3 frequency
    - 399 total spots
  - Bus Ads: 19,463,417
    - Seattle, Pierce Co., Portland
    - 90 King and Tail ads
  - Google / Microsoft Ads: 2,213,999
    - Search & Display Conversion well above industry average
  - Print: 362,000
- **Results**
  - Est. Revenue: \$1,033,000 to \$2,067,000
  - Est ROI: 12.2X to 24.3X
  - Website users increased 200% vs 2019
  - Website page views increased 142% vs 2019
  - Translates to 3.6% – 7.2% of revenue during campaign

### HOW WE ARE DOING...

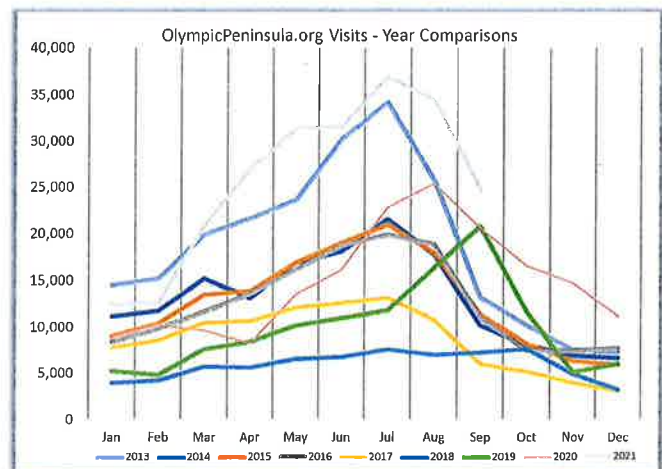
- ▶ 200% increase in website users vs 2019\*
- ▶ 142% increase in website pageviews vs 2019\*



## QUESTION #8: DESCRIBE PRIOR SUCCESSES

Summary: Key Performance Indicators  
OlympicPeninsula.org (YTD September 2021)

- Website Visits: **261,616** YTD  
(↑ 70.4% y-o-y vs 2020)
- Unique Web Visitors – **147,816**  
(+77% over 2020)
- Website Page Views: **510,234**  
(↑ 72.8% y-o-y vs 2020)



## Question #10: Sample Marketing Initiatives

### Print



Washington State Visitors Guide  
Full-page Co-Op Ad



Scenic WA Byways Driving Guide  
Two-page Co-Op Ad



Northwest Travel & Life, Half-Page



RoadRunner Magazine, Full-Page

## Question #10: Sample Marketing Initiatives

### Destination Marketing Campaign - Bus Ads – Spring/Fall 2021

Co-Op Campaign in Metro Seattle, Pierce County, Portland Markets



## Question #10: Sample Marketing Initiatives

### Digital Campaign



## Question #10: Sample Marketing Initiatives

OlympicPeninsula.org Website

The screenshot displays the Olympic Peninsula website. The main navigation bar includes links for STORIES, EVENTS, THINGS TO DO, and TRAVEL PLANNER. A prominent banner for 'COVID-19 Updates' is visible. Below it, a 'Travel Planner' section is highlighted. To the right, a grid of featured events is shown, including the '14th Annual Monthly Olympic Film Arts Festival', 'Sequim Farmers and Artists Market', 'Post Angeles Farmers Market', 'Sequim Farmers and Artists Market', 'Dungeness Crab & Seafood Festival', and 'Post Angeles Farmers Market'. Each event listing includes a date, time, and a brief description.

Year to Date through September, 2021

- Web Visits – **231,616** (+70% over 2020)
- Unique Web Visitors – **147,816** (+77% over 2020)
- Page Views – **510,234** (+73% over 2020)
- Travel Planner Request Page Visits – **9,786** (+10% over 2019\*)
- Lodging Page Visits – **18,504** (+51% over 2019\*)

\* Comparisons for general website usage are made to 2020 as that was a record year for web traffic. Much of the activity in 2020 included visitors seeking Covid-19 information. However, normal vacation-planning activity such as our travel planner and lodging pages is compared to 2019 as that was our last normal travel year.

## Question #10: Sample Marketing Initiatives

Book>Direct on OlympicPeninsula.org

**June 1 – October 17, 2021**

- Referrals to all lodging, Clallam County: **4,777**
- Referrals to Forks Area: **1,530**
- Referrals to Port Angeles Area: **1,548**
- Referrals to Sequim Area: **1,139**
- Referrals to Clallam Bay/Seki Area: **560**

## Question #10: Sample Marketing Initiatives

### OP Travel Planner (YTD September 2021)



- Consumer Fulfillment / Travel Planner Distribution
  - Consumer Requests: 9,015 YTD (-2%)
  - Bulk distribution to Industry Partners: 8,125 YTD (-23.6%)
  - Top requestion states: WA, CA, OR, FL, TX, IL
  - User Demographics\*:
    - HHI: \$100,538
    - 65% Female / 31% Male / 1% Other
    - Average Age: 58.8 yr
    - 73% Married-Partnered / 20% Single
    - 15% Children under 18
    - 80% Caucasian / 9% Non-Caucasian

#### • 2020-2021 DMO Visitor Guide Readership & Conversion Study \*

|                                                                                                  |           |
|--------------------------------------------------------------------------------------------------|-----------|
| Travel Planner distribution:                                                                     | 3,337     |
| Incremental trips to Olympic Peninsula generated by the Travel Planner (January 2020-July 2021): | 105 trips |
| Average number of days in-market on incremental trips:                                           | 4.9 days  |
| Average visitor spending per day on incremental trips:                                           | \$336.95  |
| Total visitor spending on incremental trips:                                                     | \$175,043 |
| Additional days spent in-market on trips extended by the Travel Planner:                         | 145 days  |
| Total visitor spending on trips extended by the Travel Planner:                                  | \$48,791  |
| Total visitor spending impact of the Travel Planner:                                             | \$223,834 |
| Total visitor spending impact per Travel Planner distributed:                                    | \$67.08   |

\* Source: Destination Analysts, for DMA West

**Question #10: Sample Marketing Social Media**

|  |                                                           |
|--|-----------------------------------------------------------|
|  | 50,916 Followers<br><a href="#">@OlympicPeninsula</a>     |
|  | 4,179 Followers<br><a href="#">@visitolympicpeninsula</a> |
|  | 4,471 Followers<br><a href="#">@VisitOlympics</a>         |
|  | 13k Monthly Viewers<br><a href="#">@VisitOlympics</a>     |

**Long Beach Inquest**  
March 12

The Dungeness Spot taken from an aerial shot from Long Beach Inquest. See the New Dungeness Lighthouse?

**Olympic Peninsula**  
May 5

Who needs a Waterfall Wednesday break? We do. This is a unique drone view of Beaver Falls conveniently located just off of Hwy 13. This block-type waterfall spits 75 feet downward across a 70 foot wide ledge of bedrock at peak spring flow. Other times it splits into several channels as it plunges into Beaver Creek.

**Olympic Peninsula**  
July 11

The Hwy 112 Strait of Juan de Fuca Scenic Drive is now open after a 200-day closure to repair landslide damage. Vehicles can now traverse the scenic 50 miles of the byway from the junction off Hwy 101 west of Port Angeles to the boundary of the Makah Indian Reservation. A reminder that the Makah Reservation which includes the community of Neah Bay (aka Neah) to Cape Flattery and the trailhead to Shi Shi Beach is still closed to non tribal members until at least October 1.

**Long Beach Inquest**  
March 10

New Dungeness Lighthouse Openness: 11,637  
Dungeness Recreation Area Openness: 339

**Olympic Peninsula**  
May 5

Who needs a Waterfall Wednesday break? We do. This is a unique drone view of Beaver Falls conveniently located just off of Hwy 13. This block-type waterfall spits 75 feet downward across a 70 foot wide ledge of bedrock at peak spring flow. Other times it splits into several channels as it plunges into Beaver Creek.

**Olympic Peninsula**  
July 11

The Hwy 112 Strait of Juan de Fuca Scenic Drive is now open after a 200-day closure to repair landslide damage. Vehicles can now traverse the scenic 50 miles of the byway from the junction off Hwy 101 west of Port Angeles to the boundary of the Makah Indian Reservation. A reminder that the Makah Reservation which includes the community of Neah Bay (aka Neah) to Cape Flattery and the trailhead to Shi Shi Beach is still closed to non tribal members until at least October 1.

**visitolympicpeninsula**

**RUNNING REMINDS YOU THAT EVEN IN YOUR WEAKEST MOMENTS... YOU ARE STRONG**

52 Likes  
visitolympicpeninsula Love this! If there's anything this past year has taught us, it's just how strong we can be. Check out all of the Run the Peninsula Race Series @rtp\_race\_series

**visitolympicpeninsula**  
Spruce Railroad Trail

52 Likes  
Liked by @stetson26 and 748 others  
visitolympicpeninsula That turquoise water of Devil's Punchbowl on Lika Crescent sparkles in the summer sunshine. We're so happy Allie, Daniela, Teion and Skema of @wanderlino and queer came for a visit to the Olympic Peninsula!

Focus on consistent info about COVID balanced with a safe amount of inspiration for travel and planning to travel.

## Question #10: Sample Marketing Initiatives Communications: E-Newsletter



Spring is in full bloom here on the Olympic Peninsula with months of sunshine and clear, bright blue skies. After a long winter, everyone wants to get outside and what better way to explore the endless corners of the area than by taking a ride on your motorcycle? Whether you're a beginner or a seasoned rider, explore our incredible terrain of trails, roads, and scenic views. Come enjoy the beauty of nature by cycling at home.

May is National Bike Month and we're celebrating by featuring Post Angeles and how many experiences that weekend has to offer. Enjoy scenic views and even a little excitement. And don't forget to take a ride on May 1st, May 15th, and May 22nd.

We look forward to welcoming you to the Olympic Peninsula.



Discover the most scenic spots in the area and take a ride on May 1st.

**THIS MONTH**

- An Insider's View of the Olympic Peninsula - Cycling Around Post Angeles
- Olympic Discovery Trail
- Upcoming Spring Events
- Olympic National Park
- Olympic National Forest

**AN INSIDER'S VIEW of the OLYMPIC PENINSULA**

Cycling Around Post Angeles



Summer and the bright sun, the blue sky, and the clear water on the Olympic Peninsula are a perfect combination. It's time to get out there and enjoy the summer. It's the best time to go to the beach, to the mountains, and to the water. And a great way to enjoy the summer is by taking a ride on your motorcycle. Whether you're a beginner or a seasoned rider, explore our incredible terrain of trails, roads, and scenic views. Come enjoy the beauty of nature by cycling at home.

But what if you're not a cyclist? No problem. We have a lot of other activities to offer. You can go to the beach, to the mountains, and to the water. You can also go to the Olympic National Park and see some of the most beautiful scenery in the world. And if you're looking for a great place to stay, we have a lot of options for you. So, whether you're a cyclist or not, there's something for everyone on the Olympic Peninsula.



**THIS MONTH**

- An Insider's View of the Olympic Peninsula - Discover Post Angeles
- Learn About the GO
- Look Down, Embrace the Sun
- Look Up, Right the Wrong at the Olympic Peninsula
- Opening General E-mail
- Olympic National Park

**E-Newsletter Jan. through Oct. 2021**

- 605k total sends
- Bounce Rate – 1%
- Open Rate – 19% (+2% over Tourism Industry Average)
- 10.5k link clicks (+1% over Industry Average)



**Lavender Weekend Sequim, June 16-18**

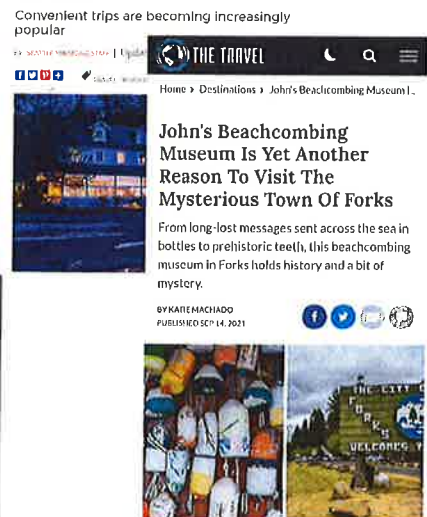
Lavender season is in full bloom in Sequim, you'll see the sweet fragrance of lavender is blooming. We're ready to welcome you to the beautiful and fragrant lavender season. **LEARN MORE**

**PLAN AHEAD - SUMMER'S GOING TO BE BUSY!**

As Washington opens this month, we anticipate many visitors coming to the Olympic Peninsula throughout the summer. A tip to keep in mind is to plan ahead before you visit and the sure you've got accommodations reserved. We're making that easier for you with an exciting new lodging search and referral tool on our website. [OlympicPeninsula.org](http://OlympicPeninsula.org). You can search for lodging, including camping, saving your travel dates, and reserve online, there view rates and availability, and finally book directly with your selected lodging business or campground. We think you'll find this tool very useful in your trip planning.



## Question #10: Sample Marketing Recent Media Coverage



## QUESTION #11: HELP PROMOTE LODGING Marketing & Event Grants

- 2021 Grant Fund: \$80,000 (+ 2020 Unawarded funds carry-forward of \$17,778). Total \$97,778
- 17\* grant applications reviewed for 2021 ytd, requesting total \$82,600
- 15\* grants awarded funds for 2021 ytd, totaling \$73,700
- 6 2020 Awarded Funds, carried forward to event completion in 2021, totaling \$28,700
- Total grant payout anticipated for 2021: \$79,448
- Possible Q4 winter grants to process in November

\*NOTE: COVID-19 restrictions continued to impact 2021 festivals / events / projects



Thank you to the Clallam County LTAC and the Clallam  
County Commissioners for your consideration of this  
funding request.

Respectfully Submitted,  
Olympic Peninsula Visitor Bureau  
Board of Directors  
Marsha Massey, Executive Director  
November 1, 2021

20

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Request**  
**Clallam County Public Works/Road**  
**Department**



## LODGING TAX FUNDING APPLICATION 2022

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000.

I **AMOUNT of Lodging Tax Requested:** \$ 250,000

II **Agency/Organization Name:** Clallam County Public Works/Road Department

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☐ Other

Federal Tax ID No. 91-601298

UBI Number 054 004 559

III **Project/Activity/Event:** Olympic Discovery Trail

IV **Representative Contact Information:**

Name, Title Steve Gray, Transportation Program Manager

Mailing Address 223 E. 4<sup>th</sup> St., Suite 6, Port Angeles, WA, 98362

Phone(s) 360-417-2290

Email sgray@co.clallam.wa.us

V **Service Categories, check all applicable:**

☐ Tourism Promotion/Marketing

☐ Operation of a Special Event/Festival designed to attract tourists

☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

☒ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date:

11/11/21

Print or Type Name

Steve Gray

## **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

When completed, the Olympic Discovery Trail (ODT) will feature a 135-mile route between Port Townsend to La Push that connects numerous communities and popular North Olympic Peninsula destinations along the way (*see Attachment 1*). In Clallam County, the ODT extends ~ 112-miles from the east County line to La Push with ~ 56-miles of separated paved trail and ~ 4-miles of unpaved trail already completed.

The ODT also features the Olympic Adventure Trail (OAT) section that features ~ 21-miles of natural-tread, single track trail and ~ 4-miles of gravel roads through the forested, Olympic Foothill terrain. The OAT trailhead starts just west of the ODT-Elwha River Bridge section of SR 112 and connects to the ODT-Spruce Railroad Trailhead at Lake Crescent in Olympic National Park (*See Attachment 1*). The OAT and related trail events provide a different and challenging trail experience from its paved ODT counterpart that attracts increasing numbers of visitors to the County seeking this type of recreational trail.

The popularity of the ODT and OAT to attract visitors continues to grow both in terms of general recreational usage for those who simply want to ride, run or walk on the trail to those seeking the fun or spirit of competition that participate in the numerous trail events (e.g., North Olympic Marathon, Goat Run, etc...) held throughout the year. Our grant request supports County efforts to complete the Olympic Discovery Trail (ODT).

In Clallam County, the ODT has four major gaps (*see Attachment 2*):

- *Joyce East Gap*: This 4 to 5-mile gap is between the ODT-Elwha River Bridge crossing and the 1.75-mile, ODT-Freshwater Bay to Thompson Rd segment completed in 2019.
- *Joyce West Gap*: This ~ 6-mile gap between the ODT-Thompson/Onella Road and ODT-Gossett to Waterline Road sections. The ~ 1.6-mile, Gossett to Waterline Road Section was made possible by prior lodging tax grants.
- *Sappho to Forks Gap*: This ~ 11 to 14-mile gap is between Mary Clark Road near Sappho and the Sitkum-Sol Road in Forks.
- *Forks to La Push Gap*: This ~ 13-mile gap includes the ~ 1-mile segment between Forks Calawah River Park and the SR 110/US 101 intersection and the Sitkum – Sol Duc Road and a ~ 12-mile gap between US 101 in Forks to La Push along the SR 110/La Push Road corridor. Along the way, the trail route will connect to popular Olympic National Park 2nd and 3rd Beach coastal trailheads and also the 3 Rivers Neighborhood located in the vicinity of SR 110 and Mora Road intersection.

At present, travel across the four ODT gaps described above means using busy highways such as SR 112 (Joyce East and West Gaps), US 101 (Sappho to Forks Gap), and SR 110 (Forks to La Push Gap). Closing these trail gaps will increase the visitor attraction of the ODT across the County. In addition, it will increase visitor interest for those who are seeking a safe, long distance trail experiences such as bike touring and camping supported by lodging and services.

Except for the first mile of the ODT-Forks to La Push Gap, all four of the above ODT gaps described above will first require acquisition of the trail corridor through the gaps. Our grant request will support trail corridor acquisition in ODT gaps as opportunities present. It is anticipated that most of our 2022 lodging tax funding will be used to support trail corridor acquisition within the ODT-Forks to La Push Gap (see Attachment 2). It is anticipated that the planned ODT segment between Forks and La Push itself would be a significant recreational attraction itself for both return and new visitors.

2. How will the project/program help increase paid overnight accommodations in Clallam County?

The ODT provides opportunities for varied trail experiences along the route that can support both day and multi-day trips that are attractive to visitors, and provide opportunities for current and new trail events that attract thousands of visitors annually. Many of these visitors stay at lodging establishments throughout our County. Completing the ODT will expand visitor recreational opportunities and increase need for lodging in western Clallam County.

For example, the communities of Forks, La Push and the 3 Rivers Neighborhood along our ODT-Forks to La Push planned route contain a variety of lodging options from hotels/motels, bed and breakfast, vacation rentals, RV parks, campgrounds and other lodging. A recreational trail connecting these areas will offer opportunities for a unique and highly scenic trail experience that supports single or multi-day stays in lodging along the route.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

Clallam County's west-end areas are already a main visitor attraction due to the outstanding natural, recreational and cultural destinations and amenities. Most visitors to this area are travelling more than 50 miles, and many will take advantage of overnight or multi-day accommodation to enjoy these amenities once they arrive.

Lodging tax grant funding has supported ongoing efforts by the Olympic Peninsula Visitor Bureau and others to promote the ODT and associated trail events that attract new and returning visitors to the County. More miles of open trail to bike, walk, run, or ride horses equates to more users and equates to continued and new trail events that ultimately equates to more revenue to local business and lodging accommodations. For example, we expect the planned 13-mile, ODT-Forks to La Push route to be a targeted visitor attraction destination itself due to the length of this segment, scenic nature, and the varied lodging accommodation opportunities along the planned route.

4. How will the project/program encourage visitors to come from another country or state?

The ODT is marketed state-wide and nationally. The ODT was recently named as the westward route of the Great American Rail Trail (GART) which extends the entire width of North America from the Atlantic Ocean to the Pacific Ocean. This designation and the nationwide marketing of the sponsoring Rails to Trails Organization will make the ODT a destination trail vacation location. Our project supports completing the western terminus of both the ODT and the GART and will attract trail users wanting to complete the trail or simply enjoy upwards of a 13-mile segment through Forks area forestlands and ending on

the Pacific Coast bringing added economic benefits to Clallam County and west-end businesses and lodging establishments.

The Forks area, Olympic National Park coastal areas, and La Push waterfront are all attractions to out-of-state and out-of-country visitors. Our project supports a trail corridor and recreational facility connecting these attractions.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

Our project is not itself an “event”, but completing the ODT in current gaps will provide opportunities for trail events that bring in visitors. For example, completing the ~ 13-mile planned western terminus of the ODT would provide opportunities for new trail events between the communities of Forks and La Push that currently do not exist.

**6. 2021 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|---------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 400,000       | 382,480     | Trail Counter |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 100,000       | 91,250      | Estimate      |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 25,000        | 22,800      | Estimate      |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 20,000        | 18,250      | Estimate      |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 15,000        | 12,775      | Estimate      |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 6,300         | 6,000       | Estimate      |

7. Is there a host hotel for your event? If yes, please identify.

The ODT supports typically 10 or more trail events throughout the year. Many visitors participating in trail events stay in local hotels and other local lodging establishments. Completing the ODT in west-central and western Clallam County will create opportunities for events on these new sections that will benefit local hotels and other lodging

businesses. For example, once completed the ODT-Forks to La Push segment will create opportunities for trail events between Forks and La Push.

8. Describe the prior success of your event/activity/facility in attracting tourists.

In 2021, the ODT trail counter at Hollywood Beach in Port Angeles recorded a total of 382,480 users (combined total in both directions) for a monthly average of nearly 32,000 user crossings. ODT user counts at Hollywood Beach this year already exceed these totals reporting 384,691 crossings as of October 28, 2022.

The 10-plus annual trail events that typically occur on the ODT throughout the year in Clallam County attract thousands of visitors. Evidence of the ODT trail events as a tourist attraction can also be seen from who is registering. In 2019, available registration information showed over 4,000 participants registered for eight trail events. Many participants come from outside the county and state. For example, in 2019 over 60% of the participants in the full marathon part of North Olympic Discovery Marathon Event travelled more than 50 miles and about 27% were out-of-state.

Completing gaps supports new sections of trail to support new trail events. For example, completing the approximately 13-mile, ODT-Forks to La Push route would make for a great out and back marathon route as well as for other trail events.

9. Describe your target tourist audience (location, demographics, etc.)

The ODT offers tourists and visitors of all ages a recreational facility for bicycling hiking, running, horseback riding and other non-motorized uses. Completing the ODT west of the Elwha River to the Pacific Coast will bring the health, recreational, and economic benefits of the ODT to underserved County west-end areas.

10. Describe how you will promote your event/activity/facility to attract tourists.

The ODT is promoted by the Visitors Bureau, local Chambers of Commerce, trail event organizers, Peninsula Trails Coalition, and others. Visitors from all across Washington State and the Pacific Northwest, other states, Canada and other international destinations have come to Clallam County specifically to ride this trail or participate in trail events as a result of marketing by these organizations.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

The ODT and OAT draw tens of thousands of visitors annually to Clallam County for both day and multi-day trips. Visitors also participate in the numerous trail biking and running events typically held annually throughout the County. Many of the promotional maps, brochures, web sites that feature the ODT and OAT also promote area lodging and other businesses.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

We are not applying for Lodging Tax funds from another community.

13. What is the overall budget for your event/activity/facility? \$ ~ 1.5 million  
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? ~ 16% (see Attachment 3)

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

Completing the ODT-Forks to La Push and other ODT gaps will be phased, multi-year project. The focus of our Year 2022 Lodging Tax Grant Request is trail corridor acquisition in current gaps in the trail, with the priority being acquisition in the ODT-Forks to La Push Gap.

Trail corridor acquisition for the ODT-Forks to La Push route is estimated at around 1.2 million. The County has been awarded a \$905,456 recreational trail grant from the Washington State Recreation Office to assist with trail corridor acquisition in the ODT-Forks to La Push Gap. The County match for this state grant funding is approximately \$302,000. We are requesting a \$250,000 Lodging Tax grant to assist the County in trail corridor acquisition and to help meet our state grant match requirement for the ODT-Forks to La Push Section. The Peninsula Trails Coalition has pledged \$20,000 to help meet the County match.

# **ATTACHMENT 1**

# Olympic Discovery Trail

## Connecting Communities and Destinations Across the North Olympic Peninsula

### STRAIT OF JUAN DE FUCA SCENIC BYWAY (Purple highway portion)

The Strait of Juan de Fuca Highway, State Route 112, takes you to some of the most impressive vistas found on the planet. Starting at the junction of Highways 101 and 112 on its east end, it offers spectacular views. For more information, visit [highway112.org](http://highway112.org)



Pathway to the Pacific

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### OLYMPIC ADVENTURE TRAIL (OAT)

(Green trail portion)

Known as the OAT, this 25-mile unpaved trail offers a scenic option for mountain bikers, hikers, and equestrians. This "hand-built" trail was completed between 2004 and 2011 and offers a wide range of experiences through hilly, forested terrain. Beautiful vistas of the Olympic Mountains, the Strait of Juan de Fuca, and Vancouver Island can be found along the OAT (including the location locally known as the Living Room, complete with wooden "couch"). The OAT's vital statistics include 75% of its length as true single track, total ascent of 3800' and descent of 3600', between a low elevation of ~420' and a high elevation of ~1500', along with switch-backed sections in places. For more information, visit [olympicdiscoverytrail.org](http://olympicdiscoverytrail.org)

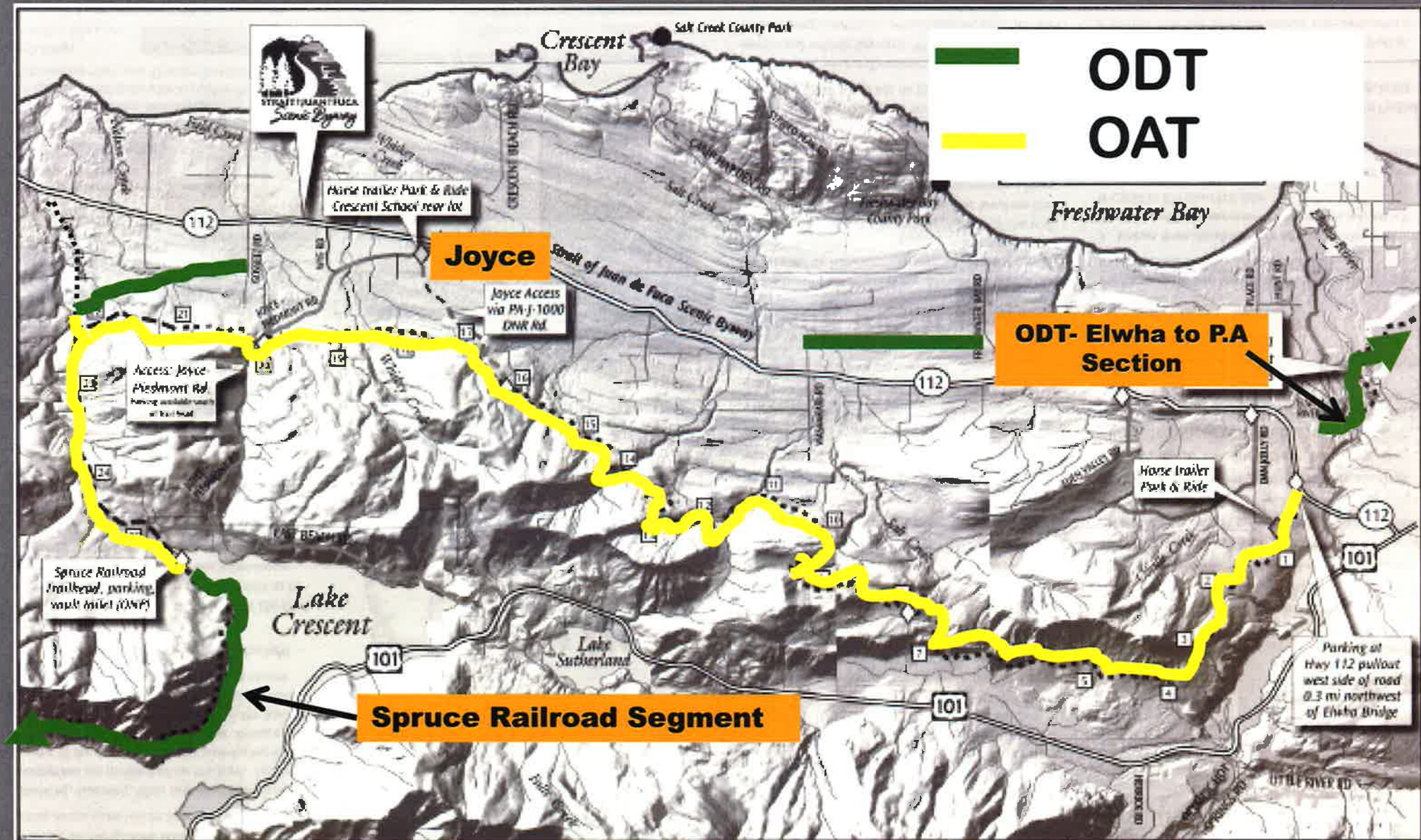


Map Source: Peninsula Trails Coalition

~ 50 to 60% of Planned, 135-mile  
Trail Route Now Completed

# Olympic Adventure Trail (OAT)

~ 25 miles to ODT-Spruce Railroad Segment



# Olympic Discovery Trail

PAVED TRAIL



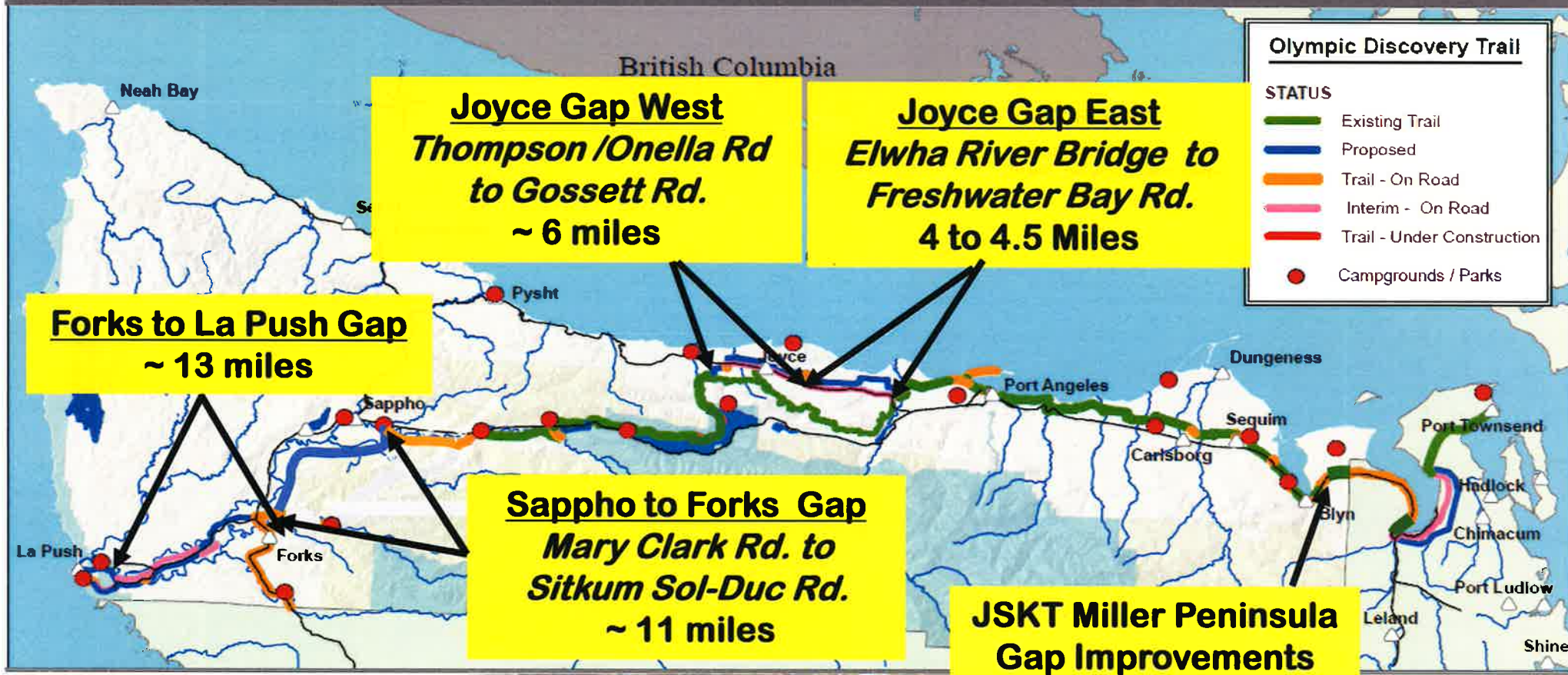
ADVENTURE TRAIL



# **ATTACHMENT 2**

# Olympic Discovery Trail

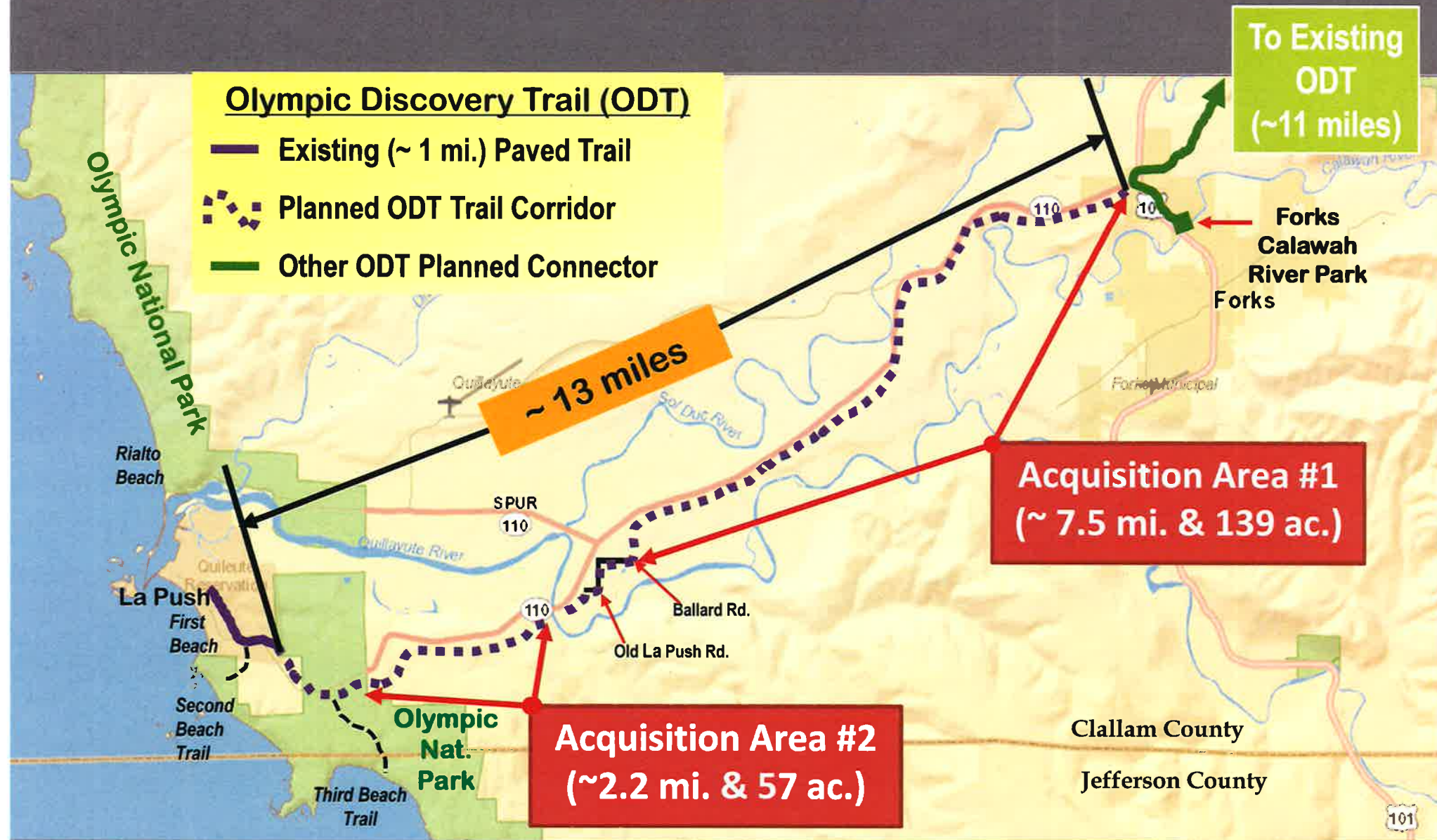
## Clallam County Major Gaps



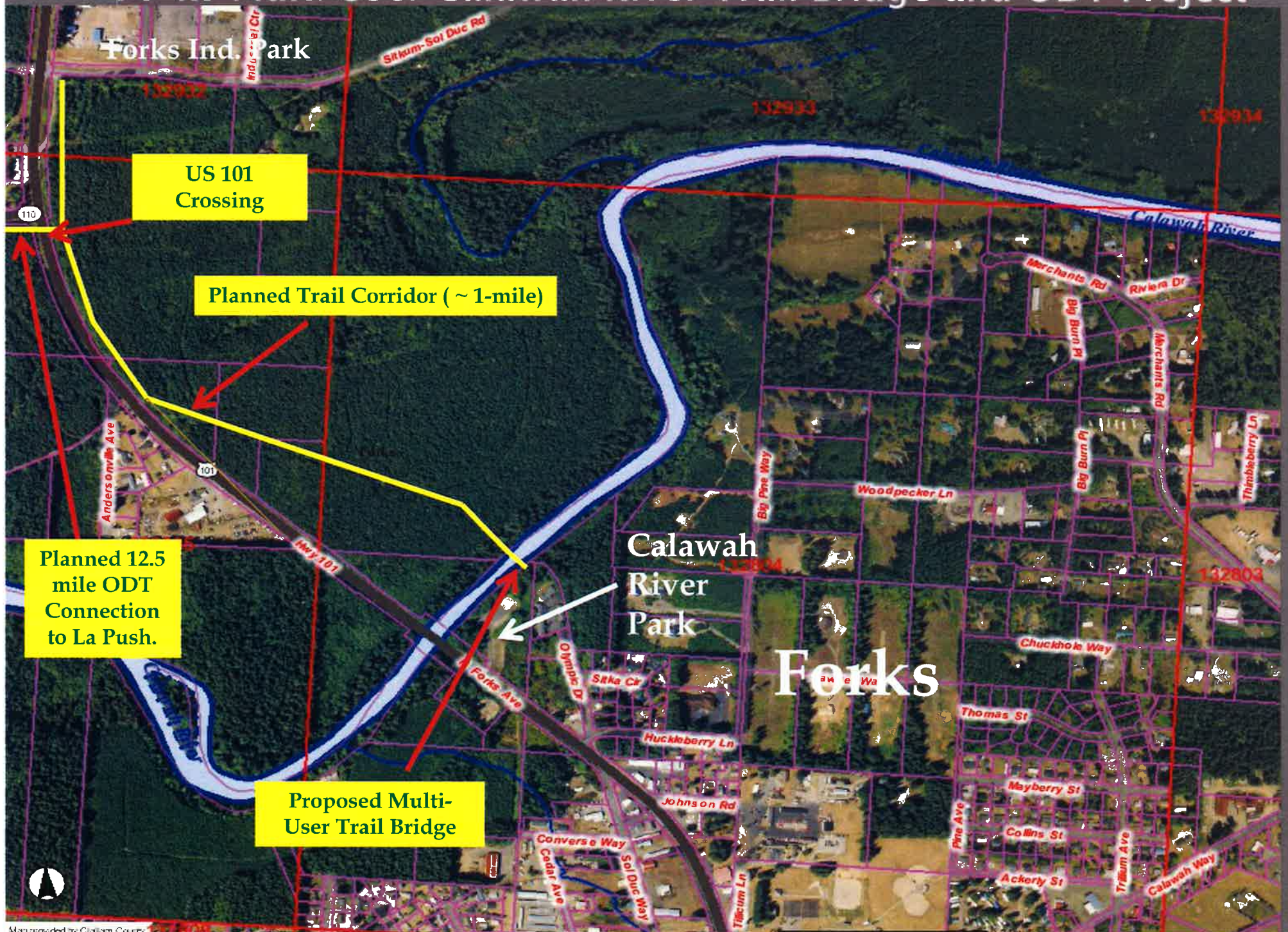
~ 50 to 60% of the  
Planned 135-mile Trail  
Route Completed



# Olympic Discovery Trail - Forks to La Push

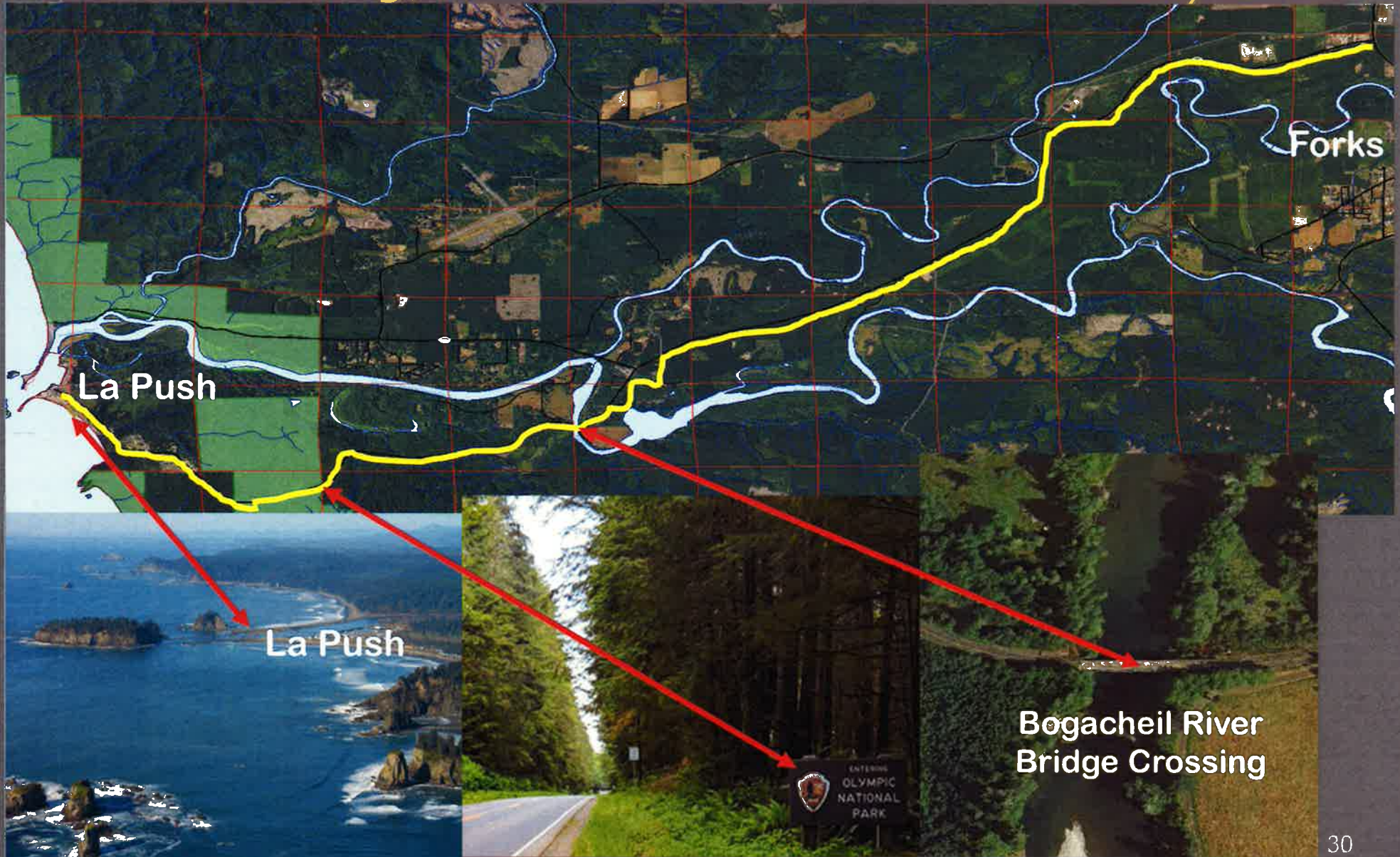


# Forks Multi-User Calawah River Trail Bridge and ODT Project



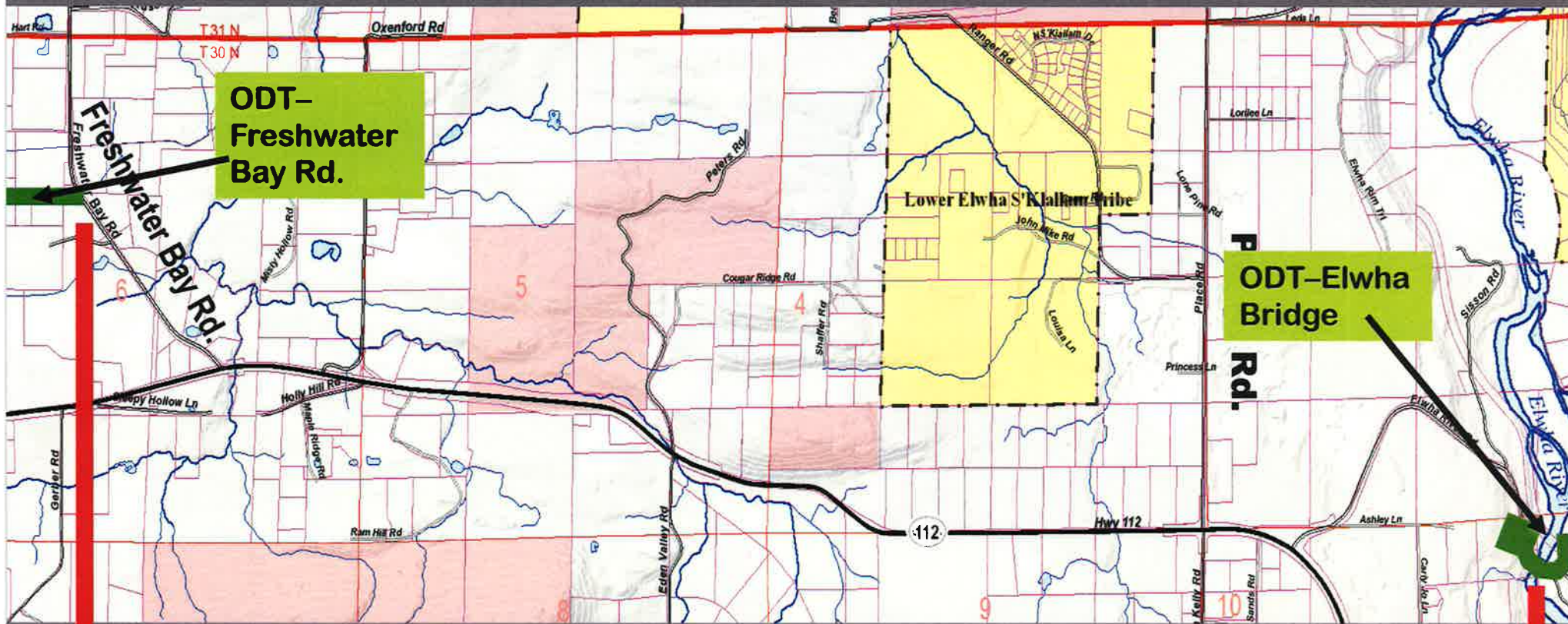
# ODT-FORKS TO LA PUSH

*Forested Landscape, Major River and National Park Crossing, and Incredible Coastal Scenery*



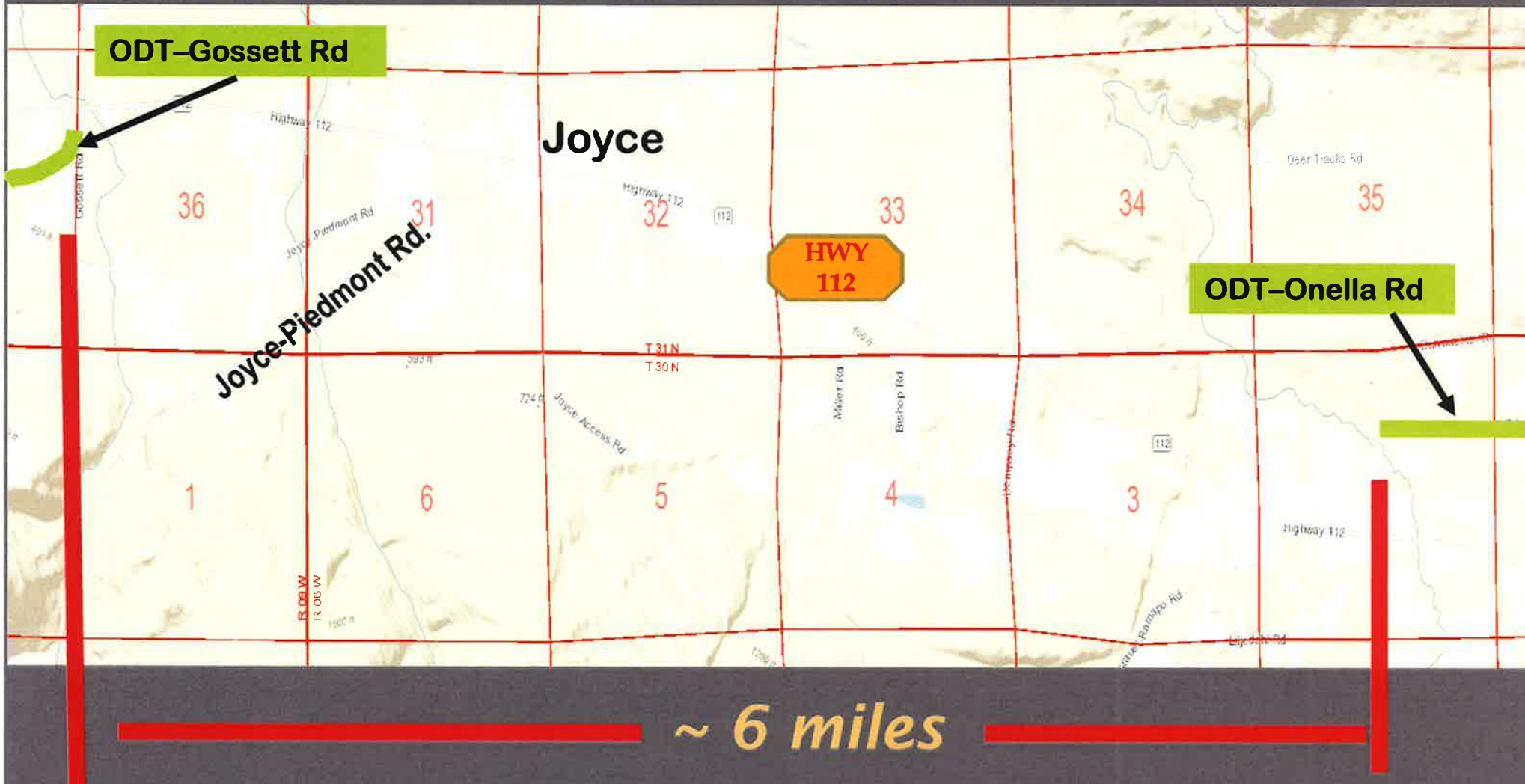
# Joyce Gap East

## Elwha River Bridge to Freshwater Bay Rd.



4 to 4.5 Miles

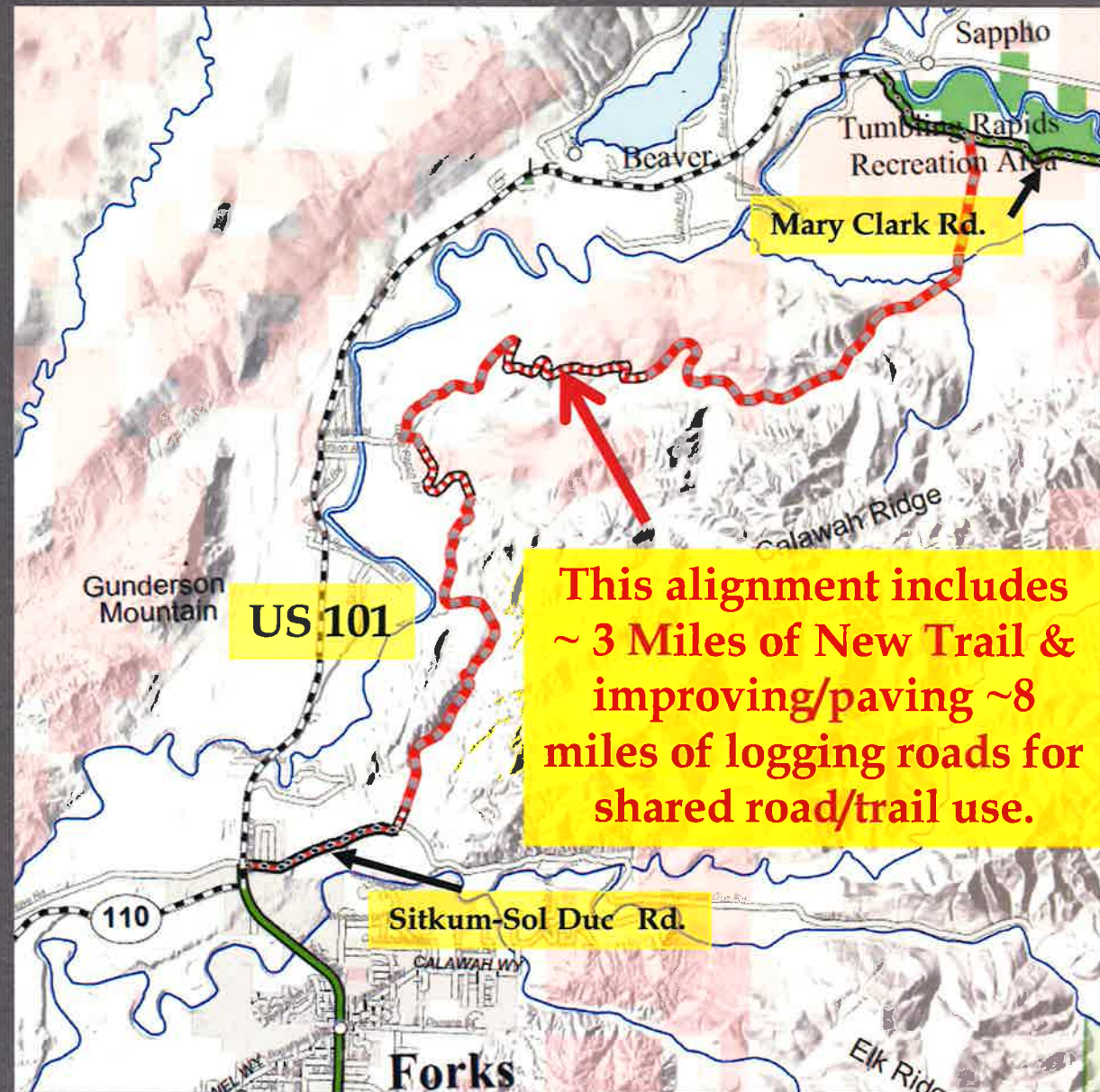
**Joyce Gap West  
Thompson/Onella to Gossett Rd.**



# ODT-Sappho to Forks Gap

## 11 to 14 Mile Gap

Between Mary Clark Rd. Near Sappho to Sitkum-Sol Duc Rd. in Forks



# **ATTACHMENT 3**

## **Clallam County Public Works/Roads Department**

### **Project Budget**

#### **2022 LTAC Funding Request**

Clallam County Public Works/Roads Department is requesting \$250,000 of lodging tax funding to support the following projects areas:

1. **Project Area #1:** Road Department trail corridor acquisition and preliminary engineering within current ODT gaps. It is anticipated that all or the majority of the Year 2022 \$250,000 Lodging Tax Funding Request would be used for the costs associated with acquiring the trail corridor and related costs (e.g., survey, closing costs, etc...) within the ODT-Forks to La Push Gap.
2. **Project Area #2:** Support Olympic Discovery Trail Maintenance and Repair Work if funding allows. It is anticipated that all or the majority of the requested \$250,000 of lodging tax funding will be spent on Project Area #1 above, which is the priority need for lodging tax funding. Any remaining funding would be applied to increase funding support of ODT-maintenance and repair work and projects.

| <b>Project</b>                                            | <b>Est. Year 2022 Cost</b> | <b>2022 Lodging Tax Request</b> | <b>Other Funding</b> | <b>Comments</b>                                                                                                                                                                                                       |
|-----------------------------------------------------------|----------------------------|---------------------------------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><i>ODT Trail Corridor Acquisition &amp; Design</i></b> | \$1,282,000                | \$250,000                       | \$1,032,000          | For the ODT-Forks to La Push Gap, the County has secured a \$905,456 state grant and a \$20,000 grant pledge from the local Peninsula Trails Coalition for trail corridor acquisition and related costs. <sup>1</sup> |
| <b><i>ODT Maintenance &amp; Repair</i></b>                | \$130,000 to \$250,000     | <i>See Comment</i>              | County Road Fund     | Anticipate lodging tax grant support in this area to be \$75,000 or less.                                                                                                                                             |

<sup>1</sup>The County has also been awarded nearly over 6 million dollars in federal funding to support future design (includes environmental review and permits) and construction of the ODT – Forks to La Push segment and another \$300,000 pledge from a local charitable trust for construction of a future multi-user trail bridge over the Calawah River from the Forks Calawah River Boat Launch. However, moving forward with section between US 101 and La Push will first require trail corridor acquisition that is the priority of the lodging tax funding request.

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Dungeness Crab and Seafood Festival**



## LODGING TAX FUNDING APPLICATION 2022

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

- I **AMOUNT of Lodging Tax Requested:** \$ 15,550
- II **Agency/Organization Name:** Dungeness Crab & Seafood Festival  
Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 x ☐ Other nonprofit corp.  
Federal Tax ID No. 82-0848608 UBI Number 604-110-043
- III **Project/Activity/Event:** Fund the purchase of professional/commercial crab cooking equipment for the Dungeness Crab & Seafood Festival and expand our capacity to handle the tremendous growth of visitors we have experienced and expect in 2022. In 2019 we served 8 tons of crab and even this year in our reduced COVID festival plan we served 5 tons and received a tremendous and positive response. We expect 2022 to be huge and are very concerned about not having the equipment to handle the crowds. There is very little, if any, equipment we can borrow or rent. The festival has purchased some equipment over the years, but now we need to finish and own a complete portable commercial kitchen. The strain of the past two years including cancelling in 2020 leaves us with no funds for equipment. New at the recent reduced CrabFest was curbside pickup which was an immediate success, and we see that expanding next year, putting even more pressure on the staff. Also, CrabFest has always lended equipment to community groups and now we will have more resources to share. Funding for our equipment will also allow us to provide food at other community events.
- IV **Representative Contact Information:**  
Name, Title Scott Nagel, Executive Director  
Phone(s) 360-808-3940  
E-Mail [Director@crabfestival.org](mailto:Director@crabfestival.org)

- V **Service Categories, check all applicable:**  
☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)  
☐ Operation of a Special Event/Festival designed to attract tourists  
☒ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

## CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.



Signature

Date: 10/29/2021

Scott Nagel

Print or Type Name

### **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

**1. How will the project/program help increase the number of people traveling to ClallamCounty for business or pleasure on a trip?**

The Crab Festival is famous for its fresh, amazingly good taste, "better than lobster" Dungeness Crab, but when we hit 8 tons in 2019 our equipment could not keep up. It takes top of the line commercial well-maintained equipment to handle the number of people who want crab. If we can keep up with minimal waiting (our goal is a constantly moving line taking no more than 20 minutes) then we will have thrilled and happy visitors who will tell their friends, bring them back, and post on social media.

**2. How will the project/program help increase paid overnight accommodations in ClallamCounty?**

Increasing the capacity to handle larger crowds efficiently will lead to more overnight visitors. We do sell out lodging on Saturday, but there is room on Friday and Sunday and for the lodging demand to fill all of Clallam County. Our new curbside crab pickup program will appeal to people in lodging, looking for their crab, but not wanting to eat in a festival situation. And especially when bad weather hits, curbside could help keep people in town despite the weather.

**3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please?**

CrabFest attracts people from all over the world and we want to increase. Having the facilities and equipment helps make we have happy visitors.

**4. How will the project/program encourage visitors to come from another country or state?** Our website and our advertising emphasize visiting the Olympic Peninsula and Olympic National Park in the gorgeous fall season and specifically come for the CrabFest weekend. We offer tourists, especially foreigners, reasons to make this a special destination.

**5. If the project/program is an event, please provide the name, date(s) and estimated attendance.**

Dungeness Crab & Seafood Festival, October 7-9, 2022. Typical attendance estimated 20,000. Estimated coronavirus attendance with restrictions this year was probably 10-12,000.

**6. 2021 Tourism Impacts**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|--------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 22,000        | NA          | Prev survey, video |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 12,000        | NA          | Prev survey, video |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 5,000         | NA          | Prev survey, video |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 2,000         | NA          | Prev survey, video |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 1800          | NA          | Prev survey, video |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 5,000         | NA          |                    |

**7. Is there a host hotel for your event? If yes, please identify.**

Red Lion Hotel Port Angeles Harbor.

**8. Describe the prior success of your event/activity/facility in attracting tourists.**

CrabFest has been one of the most successful North Olympic Peninsula events in attracting tourists from around the world.

**9. Describe your target tourist audience (location, demographics, etc.)**

Our primary target for tourists is cultural tourists -- people that are interested in the culture -- food, arts, history, Native American culture, etc. People who want to know about the community they visit. Specifically, we are looking for foodies, i.e., people who want to taste a fresh Dungeness crab from the source of the name -- the town of Dungeness. The majority of in-state visitors are from the I-5/I-405 corridor and Kitsap County.

**10. Describe how you will promote your event/activity/facility to attract tourists.**

We will utilize our full marketing budget covering print, radio, social media, posters, flyers, press releases.

**11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**

CrabFest visitor lodging encompasses all of Clallam County and even into Jefferson County, including B&B's and vacation rentals. Many of our visitors, the cultural tourists especially, will stay more than one day, to take in the festival plus all the Olympic Peninsula has to offer. We encourage this thru our travel planner and links to chambers and other tourism activities. Our website has one of the most complete travel guides in the regional festival industry. This year we started a package program with 7 Cedars Hotel and we are also going to be talking to Lake Crescent Lodge.

**12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).**

Yes. We will be applying for LTAC marketing funds from City of Port Angeles, and from OPVB. These will be typical marketing grants and not due yet.

**13. What is the overall budget for your event/activity/facility?**

\$ 429,000 What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 3.61%

**14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.**

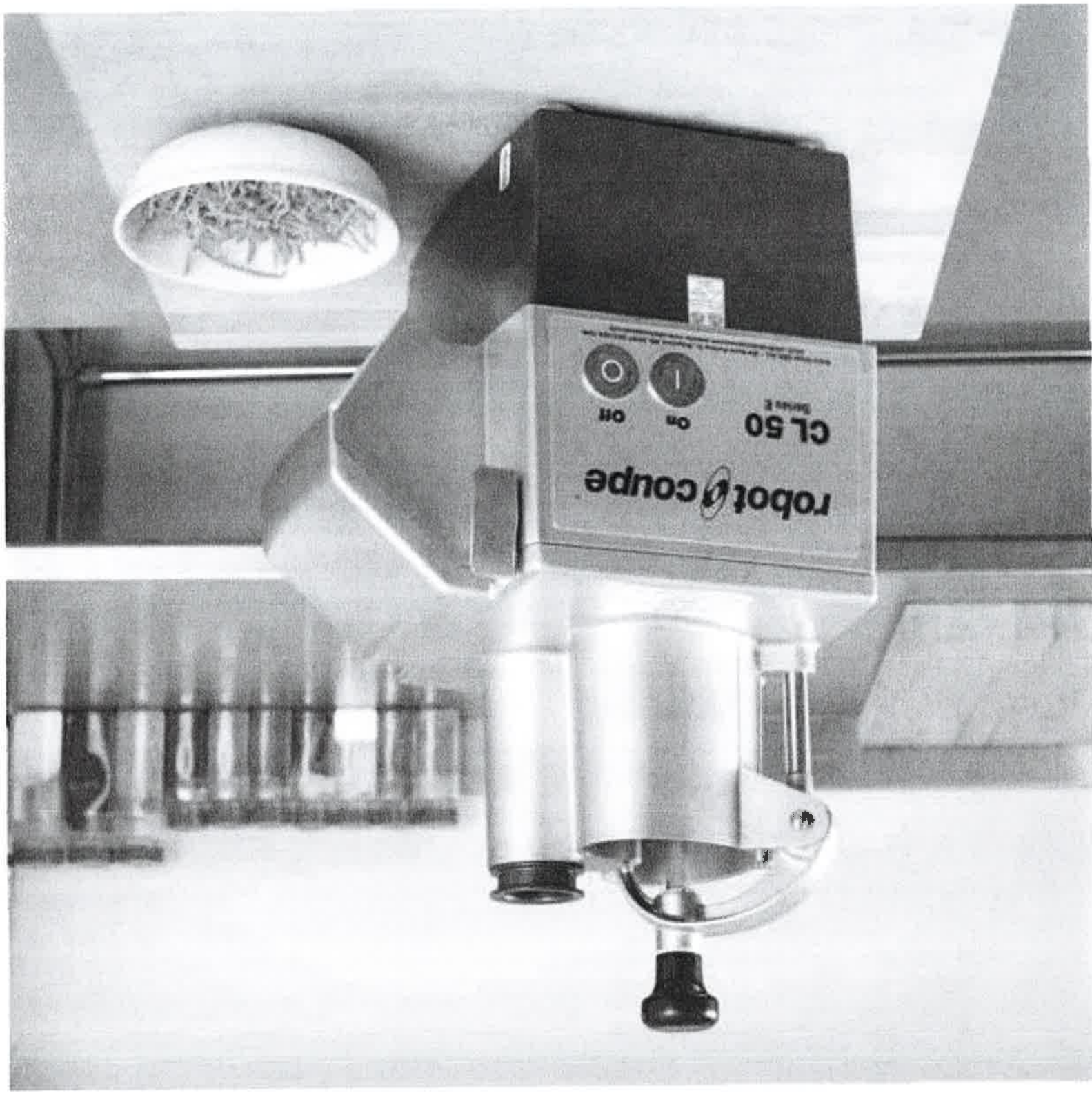
We will be looking for new sponsors who would like to be associated with the Festival and particularly the crab dinner program.

10/28/2021

Dungeness Crab Seafood Festival  
2022 Equipment Budget

| Item                       | Quan. | Price      | Extended Price     | Source               |
|----------------------------|-------|------------|--------------------|----------------------|
| Propane Steam Table        | 2     | \$2,700.00 | \$5,400.00         | Webstaurant          |
| Food Warmer/Soup           | 2     | \$185.00   | \$370.00           | Webstaurant          |
| Robo Coupe (processor)     | 2     | \$2,040.00 | \$4,080.00         | Webstaurant          |
| Clear Food Storage Tray    | 5     | \$48.00    | \$240.00           | Webstaurant          |
| 4 wheel wire shelving      | 2     | \$130.00   | \$260.00           | Costco               |
| 10x20 Commercial Tent      | 1     | \$700.00   | \$700.00           | Several Sources      |
| Double Jacket Steam Kettle | 1     | \$4,500.00 | \$4,500.00         | Crab Cooker Est-Used |
| <b>Totsal</b>              |       |            | <b>\$15,550.00</b> |                      |





| DESCRIPTION                   | 2022 Draft Budget   |
|-------------------------------|---------------------|
| <b>INCOME</b>                 |                     |
| 101 - Crab Meals              | \$222,000.00        |
| 102 - Food Vendors            | \$15,000.00         |
| 103 - Wine & Beer Sales       | \$88,000.00         |
| 105 - Crab Derby              | \$30,000.00         |
| 106 - Merchandise             | \$10,000.00         |
| 107 - Vendor Booths           | \$9,000.00          |
| 108 - Sponsorships            | \$25,000.00         |
| 109 - Grants                  | \$30,000.00         |
| <b>Total Income</b>           | <b>\$429,000.00</b> |
| <b>EXPENSES</b>               |                     |
| <b>Program Services</b>       |                     |
| 201 - Crab Feed Operations    | \$120,750.00        |
| 202 - Crab Central Operations | \$2,500.00          |
| 203 - Crab Derby              | \$26,300.00         |
| 204 - Wine Operations         | \$13,000.00         |
| 205 - Beer Operations         | \$11,000.00         |
| 206 - Music Program           | \$8,125.00          |
| 207 - Merchandise             | \$9,500.00          |
| 208 - Cooking Demo            | \$1,775.00          |
| 209 - Credit Card-Bank Fees   | \$3,000.00          |
| 210 - Education               | \$0.00              |
| 211 - 5K Fun Run              | \$0.00              |
| 212 - Crafts Program          | \$900.00            |
| <b>Marketing</b>              |                     |
| 301 - Advertising             | \$12,000.00         |
| 302 - General Marketing       | \$5,000.00          |
| 305 - Sponsors                | \$2,000.00          |
| <b>Production</b>             |                     |
| 401 - Production              | \$60,000.00         |
| 402 - Production Crew         | \$12,000.00         |
| 403 - Sanitation              | \$9,000.00          |
| 404 - Security                | \$3,000.00          |
| 405 - Signage                 | \$2,500.00          |
| 406 - Staff Support           | \$3,500.00          |
| 501 - Volunteer Services      | \$3,000.00          |
| 502 - Hospitality             | \$1,500.00          |
| <b>Operations</b>             |                     |
| 601 - Admin Operations        | \$1,200.00          |
| 601.1 - Payroll-Other Taxes   | \$6,000.00          |
| 601.2 - Computer Services     | \$2,500.00          |

**Dungeness Crab Seafood Festival  
Draft Budget 2022**

|                                |                     |
|--------------------------------|---------------------|
| 602 - Telephone                | \$4,250.00          |
| 603 - General Supply           | \$1,000.00          |
| 604 - Accounting               | \$4,000.00          |
| 605 - Postage                  | \$200.00            |
| 606 - Rent                     | \$12,000.00         |
| 607 - Insurance                | \$4,000.00          |
| 608 - Management Staff         | \$47,000.00         |
| 609 - Charitable Contributions | \$8,000.00          |
| 610 - Licenses and Permits     | \$3,500.00          |
| 611 - Capital Equipment        | \$25,000.00         |
| <b>Total Expense</b>           | <b>\$429,000.00</b> |
| <b>Net Income</b>              | <b>\$429,000.00</b> |
| <b>Balance</b>                 | <b>\$0.00</b>       |

## BUSINESS INFORMATION

---

Business Name:

**DUNGENESS CRAB & SEAFOOD FESTIVAL**

UBI Number:

**604 110 043**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**2872 DAN KELLY RD, PORT ANGELES, WA, 98363, UNITED STATES**

Principal Office Mailing Address:

Expiration Date:

**03/31/2018**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/ Registration Date:

**03/29/2017**

Period of Duration:

**Perpetual**

Inactive Date:

Nature of Business:

## REGISTERED AGENT INFORMATION

---

Registered Agent Name:

**SCOTT NAGEL**

Street Address:

**2872 DAN KELLY RD, PORT ANGELES, WA, 98363-9696, UNITED STATES**

Mailing Address:

## GOVERNORS

---

| Title    | Governors Type | Entity Name | First Name | Last Name |
|----------|----------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL     |             | KAREN      | POWELL    |
| GOVERNOR | INDIVIDUAL     |             | MICHELE    | POWELL    |
| GOVERNOR | INDIVIDUAL     |             | SCOTT      | NAGEL     |

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Port Angeles Chamber of Commerce**  
**Winter Ice Village request**



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NOV 01 2021

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## LODGING TAX FUNDING APPLICATION 2022

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested: \$ 149,589**

II **Agency/Organization Name: Port Angeles Chamber of Commerce**

Organization is ☐ Government Entity ☐ 501(c)3 ☒ **501(c)6** ☐ Other  
Federal Tax ID No. **95-0369550** UBI Number **054 005 934**

III **Project/Activity/Event: Ice Rink Equipment & Infrastructure for Winter Ice Village**

IV **Representative Contact Information:**

Name, Title Marc Abshire, Executive Director  
Mailing Address 121 E Railroad Ave, Port Angeles, WA 98362  
Phone(s) (360) 452-2364  
Email director@portangeles.org

V **Service Categories, check all applicable:**

- ☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)  
☒ Operation of a Special Event/Festival designed to attract tourists  
☒ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☒ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

 Date: OCT 31, 2021  
Signature

Marc Abshire  
Print or Type Name

# Port Angeles Winter Ice Village

121 W. Front Street



[www.WinterIceVillage.com](http://www.WinterIceVillage.com)

The Winter Ice Village is starting its 4<sup>th</sup> season this winter and continues to grow in popularity throughout Clallam County. It has also become a regional attraction, drawing families and skaters from around the state and even from Canada. The Winter Ice Village provides a key anchor attraction to the North Olympic Peninsula, supporting our objective to grow the local winter economy – inspiring people to visit and stay here for the increasing number of “winter” and holiday options being developed locally.

The operation of this tourism-related facility has been made possible by past grants from City of Port Angeles and Clallam County lodging tax funds; but, for the first time, we are attempting to produce the Winter Ice Village in this upcoming season without using any

lodging tax funds – as planned. The ice rink is now made possible because of outstanding sponsorships by local businesses and thousands of hours of volunteer staffing.

Each season, we rent the ice rink and equipment from Ice-America – an outstanding company that has been very helpful, supportive, and flexible to work with. Renting this equipment comes at a cost of about \$130,000 each season. That cost, together with other expenses, is covered primarily by ticket sales, but also by sponsorships and past LTAX grants. In order to make this popular seasonal ice rink more sustainable in the future, we are considering purchase of some of the equipment and infrastructure, decreasing the amount we need to rent each year. By doing so, we can eliminate the need for further LTAX support, take the pressure off of the need for sponsorships, and ultimately lower the price for skating – making the activity even more accessible to all.

For this initial purchase consideration, our focus is on the parts that are relatively “static” and require less off-season maintenance and storage, rather than purchase the entire ice rink and all of its parts. Some equipment, like the chiller, pump, liner, and glycol, are best rented or purchased each season, either because they would be far too expensive to purchase or they are expendable and good for only one season anyway. Other parts we don’t recommend purchasing at this point include the ice floor elements, which require relatively technical maintenance after each use – a skill that we don’t currently have on hand. So we have created a purchase budget that is actually less than half of the cost of purchasing the entire rink and equipment, but will save a great deal of funds in future years. The Ice Rink Equipment & Parts Purchase Budget is attached.

We are asking for this one last time and final LTAX funding to enable a sustainable future for the Winter Ice Village.

**LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**  
*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

**Ice skating is growing in popularity around the country, according to Ice-America, which has its entire inventory already committed for this upcoming season – a first for them. It is also growing in popularity in our region, driven largely (we think) by the first season of the Seattle Kraken. Being able to skate outdoors, under cover, is a unique experience in the Pacific Northwest, and our marketing efforts should help compel even more people to travel to Clallam County for ice skating over the holidays.**

2. How will the project/program help increase paid overnight accommodations in Clallam County?

**Increasing the number of people who drive here to participate in our holiday activities will undoubtedly increase the number of them who decide to spend one or more nights in our local lodging establishments.**

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

**New this year is our marketing campaign to reach more people in the I-5 corridor. We already know we can attract them because we already do. Because we require waivers for all participants, no exceptions, we can and do collect the zip codes from each participant. An analysis of the 2019-20 holiday season showed that, of the roughly 13,500 waivers signed, nearly 3,000 of them were from people who live outside of Clallam County. Our goal is to increase that number.**

4. How will the project/program encourage visitors to come from another country or state?

**We are hoping to attract skaters from Victoria this season, and plan to advertise there as well.**

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

**As a “special event,” not just one weekend, the Winter Ice Village operates from the Friday before Thanksgiving through the school winter**

**break into the first week of January – attracting about 20,000 skate sessions.**

**6. 2022 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | <b>20,000</b> |             | <b>Estimated</b> |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | <b>5000</b>   |             | <b>Estimated</b> |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | <b>500</b>    |             | <b>Estimated</b> |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | <b>200</b>    |             | <b>Estimated</b> |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | <b>180</b>    |             | <b>Estimated</b> |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | <b>300</b>    |             | <b>Estimated</b> |

7. Is there a host hotel for your event? If yes, please identify.

**No host hotel – though we get great in-kind sponsorship from Red Lion Hotel Port Angeles.**

8. Describe the prior success of your event/activity/facility in attracting tourists.

**An analysis of the 2019-20 holiday season showed that, of the roughly 13,500 waivers signed, nearly 3,000 of them were from people who live outside of Clallam County. Our goal is to increase that number.**

9. Describe your target tourist audience (location, demographics, etc.)

**Our target audience outdoor recreation and skating enthusiasts in the Pacific Northwest region.**

10. Describe how you will promote your event/activity/facility to attract tourists.

**We are purchasing ads with Sound Publishing, which has outlets throughout the Puget Sound Region, and with a popular radio station in Victoria (TBD), as well as using social media platforms. We also plan to partner with Black Ball Ferry for “sail, stay, and skate” packages.**

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

**We specifically don't provide food-to-order at the Winter Ice Village so participants will be more inclined to go to restaurants and other businesses in the area.**

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

**We haven't applied to any other jurisdictions for LTAX funding for this event, though we may consider that an option.**

13. What is the overall budget for your event/activity/facility? **\$ 341,129 – full purchase price (operating the Winter Ice Village each season costs about \$250,000)**

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **44%**

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

**Most of the expenses to produce this event are funded through ticket sales and sponsorships.**

**Winter Ice Village**  
**Ice Rink Equipment & Parts Purchase Budget**

**Purchase List**

|                       |          |                  |
|-----------------------|----------|------------------|
| Dasher Boards         | \$36,120 |                  |
| Skates                | \$18,750 |                  |
| Skate Racks           | \$7,770  |                  |
| Skate Rack Shelves    | \$629    |                  |
| Skate Sharpener       | \$2,945  |                  |
| Skate Aids            | \$7,500  |                  |
| Electric Resurfacer   | \$46,375 |                  |
| Foam Board Insulation | \$4,500  |                  |
| Import Fee            | \$10,000 |                  |
| Shipping              | \$15,000 |                  |
| <b>Total</b>          |          | <b>\$149,589</b> |

**Not Purchasing**

|                    |           |                  |
|--------------------|-----------|------------------|
| Ice Floor Elements | \$111,563 |                  |
| Glycol             | \$21,945  |                  |
| Liner              | \$1,755   |                  |
| Header Covers      | \$1,950   |                  |
| Draining Pump      | \$9,725   |                  |
| Import Fee         | \$10,000  |                  |
| Shipping           | \$15,000  |                  |
| <b>Total</b>       |           | <b>\$171,938</b> |

807 Sprucelake Drive  
Harbor City, CA 90710  
323-776-9423

# ICE-AMERICA

portable ice rinks

Price List  
Holiday Rink Purchase 2.1

## PRICE LIST / PRODUCTION BUDGET

Project No: Seasonal Ice Rink Purchase Price List 2.1  
Title: Port Angeles Seasonal Ice Rink  
Production Dates: TBD 2022  
Location: Port Angeles, WA  
Open Dates: TBD

Prepared By: SWW  
Date: 10/22  
Revised:  
Actual:

### CATEGORY SUMMARY

Product: Ice Rink Purchase  
Purpose: recreational ice rink installation

**PRODUCTION DESCRIPTION:** Purchase of 18 x 30meter (approx 98' x 59') portable ice rink, & ancillary equipment  
Installation, training, estimated delivery/shipping  
Optional Production elements: Ice Resurfacer, Chiller purchase  
Rental Skates, Rolling Racks, Bobbies, Tricycles & Base for ice rink  
Also available: operations, maintenance

### NOTES:

**ASSUMPTIONS:** Budget is based on approximately 98' x 40' ice rink surface  
Not included in this budget:  
tax, permits, electricity, water, level surface, resurfacer ramp, labor, forklift, crane (if req), supervisor hotel

### EXPENSES:

|             |                                                 | Unit Price | No.  | Total Price       |                                                                            |
|-------------|-------------------------------------------------|------------|------|-------------------|----------------------------------------------------------------------------|
| <b>1</b>    | <b>Portable Ice Rink</b>                        |            |      | <b>\$ 160,251</b> |                                                                            |
|             | Portable Ice Floor Purchase                     | \$ 28.46   | 3920 | 1 \$ 111,563.20   | approx 98' x 40' = 3920 sq.ft (13 x 30m elements)                          |
|             | Glycol                                          | \$ 19.95   | 1100 | 1 \$ 21,945.00    | propylene glycol mix for system including anti corrosives                  |
|             | Insulation 1"                                   | \$ 88.75   | 150  | 1 \$ 13,312.50    | 4'x8' standard 25 psi foam board insulation                                |
|             | Buffer Tank                                     | \$ 3,250   |      | \$ -              | 250+ gal buffer tank with 4" fittings                                      |
|             | Hose Transmission Package                       | \$ 100     | 50   | \$ -              | refrigeration 4" hose/fittings 50' package for the chiller to rink floor   |
|             | Liner                                           | \$ 0.39    | 4500 | 1 \$ 1,755.00     | included ice rink floor liner @ 6mm                                        |
|             | Header Covers                                   | \$ 150     | 13   | 1 \$ 1,950.00     | header covers - plastic molded                                             |
|             | Draining pump                                   | \$ 9,725   | 1    | 1 \$ 9,725.00     | specialized pump to fill & drain system, glycol and ice area               |
| <b>2</b>    | <b>Dasher Boards</b>                            |            |      | <b>\$ -</b>       |                                                                            |
|             | PE Transparent                                  | \$ 129     | 280  | 1 \$ 36,120       | recreational clear skating boards                                          |
|             | Hockey Dasher Boards                            | \$ 239     | 280  | \$ -              | optional hockey style boarding with plexiglas and freeze in plates         |
| <b>3</b>    | <b>Other Ice Rink Equipment</b>                 |            |      | <b>\$ 37,594</b>  |                                                                            |
|             | Roxa Skates                                     | \$ 75      | 250  | 1 \$ 18,750       | Roxa skates w/buckles - pricing to be confirmed                            |
|             | Skate Rack                                      | \$ 1,295   | 6    | 1 \$ 7,770        | optional portable skate racks - collapsing with wheels                     |
|             | Skate Rack Shelves                              | \$ 629     | 1    | 1 \$ 629          | optional extension shelves for in between portable racks                   |
|             | Skate Sharpener                                 | \$ 2,945   | 1    | 1 \$ 2,945        | Wissota portable machine w/starter package                                 |
|             | Icebyk Drift Trike                              | \$ 1,085   |      | \$ -              | custom ice tricycles                                                       |
|             | Ice Base                                        | \$ 475     |      | \$ -              | on-ice base for barriers, seating, decorations, trees (priced separately)  |
|             | Skate aids 'Bobby & Tommy'                      | \$ 375     | 20   | 1 \$ 7,500        | optional exclusive patented skating aid "seal" & "reindeer"                |
| <b>4</b>    | <b>Installation, Training, Transportation</b>   |            |      | <b>\$ 66,971</b>  |                                                                            |
|             | Rink installation & removal                     | \$ 17,071  | 1    | 1 \$ 17,071       | Rink installation supervisors (2-in/2-out)                                 |
|             | Production & Import fee                         | \$ 19,900  | 1    | 1 \$ 19,900       | travel, legal & admin, import fees, prod coord for install/removal/mntnc   |
|             | Hotel for installation                          |            | 2    | 15 \$ -           | provided by host (approx. 30-42 room nights total)                         |
|             | Shipping & Trucking                             | \$ 10,000  | 3    | 1 \$ 30,000       | Estimated 3ct trucking/shipping ice rink equipment delivery                |
| <b>5</b>    | <b>Other Options</b>                            |            |      | <b>\$ 50,875</b>  |                                                                            |
|             | Setup & Training Fee                            | \$ 4,500   | 1    | 1 \$ 4,500        | extended training & seasonal consulting support                            |
|             | Maintenance consulting                          |            |      | \$ -              | included with package                                                      |
| recommended | Electric Resurfacer                             | \$ 46,375  | 1    | 1 \$ 46,375       | small electric resurfacer Ice-America                                      |
|             | Purchase - Ice Edger                            | \$ 5,900   |      | \$ -              | ice edger                                                                  |
|             | Ice Paint                                       | \$ 2,950   |      | \$ -              | ice painting & lines                                                       |
|             | Skate lace area mats                            | \$ 82.77   |      | \$ -              | interlocking 3/4" x 3'x4' Black Rubber interlocking center tiles           |
| <b>6</b>    | <b>Taxes</b>                                    |            |      | <b>TBD</b>        | local sales tax rates to be determined                                     |
| <b>A</b>    | <b>TOTAL PORTABLE ICE RINK PURCHASE PACKAGE</b> |            |      | <b>\$ 341,129</b> | includes items listed in totals above only (not items highlighted in blue) |
| <b>7</b>    | <b>Chiller Rental</b>                           |            |      | <b>\$ 25,438</b>  |                                                                            |
|             | Chiller rental package                          | \$ 97.50   | 100  | 2.25 \$ 21,938    | Trane RTAC-200 Air Cooled Chiller (not including trailer or mounting)      |
|             | Chiller delivery & install                      | \$ 1,750   | 1    | 2 \$ 3,500        | estimate for chiller delivery & installation                               |
| <b>B</b>    | <b>TOTAL RENTAL PACKAGE</b>                     |            |      | <b>\$ 25,438</b>  |                                                                            |

### TERMS:

Please check all requested services and include signature below. Prices valid for 30 days only.  
50% deposit due to reserve. 50% due upon delivery.

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**DIRECT ALL INQUIRIES TO:**

**MAKE ALL CHECKS PAYABLE TO:**



STATE OF  
WASHINGTON

**MASTER LICENSE SERVICE**  
PO Box 9034 • Olympia, WA 98507-9034 • (360) 864-1400  
**REGISTRATIONS AND LICENSES**

**Domestic Nonprofit Corporation**

**Unified Business ID #: 054 005 934**  
**Business ID #: 1**  
**Location: 1**

**THE CHAMBER OF COMMERCE OF PORT ANGELES, WASHINGTON**  
**PORT ANGELES CHAMBER OF COMMERCE**  
**121 E RAILROAD AVE**  
**PORT ANGELES WA 98362 2912**

**TAX REGISTRATION**  
**INDUSTRIAL INSURANCE**

**UNEMPLOYMENT INSURANCE**

**REGISTERED TRADE NAMES:**  
**PORT ANGELES REGIONAL CHAMBER OF COMMERCE**

The licensee named above has been issued the business registrations or licenses listed. By accepting this document the licensee certifies the information provided on the application for these licenses was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

*Elizabeth A. Luce*

Director, Department of Licensing

# Port Angeles your *Winter* destination



## Winter Ice Village • Ice Rink

Downtown Port Angeles  
Nov. 19 - Jan 3  
9am - 9pm daily  
Fun for everyone!  
[wintericevillage.org](http://wintericevillage.org)

## Wintertide Festival of Lights

Dec 10-11

Plus, a month of holiday festivities:

- Light Art Experience

Nov. 26 - Jan 9

outdoor exhibitions will light the paths in

Webster's Woods

- Makers Market

Nov. 26 - Dec 19

Shop for locally-made artisan gifts

Port Angeles Fine Arts Center

[pafac.org/wintertidefestival.html](http://pafac.org/wintertidefestival.html)



## Holiday Live Production

Miss Bennet - Christmas at Pemberley

brought to you by

Port Angeles Community Players

Dec. 3 - 19

[pacommunityplayers.org](http://pacommunityplayers.org)

## Hurricane Ridge

Come play in the snow

[hurricaneridge.com](http://hurricaneridge.com)



**PORT ANGELES**  
CHAMBER OF COMMERCE

**[portangeles.org](http://portangeles.org)**

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Port Angeles Chamber of Commerce**  
**Jazz in the Olympics request**



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CLALLAM CO. COMMISSIONERS

NOV 01 2021

**LODGING TAX FUNDING APPLICATION  
2022**

1...2...3...A...

**GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested: \$ 25,000**

II **Agency/Organization Name: Port Angeles Chamber of Commerce**

Organization is ☐ Government Entity ☐ 501(c)3 ☒ **501(c)6** ☐ Other  
Federal Tax ID No. **95-0369550** UBI Number **054 005 934**

III **Project/Activity/Event: JAZZ in the OLYMPICS**

IV **Representative Contact Information:**

Name, Title **Marc Abshire, Executive Director**  
Mailing Address **121 E Railroad Ave, Port Angeles, WA 98362**  
Phone(s) **(360) 452-2364**  
Email **director@portangeles.org**

V **Service Categories, check all applicable:**

- ☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)  
☒ Operation of a Special Event/Festival designed to attract tourists  
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

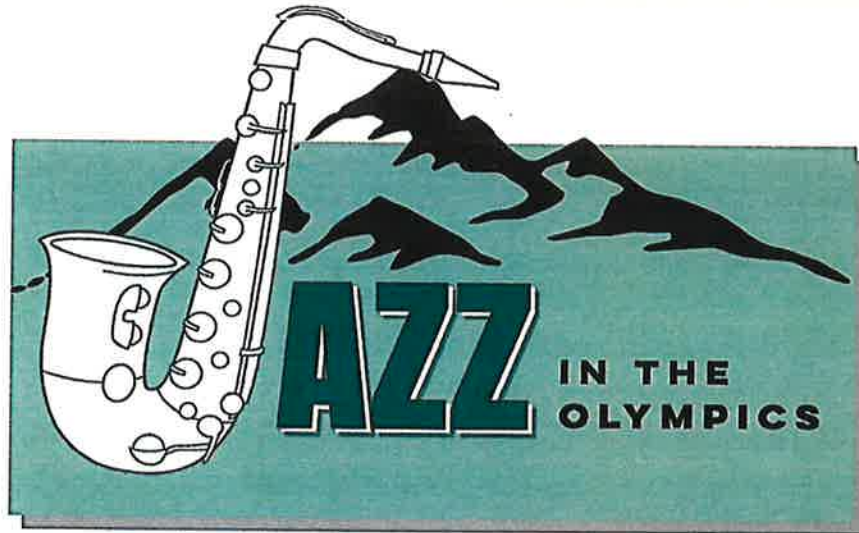
**CERTIFICATION**

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: Oct 31, 2021

Marc Abshire  
Print or Type Name



Over the past 3 years, the Port Angeles Chamber of Commerce has been working with local jazz enthusiasts, the Director of Athletic Bands at the University of Washington, local venues, and former organizers of Jazz in the Olympics to bring back what once was a popular musical festival on the North Olympic Peninsula. Our efforts have been delayed by the COVID-19 pandemic, but we are enthusiastic about our plans to finally get this festival restarted in 2022.

With the help of LTAX funding, Jazz in the Olympics will be held April 15-16, 2022, at two main event venues – 7 Cedars Resort and Peninsula College – as well as at several restaurant & bar locations in the Sequim and Port Angeles areas. The inaugural return of this festival will feature a nationally popular headline act, as well as several regionally renowned jazz musicians, with the intent of putting this event “back on the map” for jazz enthusiasts everywhere, and bring them to the North Olympic Peninsula each year for overnight stays in the month of April.

Unlike the previous version of Jazz in the Olympics, which focused on the “Dixieland” style of jazz, this new version will encompass many of the different jazz forms. We have already secured the headline act and all but one of the slate of musicians for 2022, which we will decide upon and secure after the first of the year.

Our main target audience will be jazz enthusiasts in the Seattle/Victoria/Portland area, and tickets will be sold for the entire weekend, encouraging participants to stay for at least one, if not two overnights. We plan to partner with KNKX Radio, our area’s “connection to jazz, blues, and NPR news” to help promote and market the return of Jazz in the Olympics and reach the market that addresses our target audience.

We are asking for LTAX support in order to bring in the level of acts that will actually get the attention of the jazz community, and our plan is to gradually reduce our need for funding support from LTAX to zero over the next three years.

**LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**  
*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

**We are specifically targeting jazz enthusiasts in the I-5 corridor to come to Clallam County in April of each year for this music festival. Many of these people will either never have been here before, or not likely to have planned to come here otherwise in April.**

2. How will the project/program help increase paid overnight accommodations in Clallam County?

**Because this is a two-day festival, likely to grow to three days in the coming years, participants will be encouraged to stay overnight for the entire weekend. We will also offer discounted tickets for those attending both days, which will further encourage them to spend at least one, if not two nights, here locally.**

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

**Our target audience is mostly jazz enthusiasts in the Pacific Northwest – the I-5 corridor – more than local residents. We expect at least 80% of the attendees to come from more than 50 miles away.**

4. How will the project/program encourage visitors to come from another country or state?

**We will promote Jazz in the Olympics in the Victoria market, and potentially partner with Black Ball Ferry for sail-hotel-event packages. Other than “local” Canadians, we don’t expect many participants from other countries. Because we will feature a national known and popular headline act, we may see participants from other states as well, but we fully expect most of the participants will come from the Everett-Seattle-Tacoma area.**

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

**Jazz in the Olympics will be held April 15-16, 2022, and we expect to sell over 1,000 seats – a number that should grow over the next few years.**

#### 6. 2022 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual | Methodology |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|-------------|-------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 750           |             | Estimated   |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 600           |             | Estimated   |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 50            |             | Estimated   |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 500           |             | Estimated   |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 480           |             | Estimated   |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 600           |             | Estimated   |

7. Is there a host hotel for your event? If yes, please identify.

**We haven't fully secured a host hotel, but we are in discussion with 7 Cedars Resort, and expect Red Lion Hotel Port Angeles to be a co-host hotel.**

8. Describe the prior success of your event/activity/facility in attracting tourists.

**Jazz in the Olympics was once very popular and brought many people to the area. But the format was limited to primarily Dixieland jazz, which began to fade in popularity. We think that by expanding the music festival to include all forms of jazz, we will be able to regain and exceed its former popularity, and inspire many in the region and beyond to come to the North Olympic Peninsula each spring to enjoy the artists we will offer.**

9. Describe your target tourist audience (location, demographics, etc.)

**Our target audience is very specific: jazz enthusiasts in the Pacific Northwest who are middle-class or above, well-educated, listen to NPR, and either enjoy many different forms of jazz or play jazz music themselves.**

10. Describe how you will promote your event/activity/facility to attract tourists.

**We plan to partner with KNKX radio to promote this event – likely one of the first jazz festivals in the area that will be offered as COVID restrictions begin to relax. We will also partner with Sound Publishing, which has outlets throughout the Puget Sound Region, and we'll make great use of Facebook and other social media platforms. In addition, we will capitalize as much as possible in OPTC's co-op marketing programs, and make use of promotional websites, such as VisitPortAngeles.com.**

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

**Some of the performances will actually be in local bars and restaurants. Since this is a two-day event, we expect it will naturally increase local overnight stays in lodging establishments.**

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

**We haven't applied to any other jurisdictions for LTAX funding for this event, though we may consider that an option.**

13. What is the overall budget for your event/activity/facility? **\$ 72,000**

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **35%**

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

**Most of the expenses to produce this event will be funded through ticket sales.**

**Port Angeles Chamber of Commerce  
Jazz in the Olympics Budget**

**2022**

**Income**

---

|                           |                    |
|---------------------------|--------------------|
| <b>Ticket Sales Total</b> | <b>\$32,000.00</b> |
| <b>Grants</b>             | <b>\$25,000.00</b> |
| <b>Sponsorships</b>       | <b>\$15,000.00</b> |
| <b>Comp Sponsors</b>      | <b>\$0.00</b>      |
| <hr/>                     |                    |
| <b>Total Income</b>       | <b>\$72,000.00</b> |

**Expenses**

|                                         |                    |
|-----------------------------------------|--------------------|
| <b>Main Acts</b>                        | <b>\$39,000.00</b> |
| <b>Backline</b>                         | <b>\$7,000.00</b>  |
| <b>Venue Rental</b>                     | <b>\$3,500.00</b>  |
| <b>Friday Late Night Acts - 10:15pm</b> | <b>\$2,600.00</b>  |
| <b>Spoken Word Programs (TBD)</b>       | <b>\$3,000.00</b>  |
| <b>Hotel Comp Nights for Musicians</b>  | <b>\$2,000.00</b>  |
| <b>Transportation</b>                   | <b>\$3,000.00</b>  |
| <b>Marketing</b>                        | <b>\$9,800.00</b>  |
| <b>Refreshments/Food</b>                | <b>\$1,500.00</b>  |
| <hr/>                                   |                    |
| <b>Total Expenses</b>                   | <b>\$71,400.00</b> |



STATE OF  
WASHINGTON

**MASTER LICENSE SERVICE**  
PO Box 9034 • Olympia, WA 98507-9034 • (360) 664-1400  
**REGISTRATIONS AND LICENSES**

**Domestic Nonprofit Corporation**

**Unified Business ID #: 054 005 934**  
**Business ID #: 1**  
**Location: 1**

**THE CHAMBER OF COMMERCE OF PORT ANGELES, WASHINGTON**  
**PORT ANGELES CHAMBER OF COMMERCE**  
**121 E RAILROAD AVE**  
**PORT ANGELES WA 98362 2912**

**TAX REGISTRATION**  
**INDUSTRIAL INSURANCE**

**UNEMPLOYMENT INSURANCE**

**REGISTERED TRADE NAMES:**  
**PORT ANGELES REGIONAL CHAMBER OF COMMERCE**

The licensee named above has been issued the business registrations or licenses listed. By accepting this document the licensee certifies the information provided on the application for these licenses was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

*Elizabeth A. Luce*  
\_\_\_\_\_  
Director, Department of Licensing

**Lodging Tax Advisory Committee**  
**2022 LTAC Funding Requests**  
**Olympic Peninsula Visitor Bureau**  
**2022 TREAD App Project**



RECEIVED  
CLALLAM CO. COMMISSIONER'S

## LODGING TAX FUNDING APPLICATION 2022

NOV 01 2021

1...2...3...A...

HSB  
W

### GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

- I **AMOUNT of Lodging Tax Requested:** \$ 30,000
- II **Agency/Organization Name:** Olympic Peninsula Visitor Bureau (OPVB) for Olympic Peninsula Tourism Commission
- Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other  
Federal Tax ID No. 601007747 UBI Number 601007747
- III **Project/Activity/Event:** 2022 TREAD App Project
- IV **Representative Contact Information:**  
Name, Title Marsha Massey, Executive Director  
Mailing Address PO Box 670 Port Angeles, WA 98362  
Phone(s) 360.452.8552  
Email director@olympicpeninsula.org

- V **Service Categories, check all applicable:**
- ☒ Tourism Promotion/Marketing (individual marketing request, contact OPVB)  
☐ Operation of a Special Event/Festival designed to attract tourists  
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization  
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

### CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County, and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Marsha Massey / ac  
Signature

Date: 11/1/21

Marsha Massey, Executive Director  
Print or Type Name

## **LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS**

*(You may use this Supplemental Questions form or type the questions and answers on separate sheets)*

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

TREAD is an outdoor recreation app with real time trail data that will provide for improved use of public lands. This is a program spearheaded by WA Tourism Alliance working with TREAD and Dharma Maps. Program was piloted in 2021 in the Wenatchee / Chelan area. Over 4000 people registered. Statewide, it will be rolled out region by region. Next is the Bellingham / Whatcom Co area. Olympic Peninsula would like to apply to be next.

We are still awaiting information regarding the application process, but want to be prepared when it is available. This project would be handled through Olympic Peninsula Tourism Commission, and would need to involve other municipalities and funding partners in order to make this work region-wide. We would anticipate public and private funding.

Benefit would be to help disperse outdoor recreation enthusiasts and to provide real-time updates to trails and public lands, thus improving the visitor's experience as well as working toward more sustainable travel to the OP.

2. How will the project/program help increase paid overnight accommodations in Clallam County?

It would help provide an improved outdoor recreation experience for OP visitors and allow for cross-marketing to frequent users. Anticipate benefit to all lodging levels, including camping and RV sites.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

This comprehensive trail mapping app allows locals and visitors to plan the next outing, share experiences and conditions out on the trails or water, create connections with other trail enthusiasts and provide all the various land managers with a portal to create two-way communication with user groups and individuals.

All marketing initiatives are targeted to audiences off the Olympic Peninsula (non-locals) and are designed to bring visitors to the Olympic Peninsula. Key target markets in the region include the greater Puget Sound area (I-5 corridor) from Bellingham to Portland, with an emphasis in Metro Seattle and South Puget Sound, and Metro Portland and (in a normal year) Vancouver Island.

Our research and our visitor inquiries tell us that top inbound markets outside of Washington State include Oregon, California, Texas, Florida, New York, and Arizona. Our digital marketing, social media and electronic communications all include audiences that are both regional and national (even international), and some digital campaigns can be geo-targeted.

4. How will the project/program encourage visitors to come from another country or state?

Over time, we would be able to cross-market to frequent users, already familiar with using the app in the Wenatchee / Chelan area and the Bellingham / Whatcom Co area. Program will have marketing support from WA Tourism Alliance from a state-wide level, and through their promotions to national and even international audiences.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

N/A

6. **2022 Tourism-Impact Estimate**

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

**\*\* 2021 Actuals estimated to year-end, based on data through Sept 2021\*\***

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

| As a direct result of your proposed tourism-related service, please provide:                                                                                                   | 2022 Estimate | 2021 Actual ** | Methodology         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|----------------|---------------------|
| a. Overall attendance at your event/activity/facility                                                                                                                          | 2,200,000     | 1,900,000      | Structured estimate |
| b. Number of people who travel more than 50 miles for your event/activity/facility                                                                                             | 390,000       | 375,000        | Structured estimate |
| c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.                                                                 | 78,000        | 60,000         | Structured estimate |
| d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.                                             | 195,000       | 168,750        | Structured estimate |
| e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area. | 135,000       | 120,000        | Structured estimate |
| f. Number of paid lodging room nights resulting from your event/activity/facility.                                                                                             | 54,000        | 48,000         | Structured estimate |

7. Is there a host hotel for your event? If yes, please identify.

N/A

8. Describe the prior success of your event/activity/facility in attracting tourists.

This is a new project for the OP. The initial roll out of the pilot program in Wenatchee / Chelan area resulted in over 4000 users registered. WA Tourism Alliance is taking the lead on this project and has strong support from WA's public lands groups including State Parks, Fish and Wildlife, for the National Parks and National Forests. They are working on corporate sponsors such as REI.  
<https://www.tread-cw.com/outdoor-resources>

9. Describe your target tourist audience (location, demographics, etc.)

Outdoor recreation enthusiasts: in-state, regional, national and international.

10. Describe how you will promote your event/activity/facility to attract tourists.

Website, social media, public relations.

OlympicPeninsula.org

ExperienceWa.com

<https://www.tread-cw.com/>

11. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

Ultimately, OPTC will coordinate funding from other participating jurisdictions as well, most of which funds would be LTAC funds. Anticipated partners include: Jefferson Co, Grays Harbor Co, Mason Co, potentially Port Angeles, Sequim, Forks, etc. Tribal funding a possibility

12. What is the overall budget for your event/activity/facility? \$ estimated \$120,000 but unconfirmed until we have further details on the project.

What percent of the budget are you requesting from Clallam County Lodging Tax Fund 25 %?

We do not have a confirmed budget for this project yet, as it is still in development. We are submitting this application as a place holder, based on what we know of the project so far. From WA Tourism Alliance, we know that the estimated buy-in per county is \$30,000.

13. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

We believe that WA Tourism Alliance will be providing some level of matching funds. Also, funding from other regional municipalities that benefit from same as outlined above.... Jefferson, Grays Harbor, Mason, etc. Tribal funding support will be sought. Other private funds.

## APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

**APPLICATION DEADLINE:** Applications must be received at the Board of County Commissioner's Office, 223 East 4<sup>th</sup> Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, November 1, 2021.**

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2022 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. Applicants will be notified and attendance by the applicant's representative is required for presentation and questions. Following review, LTAC will forward its recommendation to the Board of County Commissioners.

### **APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:**

Submit the **original application and two copies to:**

Clallam County Lodging Tax Advisory Committee  
Board of Commissioner's Office  
223 East 4<sup>th</sup> Street, Suite 4  
Port Angeles WA 98362-3015

**All copies need to be single sided and not stapled and no folders. All brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.**

**Required Additional Information** – In addition to the application and supplemental questions answers, it is required that you attach the following:

- An itemized budget for your event/activity/facility (income and expense).
- Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.
- If the applicant is a non-profit organization, a copy of your agency/organization's current non-profit corporate registration with the Washington Secretary of State, and current annual budget.

**Optional Information** - Brochures/information concerning your event/activity/facility, in particular, items showing recent tourism promotion efforts. Brochures/information must be printed on 8.5 x 11 sized paper, single sided and not stapled copies to be accepted.

**Contract Requirement** – In order to be a recipient of Lodging Tax funds, a contract is required between Clallam County and the receiving Agency/applicant.

### **Post Reporting**

Reporting Requirements enacted by the Washington State Legislature in 2013 (RCW 67.28.1816) requires the County to file an annual report to the State of Washington Joint Legislative Audit and Review Committee regarding the use of funds for the year including a requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging, and the reporting of expenditures and activities shall meet those requirements. It is required that all recipients submit a post-event activity report that provides information to the Clallam County Administrator as specified by the contract.

## **GUIDELINES**

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County. CCC 5.13.020 Special fund.

### **Eligibility**

Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

### **Appropriate Uses**

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism. Specifically, lodging taxes can be used for:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract visitors;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned/operated by nonprofit organizations (RCW 67.28.1816).

A tourism-related facility is a real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is (a) owned by a public entity, nonprofit organization (including a non-profit business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce) and (b) used to support tourism, performing arts, or to accommodate tourist activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

Tourism Marketing and Operations includes activities defined as "tourism promotion" in state law (RCW 67.28.080)

- Advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors;
- Developing strategies to expand tourism;
- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected non peak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success, 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.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

### **Lodging Tax Advisory Committee Considerations**

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Director.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % of increase over prior year Clallam County Lodging Tax funded proposals, if any.
- Projected economic impact within the unincorporated area of Clallam County, in particular projected overnight stays in this area lodging establishments.
- The applicant's financial stability.



Office of the Secretary of State  
Corporations & Charities Division

Filed  
Secretary of State  
State of Washington  
Date Filed: 01/14/2021  
Effective Date: 01/14/2021  
UBI #: 601 007 747

## EXPRESS ANNUAL REPORT WITH CHANGES

### BUSINESS INFORMATION

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Business Name:

**OLYMPIC PENINSULA VISITOR BUREAU**

UBI Number:

**601 007 747**

Business Type:

**WA NONPROFIT CORPORATION**

Business Status:

**ACTIVE**

Principal Office Street Address:

**618 S PEABODY ST #F, PORT ANGELES, WA, 98362, UNITED STATES**

Principal Office Mailing Address:

**PO BOX 670, PORT ANGELES, WA, 98362-0157, UNITED STATES**

Expiration Date:

**02/28/2022**

Jurisdiction:

**UNITED STATES, WASHINGTON**

Formation/Registration Date:

**02/06/1987**

Period of Duration:

**PERPETUAL**

Inactive Date:

Nature of Business:

**PROMOTING TOURISM ON THE OLYMPIC PENINSULA**

**REGISTERED AGENT    RCW 23.95.410**

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**Registered Agent  
Name**

**Street Address**

**Mailing  
Address**

LINDA OFFUTT

618 S PEABODY ST STE F, PORT ANGELES, WA, 98362-6244, UNITED STATES

### PRINCIPAL OFFICE

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Phone:

**3604528552**

Email:

**DIRECTOR@OLYMPICPENINSULA.ORG**

Street Address:

**618 S PEABODY ST #F, PORT ANGELES, WA, 98362, USA**

Mailing Address:

**PO BOX 670, PORT ANGELES, WA, 98362-0157, USA**

## GOVERNORS

| Title    | Type       | Entity Name | First Name | Last Name |
|----------|------------|-------------|------------|-----------|
| GOVERNOR | INDIVIDUAL |             | PAM        | DAHL      |
| GOVERNOR | INDIVIDUAL |             | ERIL       | PLUNKETT  |
| GOVERNOR | INDIVIDUAL |             | ANNA       | MANILDI   |

## NATURE OF BUSINESS

- PROMOTING TOURISM ON THE OLYMPIC PENINSULA

## EFFECTIVE DATE

Effective Date:

01/14/2021

## CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

**NO**

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16 2/3 percent interest in the entity?

**NO**

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

**NO**

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

**NO**

You must report a Controlling Interest Transfer Return **IF**: you answered "yes" to questions 1 **AND** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit [www.dor.wa.gov/REET](http://www.dor.wa.gov/REET).

## RETURN ADDRESS FOR THIS FILING

Attention:

**KATHLEEN TEMPLE**

Email:

**SIMPLEACCOUNTING123@GMAIL.COM**

Address:

**PO BOX 670, PORT ANGELES, WA, 98362-0157, USA**

## EMAIL OPT-IN

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☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

## AUTHORIZED PERSON

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Person Type:

**INDIVIDUAL**

First Name:

**KATHLEEN**

Last Name:

**TEMPLE**

Title:

**BOOKKEEPER**

☒ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

## Clallam Co LTAC Grant Request

OPVB for OPTC: TREAD App for 2022

# Introducing **TREAD Map.**



TREAD Map is a one stop, comprehensive, recreation mapping app for all trail users, all seasons.

Informed by land managers and local enthusiasts, TREAD Map offers up-to-date recreation maps, custom layers, trail conditions, current safety information, community events and volunteer opportunities.





## Our Story

Over the years, there have been a lot of amazing efforts made to provide Outdoor Recreation (OR) opportunities for our community; Mission Ridge, Canyon, Ski Hill, and Echo Ridge, the Foothills Trail System, The Riverfront Trail, Squilchuck State Park just to name a few.

Through public processes such as Our Valley Our Future and the Outdoor Recreation Study it is abundantly clear that OR continues to be extremely important to our community, but we lack coordination. In fact, establishing an organization to bring together all the various efforts was one of eight "Game Changers" identified in the Our Valley Our Future Plan.



[EXPLORE MORE](#)

# How it will be **ACCOMPLISHED**

01

Maximizing the region's natural beauty and our natural resources with a conservationist sensibility.

02

Consolidate recreational stakeholders to develop & implement regional priorities, strategies, & action plans that best further the mission of TREAD as well as member organizations.

03

Consolidate recreational stakeholders to develop & implement regional priorities, strategies, & action plans that best further the mission of TREAD as well as member organizations.

04

Engaging citizens, especially youth to improve overall wellbeing & raising the quality of life in our community.